

Let's  do it!



WWW.LETSDOITWORLD.ORG



OUR SMOTHERING OCEANS



WHO AM I?



- Name is Marietta Hopley
- Based in Cape Town
- Have been appointed **Ambassador** for the African continent by the **Let's Do It Foundation**

My role is to

- **engage** with all the African countries
- **inspire** our continent and its people to unite to make our continent **clean and healthy** for us and our children
- **motivate** our continent and its people to actively participate in **hundreds of cleanup actions**



WHY DID I GET INVOLVED?



Unlocking Africa's potential and purpose

- Business
- Family
- Commitment
- Change
- Experience
- Future



MY RESPONSIBILITY



FEBRUARY 2017



Active campaigning

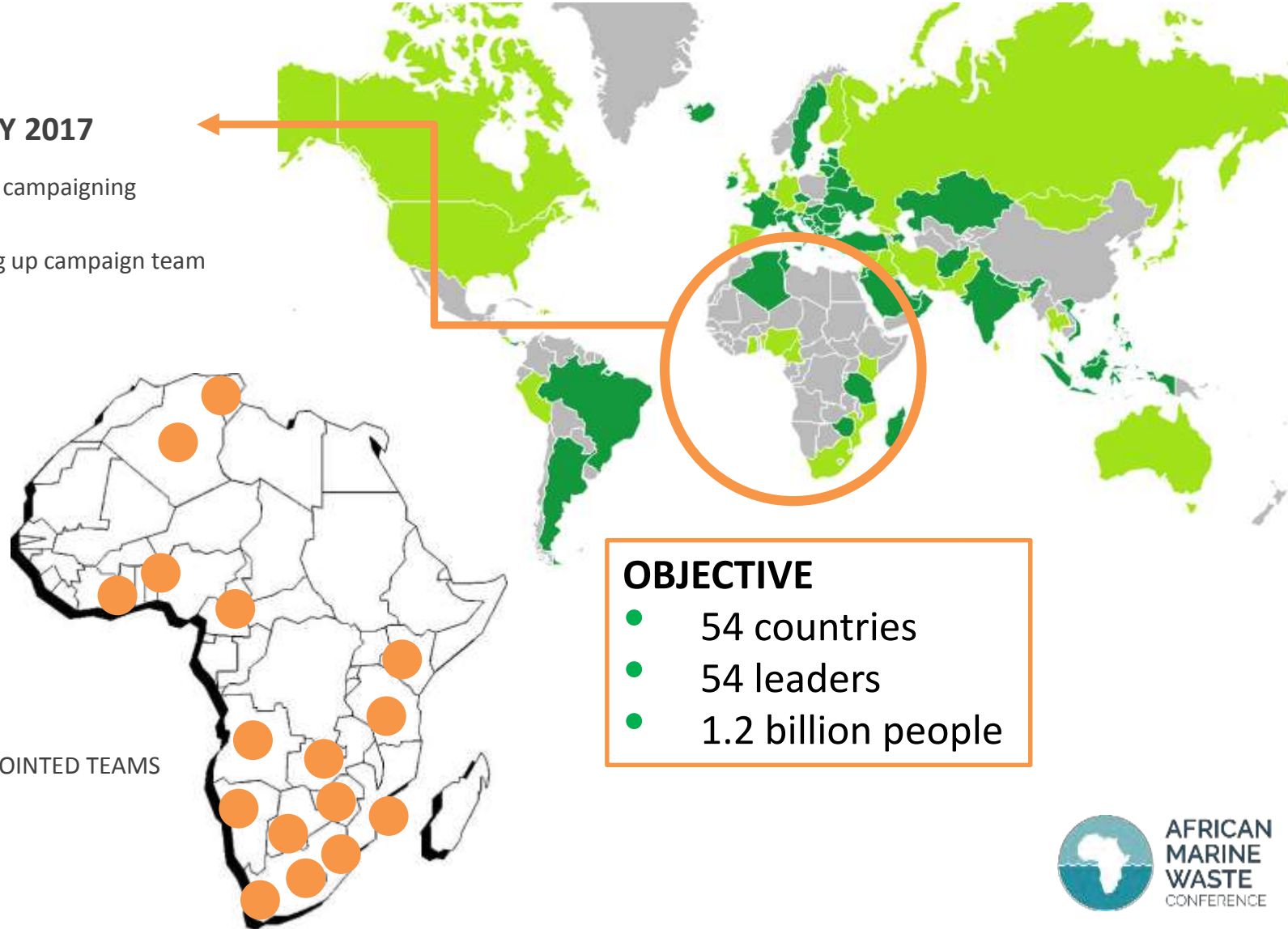


Setting up campaign team

JULY 2017



APPOINTED TEAMS



OBJECTIVE

- 54 countries
- 54 leaders
- 1.2 billion people



AFRICA AMBASSADORS' OFFICE



Marietta Hopley

AMBASSADOR FOR
AFRICAN COUNTRIES



Louanne Mostert

MARKETING &
DEVELOPMENT - AFRICA



Francis Saul

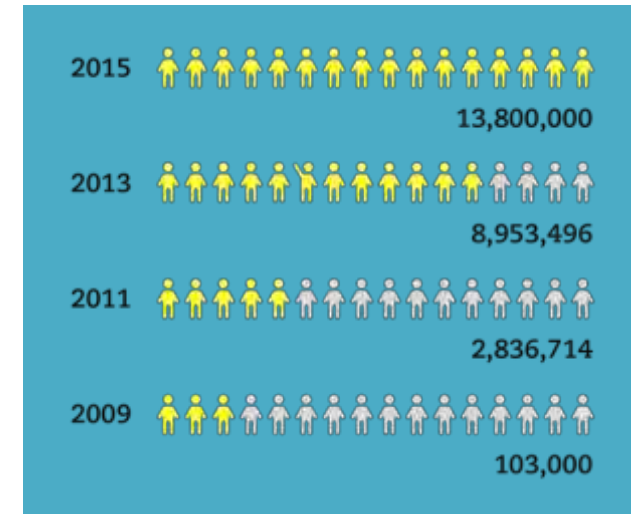
ADMINISTRATION
& SUPPORT



WHO IS LET'S DO IT?



- Let's Do It World! is a civic society led mass movement
- Based in Estonia
- It spread to 150 countries/ a true celebration of 'Ubuntu'
- 13,8 million people to join forces and clean up illegal waste in a single day



OUR VISION: A CLEAN WORLD



Our dream is to live in a clean world and to leave a healthy planet to our future generations

- Awareness
- Environment Solutions
- Educate Communities
- Supportive policies
- Innovation
- Waste management



OUR MISSION



To **empower** the planet's population to clean the world of illegally dumped solid waste and to keep it clean.



WASTE: A GLOBAL CONCERN



- Dumpsites
- Climate change
400 icebergs per week go lost
- Marine litter
- Megacities
- E-waste (Apollo 11)
- Illegal shipments

GLOBAL WASTE: TALKING TRASH

Let's  do it!
Africa



**AFRICAN
MARINE
WASTE
CONFERENCE**

GLOBAL WASTE: TALKING TRASH



**LITTER ATTRACTS MORE LITTER:
WASTE IS THE RESULT OF
INDIVIDUAL BEHAVIOUR**

In 2012 the worlds' cities generated
1.3 billion tonnes of solid waste per year,
amounting to a footprint of
1.2 kilograms per person per day



GLOBAL WASTE: TALKING TRASH



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NEARLY HALF OF THE GLOBAL POPULATION DOES NOT HAVE ACCESS TO BASIC SOLID WASTE MANAGEMENT

- 2 billion people do not have access to solid waste collection
- 3 billion people lack access to controlled waste disposal facilities



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PLASTICS NOW POLLUTE ALL DIMENSIONS OF OUR OCEANS

- 8 million metric tons of plastic goes into the ocean every year – an estimated 5.25 trillion pieces of plastic debris in the ocean - 80% from mainland sources
- Ocean litter has deadly consequences for seabirds, fish, and other marine animals. Research found that 693 species had been documented as having encountered plastic debris, with nearly 400 facing entanglement and ingestion
- With more land-based runoff, carbon pollution is flooding our seas and ocean acidification remains a growing problem

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OUR FRESHWATER RESOURCES ARE DROWNING IN WASTE

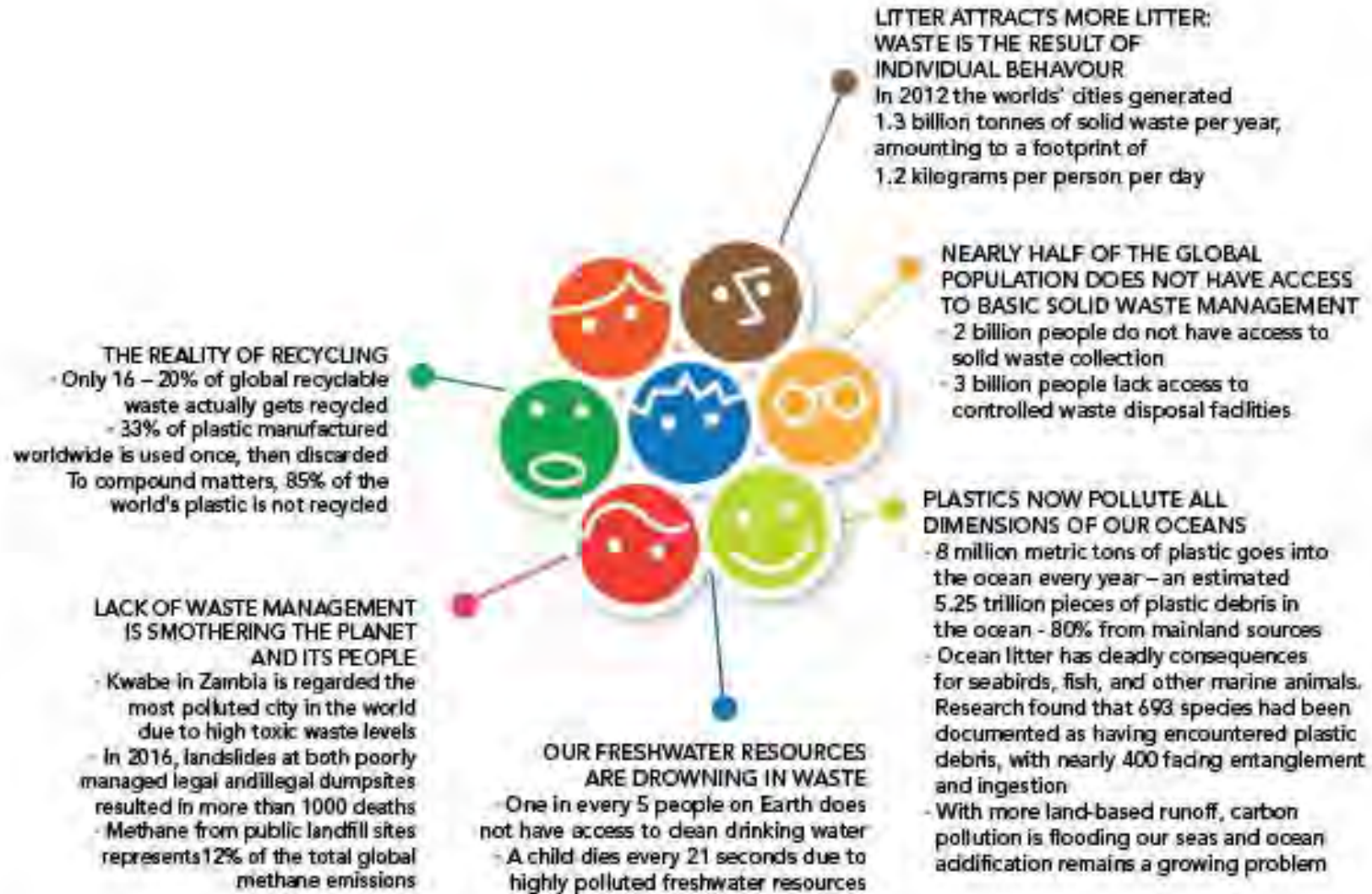
- One in every 5 people on Earth does not have access to clean drinking water
- A child dies every 21 seconds due to highly polluted freshwater resources



GLOBAL WASTE: TALKING TRASH



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MORE THAN 60% PERCENT OF SOLID WASTE ENDS UP AT LANDFILL SITES

- Poor global waste management is the result of general lack of knowledge about sustainable waste management practices, legislative control and follow up
- In South Africa, the annual municipal waste generated is approximately 108 million tons and 92% of the waste is disposed of at landfill sites

THE REALITY OF RECYCLING

- Only 16 – 20% of global recyclable waste actually gets recycled
- 33% of plastic manufactured worldwide is used once, then discarded
- To compound matters, 85% of the world's plastic is not recycled

LACK OF WASTE MANAGEMENT IS SMOTHERING THE PLANET AND ITS PEOPLE

- Kwabe in Zambia is regarded the most polluted city in the world due to high toxic waste levels
- In 2016, landslides at both poorly managed legal and illegal dumpsites resulted in more than 1000 deaths
- Methane from public landfill sites represents 12% of the total global methane emissions



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A LOOK AT AFRICA



African Continent

Current African Population - 1.2 billion

Equivalent to 16.36 % of total world population

2nd Amongst regions of the world ordered by population

40.5% Urban

59.5% Rural

South Africa

Current Population – 55,2 million

Equivalent to 0.74% of total world population

25th Amongst regions of the world ordered by population

64.3% Urban

35.7% Rural



ALARMING SIGNALS



DIRECT CONSEQUENCES OF OUR GLOBAL WASTE PROBLEM:

Landfills and Dump site landslides - 750 deaths in 7 months

Water resources polluted - 1 child dies every 21 seconds



JUNE 2017:
CITY IN ZAMBIA MOST
POLLUTED IN THE WORLD

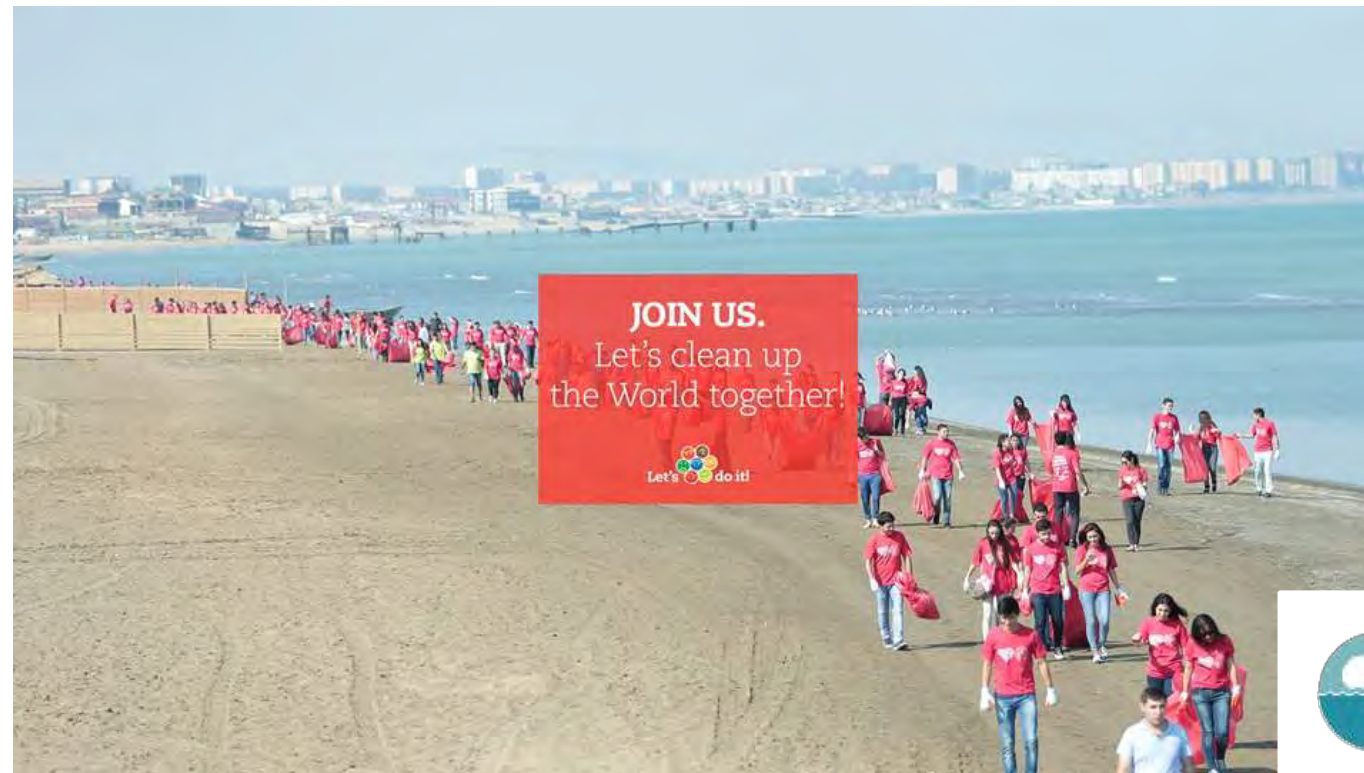
- February 2017 – 2300 people affected
Dump site landslide, Chile
- December 2016 – 73 people killed
Dump site landslide, China
- January 2016 – 502 deaths diarrhea /
521 573 treated, Zimbabwe
- February 2016 - Yellow Fever outbreak at
dumpsite / 158 killed, Angola
- March 2016 - Dump site toxic fire /
schools closed: 1500, Jamaica
- May 2016 - Illegal dump site toxic fire /
9000 people affected, Spain



WORKING TOWARD OUR OBJECTIVE



- 150 countries will engage
- 13.8 million people will participate
- Sunrise in Japan to sunset in Hawaii – all in one day!



NATIONAL APPOINTED LEADERS

Let's  do it!
Africa



SOUTH AFRICA
Silindile Mncube



SWAZILAND
Maxwell Dlamini



BOTSWANA
Malehloa Kokoro



LIBERIA
Mohamed Getaweh



LESOTHO
Kefuoe Motenalai



ZIMBABWE
Marian Karumazondu



MALAWI
Peace Mlauli



BENIN & TOGO
Prosper Godswili

EXISTING PARTNERS & FUNDERS



- UNEP (United Nations Environmental Program – Zimbabwe)
- JCI (Junior Chamber International)
- ISWA (International Solid Waste Association)
- Zero Waste Europe
- Plastic Alignment Process
- European Commission for the advancement of the Sustainable Development Goals
- European Union Development Fund
- Litterati
- Governments / Corporates / Leaders





Promote innovation and focus on purpose

- Create a higher consciousness of waste
- Become technologically advanced on how to deal with waste
- A whole new generation of conscious consumers who know how to make informed decisions and lead an environmentally friendly life

#1 ENGAGEMENT



**We call on everyone
to participate!**



**AFRICAN
MARINE
WASTE
CONFERENCE**

#1 ENGAGEMENT



AFRICA, RECOMMEND A LEADER

Or are you a leader looking for a meaningful challenge?

We welcome you all. Visit www.letsdoitworld.org to view our intracontinental network map and help us fill the gaps: working toward a clean and healthy planet.

54 COUNTRIES | 1.2 BILLION PEOPLE

letsdoitworld.org | [@letsdoitafrica](https://www.facebook.com/letsdoitafrica) 



#2 INNOVATION



- A global waste database
- A mapping application – of all dump sites worldwide
- Global teamwork
- You manage what you measure



TRASHOUT - MAPPING GLOBAL WASTE



WASTE MAPPING WORKSHOP: 13 JULY '17
(AFRICAN MARINE WASTE CONFERENCE)



#3 ACTION



- Research and experience have shown that litter is the result of individual behavior
- Litter attracts more litter!
- Education & campaigning for the right cause

2017: SETTING THE STAGE



National Clean Up Week: 14 – 19 September 2017

International Coastal Clean Up Day: 16 September 2017

“Fighting for Trash-Free Oceans”

Largest single effort coastal clean up on ICC

- We encourage you to share your partner networks to mobilise funding and resources necessary to drive ambition to action
- Let's Do It! Africa to partner with numerous like-minded organisations to create an African presence of change



GET INVOLVED, BE INSPIRED



Whether you just have a minute to spare or would like to consider a strategic partnership with us, there are many different ways you can get involved with the Let's Do It! World - Africa campaign and join us in making a measurable difference to our environment and its people.

Help us grow our network

- Apply as - or recommend a **national leader** for your country (refer to our network map on the website)
- Share your professional **sector experience & expertise** with us
- Become a **strategic project partner** and realise your CSI strategy
- **Affiliate** your environmental, education or media group with us
- **Volunteer** your time as an enthusiast #WasteWarrior



GET INVOLVED, BE INSPIRED



Support our campaign initiatives

- **Donate** for a clean world - consider a monthly contribution
- Sign up as a **Corporate Pledge Partner**
- Talk to us about **sponsorship** and co-branding opportunities
- All relevant **donations in-kind** are welcome e.g. bags, gloves
- Contact us to **learn more about the Let's Do It!** network closest to you
- **Take initiative** - organise crowd fundraising or nodal cleanup activities
- **Connect with us** on Facebook and sign up for our e-Newsletter to stay informed with our exciting activations



COME, LET'S DO IT! AFRICA



“It is in your hands to create a better world for all who live in it. I believe in this continent.”

Nelson Mandela

“The time is always right to do what is right.”

Martin Luther King, Jr.



FOOD FOR THOUGHT!



QUESTIONS?

Let's  do it!
Africa



**AFRICAN
MARINE
WASTE
CONFERENCE**



environmental affairs

Department:
Environmental Affairs
REPUBLIC OF SOUTH AFRICA



EUROPEAN
COMMISSION



WHITE CAPITAL ADVISORS

Plastics | SA



Let's do it!

ADD YOUR
VOICE TODAY!

CONTACT US

and join millions other in
working toward a clean and
healthy planet.

African Ambassador Office
Cape Town, South Africa

E africa@letsdoitworld.org

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www.letsdoitworld.org



@letsdoitafrica



FOR A
WASTE FREE
TOMORROW

