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Speaker:

Julia Markhel

The best media and social advertising campaign for World Cleaning Day

“Let’s do it Ukraine” is the All-Ukrainian Youth Movement

It is the largest of all eco-organizations in Ukraine. Since 2014, it has been active in 24 regions of Ukraine thanks to activists, local governments, businesses, and the media.

Non-profit public organization, whose project activities have already united more than three million participants in All-Ukrainian and local projects:

- The country's largest clean-up is "Let's make Ukraine clean together!"
- "All-Ukrainian Forum of Interaction and Development"
- National map of recycling points recyclingpoints.org
- All-Ukrainian project "Clean beaches together!"
- Let’s do it Ukraine Leaders Academy
- Digital Cleanup
- World Cleanup Day and other projects.

The All-Ukrainian Youth Movement “Let’s do it Ukraine” is part of the international movement “Let’s Do It World,” which unites 191 countries and more than 60 million members to take care of the ecology and cleanliness of our planet.

Let’s do it,
Ukraine!



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NATIONAL TEAM:



- **16** national coordinators
- **65** volunteers of the press center and the department of social advertising
- **24** regional coordinators
- **3,945** local coordinators
- **10,000** + volunteer staff
- **99.999%** of the team's volunteers work for free.

Thank you all! Join us!

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WORLD CLEANUP DAY IN UKRAINE 2021



- **311,665** participants in the traditional Cleanup. Children, students, officials, artists, activists, responsible citizens, and representatives of the media together cleared
- **55,865 GB** during the Digital Cleanup, participants removed unnecessary information from phones, computers, and cloud storage
- **3,945** locations
- **1,022** tons of garbage were collected
- **632** settlements
- **70** tons of secondary raw materials were handed over for recycling
- **24** regions



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Ukraine broke the record for the youngest participant in Cleanup in the World. Yesenia, a girl from Kharkiv who was eight days old at the time of Cleanup, took first place.

The following Cleanup formats took place during the action

- collective
- individual
- digital Cleanup
- mapping with EcoHike application

The most popular finds were cigarette butts, masks, containers, and packaging from various goods. The action participants tried to sort what they found - they collected secondary raw materials in separate bags, which were then transferred for processing.

Participants took photos, stories at locations before and after Cleanup.

They are available to everyone under the hashtag #letsdoitukraine #worldcleanupday #побачивприбери.

There is also a special telegram chat with the photos:

https://t.me/Photo_Video_WCD2021

Schoolchildren during the World Cleanup Day



In September, within the framework of the World Cleanup Day, the International Youth Movement "School Recycling World" with the support of the Ministry of Education and Science of Ukraine, Ukrainian State Center for Extracurricular Education, National Ecological and Naturalistic Center, PepsiCo Ukraine Of Ukraine as the most active participants of the World Cleanup Day.

41,551 schoolchildren and students

343 educational institutions took part

140,813 kg garbage a total of was collected

21,093 kg were sent to recycling



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START OF MEDIA AND ADVERTISING CAMPAIGN 2021

VIP Eco picnic

On August 18, on the occasion of the 30th anniversary of Ukraine's Independence, singers, actors, thought leaders, bloggers, and journalists gathered for an eco-picnic with the goal of a common global goal - to make Ukraine clean together. The event initiated the official preparations for the International Cleanup Day in Ukraine in 2021.

For example, celebrities motivated thousands of Ukrainians to embark on environmental change and join the historical action.

The star guests cleaned up the garbage, sorted what they found, talked, exchanged motivation with each other and with subscribers on social networks, shared comments from the media, took photos. After the crowd in the Hydropark on the city ecospace "Shpakivnya" territory, volunteers of "Let's do it Ukraine" organized an eco-picnic and training on responsible consumption of land resources.



CENTRAL LOCATIONS WORLD CLEANUP DAY IN UKRAINE

The central location of World Cleanup Day in Kyiv, in the Hydropark, launched a campaign throughout Ukraine. The event was attended by State Secretary of the Cabinet of Ministers of Ukraine Oleksandr Yarema, Minister of Environment and Natural Resources of Ukraine Roman Abramovsky, Deputy Minister of Youth and Sports of Ukraine Marina Popatenko, First Deputy Head of the Kyiv City State Administration for Self-Government Oleksiy Kuleba, representatives of seven foreign embassies. Ukraine: Estonia (Ambassador Kaimo Kuusk and diplomats with families), Malaysia, Turkmenistan, Kazakhstan, Poland, France, Palestine; thought leaders and stars, including Ukrainian opera singer Olena Grebenyuk, Miss Ukraine 2015 winner Khrystyna Stoloka, and two-time world bodybuilding champion, Volodymyr Osnik.

**ON THE DAY OF THE EVENT, THE NATIONAL PRESS CONFERENCE
WAS HELD AT THE CENTRAL LOCATION
AND IN 24 REGIONS AT THE SAME TIME**



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Media report Let's do it Ukraine 2021

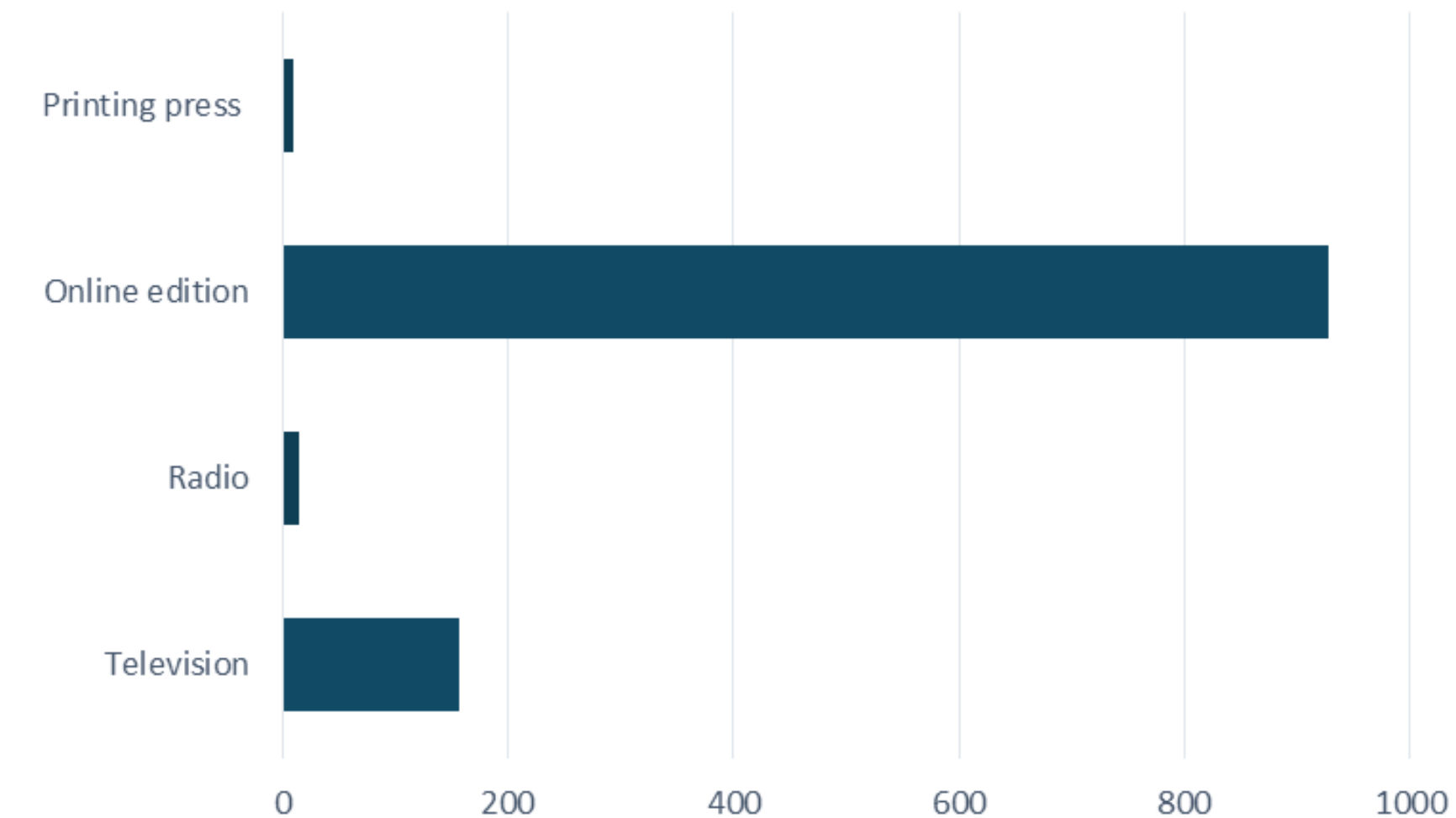
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THE TOTAL NUMBER OF IS **1107**

- Online media - **927**
- Television - **157**
- Radio - **14**
- Printed publications - **9**

SHARE OF OCCURRENCES



* Official web pages and social networks of authorities, public and social movements, organizations, educational institutions, and business structures are not included

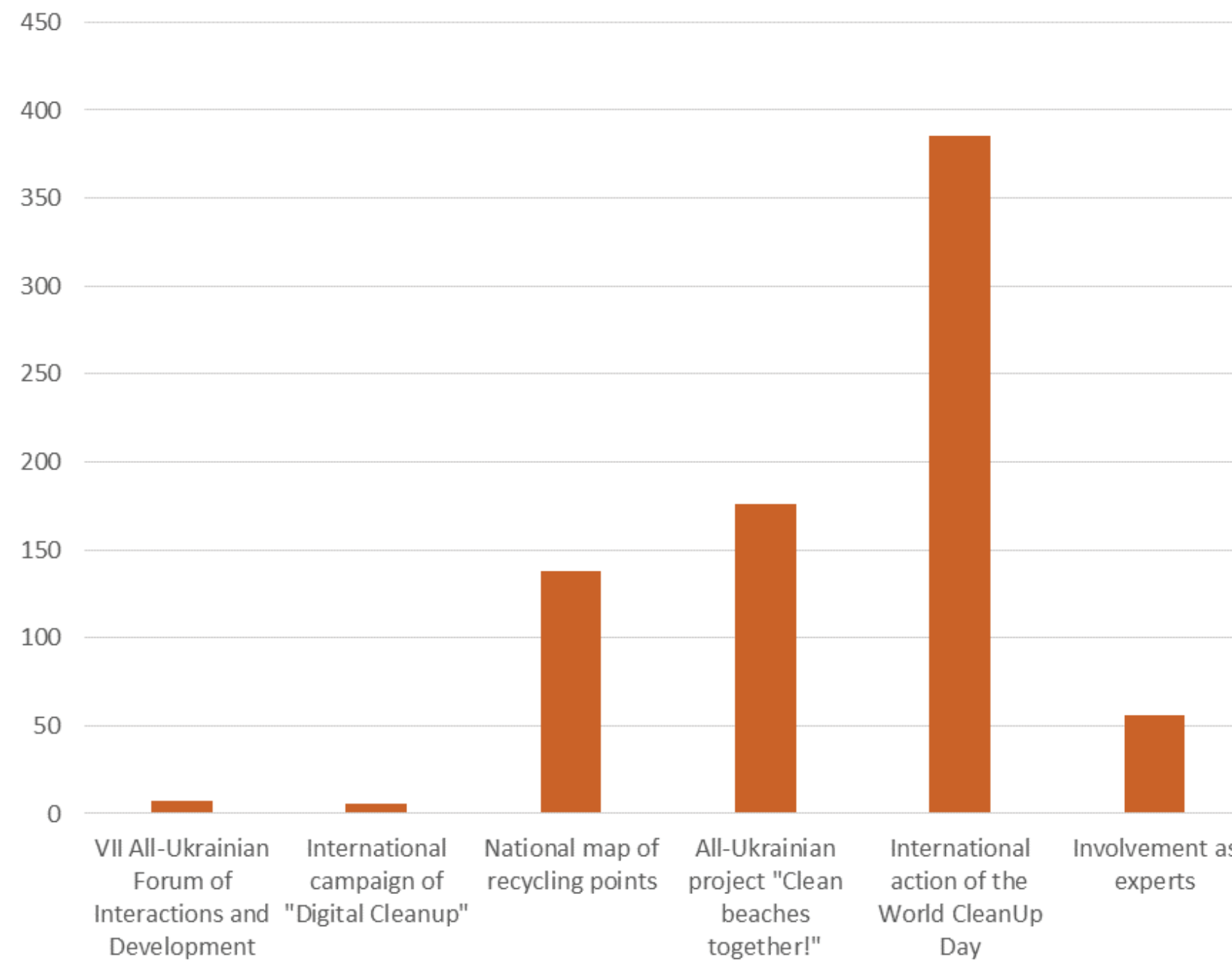
General report
with links to
media resources:



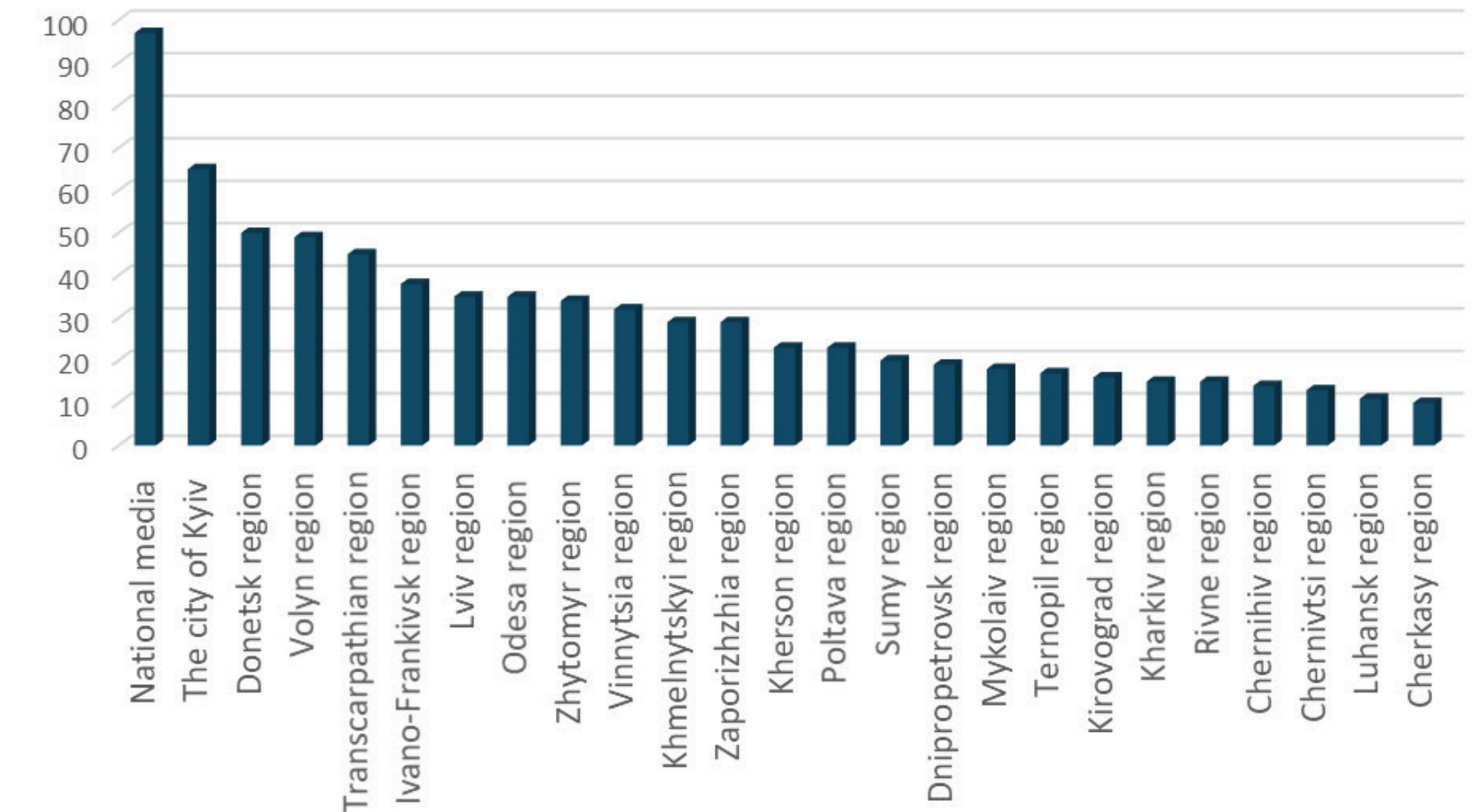

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Media report Let's do it Ukraine 2021

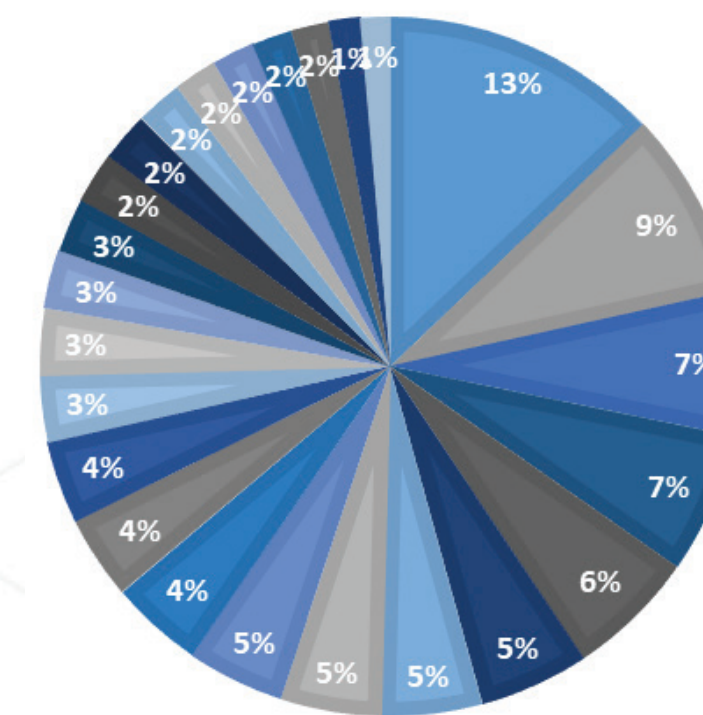
PROJECT MEDIA INVOLVEMENT



RANKING BY THE NUMBER OF PUBLICATION IN THE MEDIA

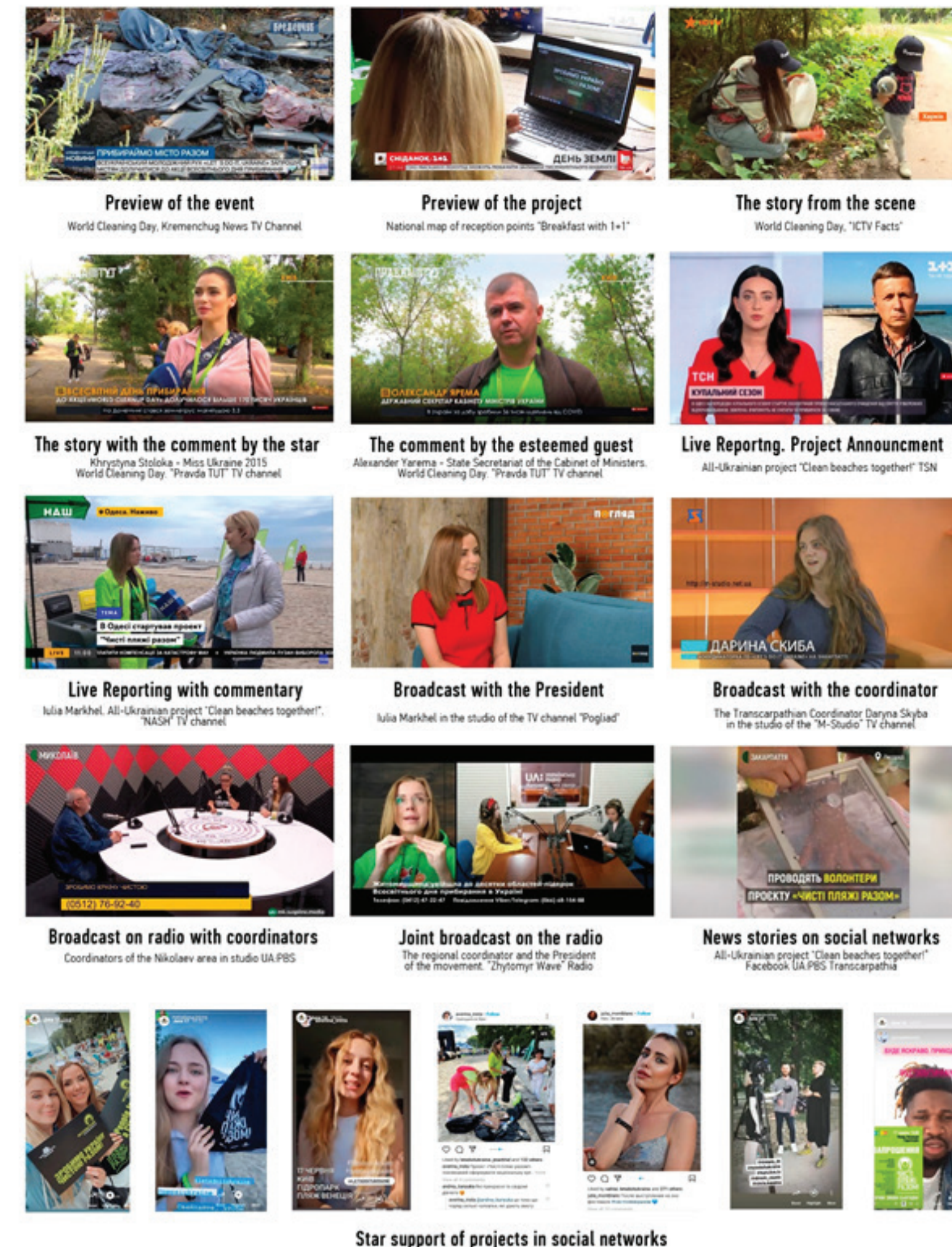
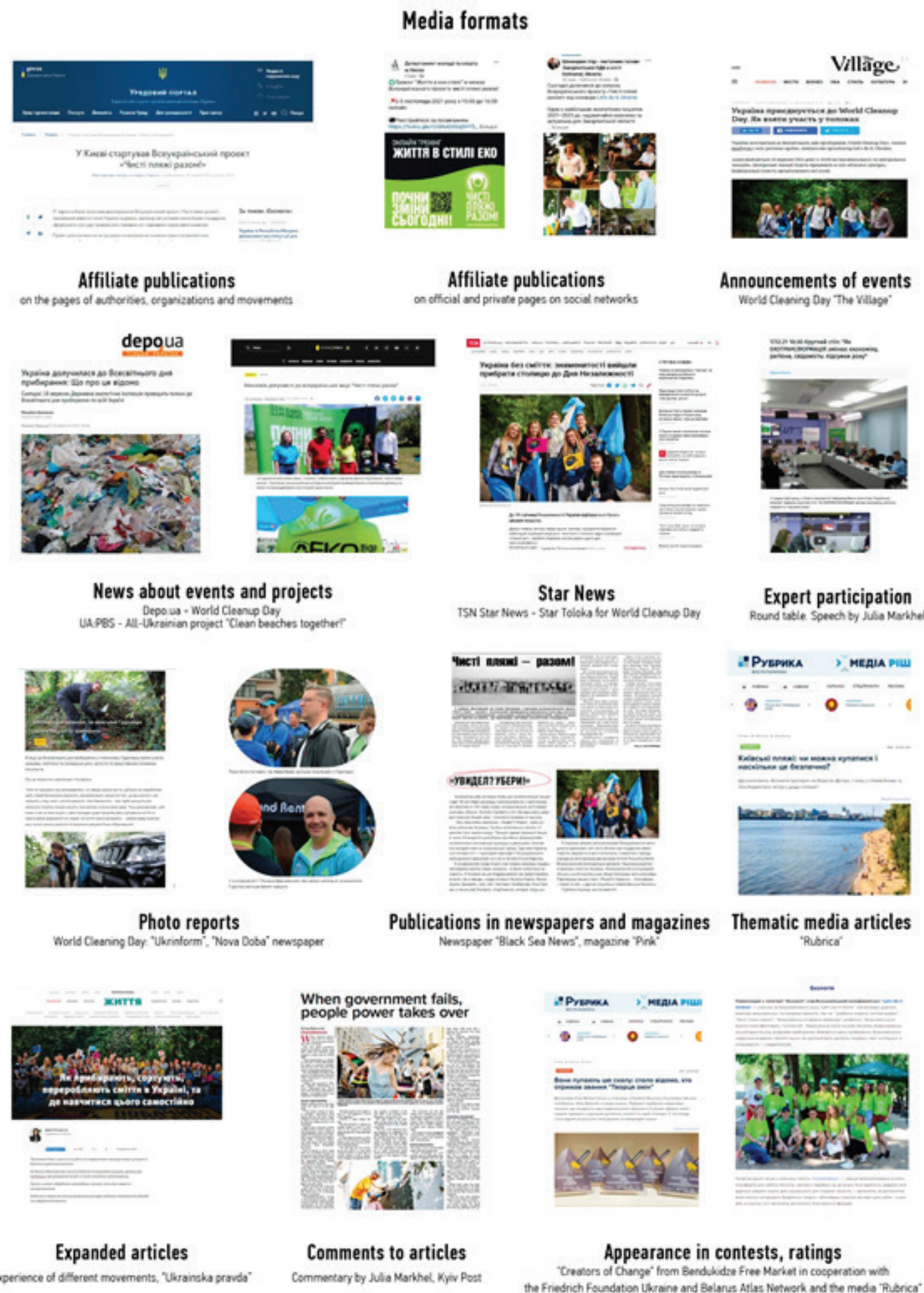


RANKING BY THE NUMBER OF PUBLICATION IN THE MEDIA



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“Let’s do it Ukraine” is the All-Ukrainian Youth Movement



The best media and social advertising campaign for World Cleaning Day in August-September 2021

- **12** million people + total readership, listeners, media viewers in two months of promotional campaign
- **752** media coverage was according to the results of the action, the number of mentions in the media in August-September 2021.
- **628** of these, online media publications
- **112** media coverage on television
- **105** publications on the pages of the Regional State Administration and the Regional State Administration
- **12** media coverage on radio

Social advertising World Cleanup Day 2021 in Ukraine



**A TOTAL OF OVER 60,000+ video and audio social promo
ADVERTISEMENTS IN ADVERTISING IN UKRAINE
total audience of more than 15 million people social
ADVERTISEMENTS coverage throughout Ukraine**

Social advertising is one of the most crucial factors in recognizing community organizations. As a result, more people are interested in an active way of life, participating in events aimed at improving the quality of life of everyone.

Thanks to the work of the national team "Let's Do It Ukraine" and the support of socially responsible television, radio, shopping malls, supermarket chains and stores, video boards, and advertising in public transport, As well as other companies, organizations, and state agencies, we were able to achieve impressive results of social advertising for the celebration of the international campaign "World Cleanup Day" in various advertising spaces of Ukraine.



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Social advertising World Cleanup Day 2021 in Ukraine

- **1,957** appearances on television
- **2,872** exits on retail screens
- **54,240** outputs on video boards and route televisions

Audio ads have been played **1,185** times, including:

- **210** radio outputs
- **975** outlets in retail

60 advertising planes were placed in Kyiv:

- **20** boards
- **20** metro lights
-

19,000 posters were printed:

- posters A4: 6000 pcs.
- posters A5: 6000 pcs.
- posters A4 (Hydropark): 2000 pcs.
- posters A4 (Kiev): 5000 pcs.

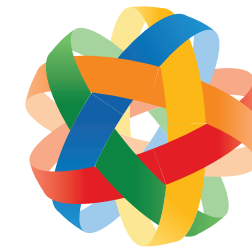


Special partners:



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Information Partners:



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Logistics partner:



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Contact information:

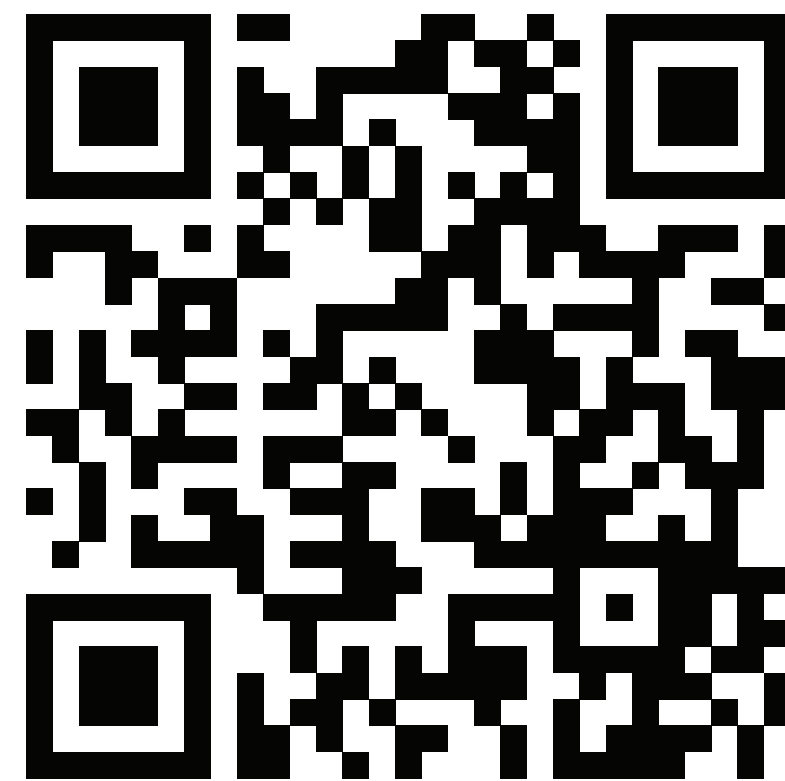
Julia Markhel

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Founder member of the international movement "Let's Do It World"

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Stay healthy

Let's save our Planet and do it together!



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