

THE GREAT GLOBAL CLEANUP TOOLKIT FALL 2024



THE
GREAT GLOBAL
CLEANUP®

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THE
GREAT GLOBAL
CLEANUP®

WHAT IS THE GREAT GLOBAL CLEANUP?

OUR MISSION

The Great Global Cleanup aims to rid the environment of waste and plastic pollution for good.

THE GREAT GLOBAL CLEANUP AT A GLANCE

The Great Global Cleanup is a worldwide campaign aimed at ridding the environment of waste and plastic pollution for good through activating the global cleanup movement. This year our theme **Planet vs. Plastic** showcases our commitment to end plastics for the sake of human and planetary health.



WHO WE ARE

Our goal is to empower the global cleanup movement and provide organizations with the resources they need to effectively remove waste and ultimately create permanent solutions to end plastic pollution.

ABOUT EARTHDAY.ORG

EARTHDAY.ORG's mission is to diversify, educate and activate the environmental movement worldwide. Growing out of the first Earth Day in 1970, EARTHDAY.ORG is the world's largest recruiter to the environmental movement, working with more than **150,000 partners in over 192 countries to drive positive action for our planet.**

JOIN THE GREAT GLOBAL CLEANUP



[BECOME AN OFFICIAL
PARTNER OF THE GREAT
GLOBAL CLEANUP](#)



[ADD YOUR CLEANUP TO
THE GLOBAL CLEANUP
MAP](#)



[SIGN OUR GLOBAL
PLASTICS PETITION](#)

WORLD CLEANUP DAY 2024



ABOUT WORLD CLEANUP DAY

World Cleanup Day is an annual environmental movement coordinated by EARTHDAY.ORG partner, **Let's Do It World**. World Cleanup Day works to combat the global waste management crisis by empowering individuals and communities to clean up waste and enact lasting changes to form a permanent solution. This year's **Make Room For Life** campaign is focused on the impact of these efforts.

MAKE ROOM FOR LIFE

When trash is removed from ecosystems, it creates room for that ecosystems natural inhabitants to grow and flourish. By cleaning up our environment (and keeping it clean), we **Make Room For Life**, creating new possibilities for us and all living beings.

Join World Cleanup Day 2024 [here](#).



THE GLOBAL CLEANUP MAP



The Global Cleanup Map highlights ongoing cleanups worldwide, serving as a dynamic tool to **connect our volunteers with your cleanups**. By showcasing the movement's work on a global scale, we grow the impact we can make together.

**ADD YOUR CLEANUP TO
THE GLOBAL CLEANUP
MAP HERE**



HOW TO DO A CLEANUP

8

STEPS ON HOW TO HOST A CLEANUP

1 ORGANIZE A PLANNING GROUP

2 SELECT A LOCATION, DATE, AND TIME

3 GATHER VOLUNTEERS

4 SUPPLIES AND DISPOSAL

5 START YOUR CLEANUP DAY

6 ORIENTATION AND SAFETY TALK

7 DISPOSE OF WASTE

8 END THE CLEANUP

ORGANIZE A PLANNING GROUP

1

- Whether it's with your friends, your organization, or just you, decide who will take the lead in organizing the cleanup!
- Invite members from local government, civic organizations, clubs, homeowner associations, churches and media to serve on a cleanup planning committee. Having a diverse coalition can help the event run well.
- Appoint site captains who will manage the event and designate roles to assure the cleanup goes smoothly.

SELECT AN APPROPRIATE SITE, DATE, AND TIME

2

- Choose a public location: a park, a river, or a similar community site that is ideally accessible by public transportation or bicycle.
- TIP: Make sure to check and see if you need any necessary local permissions.
- Select a timely date for your cleanup:
- TIP: Earth Day is on April 22nd and World Cleanup Day is on the Third Saturday in September
- Select a time: Depending on where you are, choose a time that allows for plenty of daylight and comfortable temperatures for volunteers.
- TIP: Most cleanups happen between 9:00am and 11:00am.

GATHER VOLUNTEERS

3

- Register your cleanup so it appears on the Great Global Cleanup Map and is connected to our global network of volunteers.
- Advertise your cleanup to your organization, family, friends, and/or community members.
- TIP: People from different organizations and associations can help turn out volunteers and bridge community members through the cleanup.
- Use Facebook or Eventbrite to create the event to share the information and manage volunteer sign up.

LINE UP SUPPLIES AND ARRANGE FOR DISPOSAL

4

- Ask for donations of trash bags, refreshments, and equipment (TIP: Local hardware stores are usually willing to donate these resources)
- Coordinate with local waste management through a short phone call to ensure everything is being disposed of in accordance with rules and regulations.
- Be sure that contributors get credit for their donations in cleanup promotions
- Gather supplies (Important Items To Have: Trash Bags or Buckets, Trash Grabbers, First Aid Kit, Gloves and Hand Sanitizer, Water/ Snacks, Table and chairs, and Event Signage)

START YOUR CLEANUP DAY

5

- Closer to the date, check the weather and plan to dress appropriately. Wear something you don't mind getting dirty!
- Send a reminder the night before or day of the cleanup to all participants and key individuals that you hope to attend.
- Invite local media outlets to cover the event and spread awareness
- As a leader, arrive to the event early to set up before volunteers arrive

ORIENTATION AND SAFETY TALK

6

- Safety is key. Two people make a team! Wear gloves, and closed toe shoes. Bring a hat, sunscreen & reusable water bottle
- Keep the environment safe - Vegetation is sensitive and wildlife is best kept wild.
- What to remove: Trash and Litter (Anything created by humans), Recyclables
- What to leave: Nature, Homeless Encampments, Dead Animals, Syringes, needles, and other hazardous materials.

DISPOSE OF WASTE

7

- Find a location to properly dispose of all of the waste you clean up!
- Sort the waste into trash, recyclables, and hazardous waste.
- Make sure to measure the amount of waste you collected by number of bags or weight.
- TIP: If you are unsure of where to dispose of any of this waste contact your local municipality's waste department for further instruction.

AT THE END OF THE CLEANUP

8

- Share your Cleanup results with us.
- Take pictures before and after your collection and share them on Twitter and Instagram.
- TIP: Use handles #GreatGlobalCleanup, #TrashTag, and #Plogging.
- Post your event on social media. Tag us at @earthdaynetwork on Instagram and TikTok.
- Share your images with local newspapers, magazines, and EARTHDAY.ORG.
- Write thank you emails to any cooperating government officials, businesses, and organizations.

CREATING A WASTE-FREE WORLD

THE IMPACT OF CLEANUPS

Cleanups are an essential part of the solution to creating a waste-free world. **Research suggests that cleanups can remove up to 99% of microplastics from the area surrounding the waste.** But alone they are not enough. There needs to be systematic change upstream otherwise there will always be a need to do cleanups for the rest of our lives.

That is why EARTHDAY.ORG calling for a 60% reduction in plastic production by 2040.



TO ACHIEVE A 60% REDUCTION BY 2040, EARTHDAY.ORG'S GOALS ARE:

1

Promoting widespread public awareness of the damage done by plastic to human, animal, and all biodiversity's health and demanding more research be conducted on its health implications, including the release of any and all information regarding its effects to the public.

2

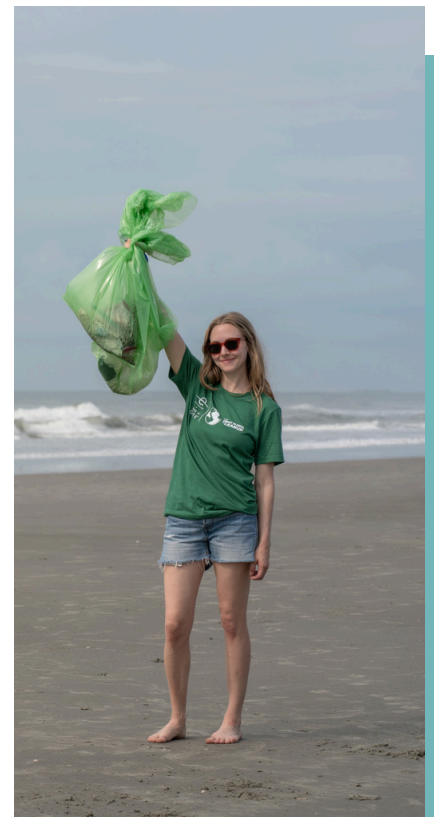
Rapidly phasing out all single use plastics by 2030 and achieving this phase out commitment in the United Nations Treaty on Plastic Pollution in 2024.

3

Demanding policies ending the scourge of fast fashion and the vast amount of plastic it produces and uses.

4

Investing in innovative technologies and materials to build a plastic-free world.



THE PLASTIC THREAT TO HUMAN HEALTH

Bisphenol A also known as BPA, used to make billions of plastic beverage containers, dinnerware, protective linings of food cans and toys, is considered an **endocrine disruptor**, meaning it can both decrease or increase endocrine activity in humans and cause **adverse health effects**.

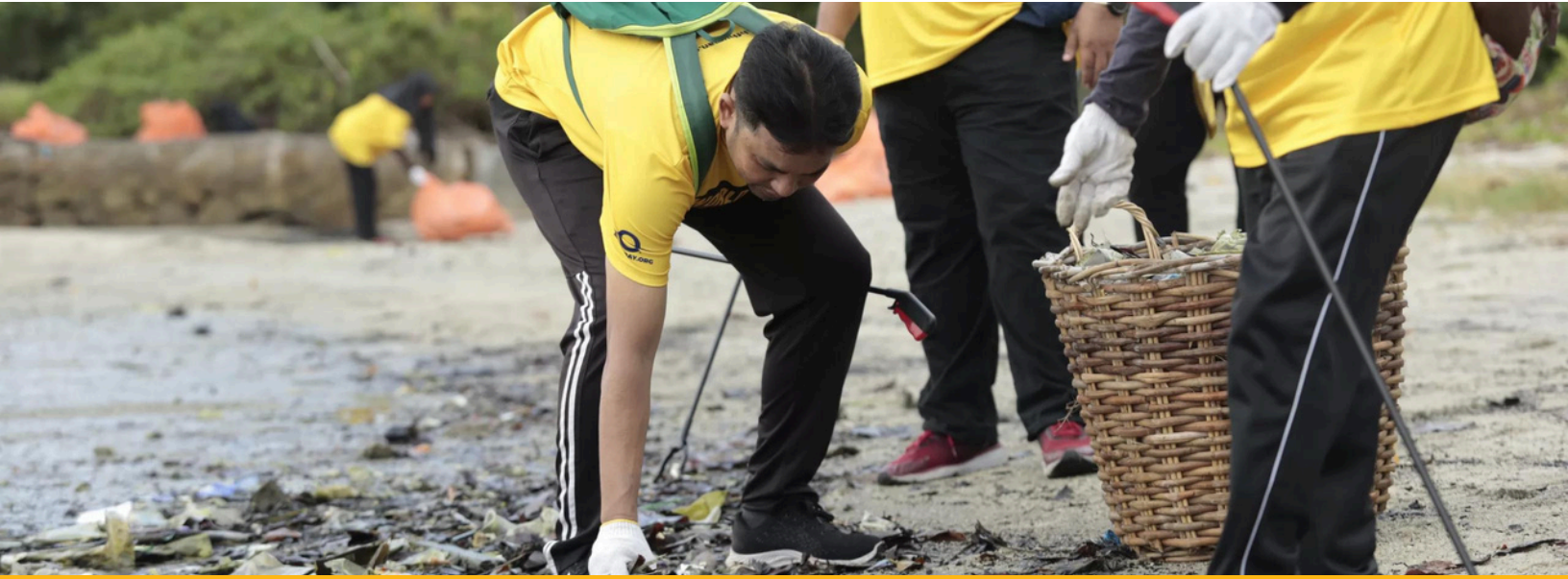
BPA is able to be absorbed by fat tissue, and is associated with **increased risk of breast cancer**. Additionally, the breast milk of most women in the developed world contains dozens of compounds including BPA that have been linked to negative health effects.

Some animal studies have indicated **adverse effects of BPA on newborns and fetuses**.



Importantly, the label BPA-free in a container of a bottle doesn't mean a product is free from other harmful chemical compounds that are slightly different but have a different name.

Growing literature links many Phthalates, which are a group of chemicals used to make plastics more flexible and harder to break, with a variety of adverse outcomes including **weight gain and insulin resistance, decreased levels of sex hormones, and other consequences for the human reproductive system both for females and males.**



When food is wrapped in plastic containing BPA, **phthalates may leak into the food.** Any migration is likely to be greater when in contact with fatty foods such as meats and cheeses than with other foods.

In general, it is not recommended to heat food in plastic containers with the codes 3 and 7. The USDA Food Safety and Inspection Service advises Americans not to reuse margarine tubs, take-out containers, whipped topping bowls, and other one-time use containers, which are more likely to melt and cause chemicals to leach into food.

LEARN MORE

BABIES VS PLASTICS



PETS VS PLASTICS



EXPAND YOUR IMPACT

INVITE LOCAL GOVERNMENT

Involving local government officials in your cleanup is a great way to **create permanent impact** with your work. When local government representatives participate, they bring **visibility, resources, and institutional support**. Their involvement not only raises public awareness about environmental issues but also fosters a **sense of community** and **responsibility**. Moreover, active participation from government officials can lead to better enforcement of local environmental regulations and inspire long-term policy changes. Not only this, but many local leaders may be unaware of the environmental issues that are seen everyday, and including them can ensure all stakeholders in the community are **active agents in creating lasting environmental improvement**.



A SNAPSHOT OF THE GLOBAL MOVEMENT

- The UN is actively convening the Intergovernmental Negotiating Committee (INC) to address global plastic pollution.
- The fifth negotiating session is in Busan, Korea, November, 2024.
- Your work and media is key to increasing public awareness and understanding to create an effective plastics treaty.
- Sign the Global Plastics Petition to call for an effective treaty.

INVITE LOCAL MEDIA

Inviting local media is a great way to **raise public awareness** and **increase impact**. Journalists can tell compelling stories that not only celebrate your successes but also **bring attention to ongoing environmental challenges** that your organization is fighting against. To effectively engage the media, you should prepare **press releases, provide easy access to event details, and offer interviews** with your volunteers. This approach not only amplifies the event's visibility but also builds a narrative that encourages **broader community involvement** and **support for environmental causes**.



EARTH DAY GLOBAL CONVERSATION

The Earth Day Global Conversation is a coordinated opportunity for local government officials worldwide to engage their constituents in a constructive dialogue about issues related to the environment. It will provide a town hall-style forum for citizens and government officials to discuss ecological issues facing their communities and establish a democratic consensus on policy action to solve such challenges.

WHEN IS THIS HAPPENING?

The Earth Day Global Conversation will occur on or around April 22nd (communities should choose the date that fits best to participants' needs), and will serve as the primary activation for subnational governments to have a meaningful impact on Earth Day.

WHERE SHOULD WE ORGANIZE?

Wherever town hall events are typically held in your community! Popular options include: city hall, community centers, libraries, museums, universities, and other public forums.



WHY SHOULD OUR COMMUNITY PARTICIPATE?

Local elected officials have the greatest capacity to impact the quality of the air, water, land, and climate we depend on for survival. Municipal governments have a responsibility to their constituents to respond to these challenges by taking environmental action, and the Earth Day Global Conversation serves as democracy in action, ensuring that citizens' voices are being heard on environmental topics affecting the community.

CLIMATE EDUCATION

HOW TO INVOLVE CLIMATE EDUCATION WITH CLEANUPS

Cleanups are not only a tool to get people involved in the cleanup movement and to create tangible change, but also as a tool to educate students. EARTHDAY.ORG passionately envisions a world where every student, no matter their location, is embraced by a rich education weaving together climate and environmental understanding, coupled with a strong civic engagement component.



Check out more about climate education [here](#).

HOW TO GET STUDENTS INVOLVED

Educational Workshops: Host pre-cleanup workshops on plastic pollution and advocacy to frame the cleanup in a broader environmental context.

Leadership Roles: Offer students roles in planning and leading the cleanup, developing their leadership and organizational skills.

Social Media Campaigns: Encourage sharing the cleanup experience on social media to amplify their advocacy and allow them to activate their community.

Recognition and Rewards: Provide certificates, school credits, and volunteer hours for participation to motivate continued involvement in environmental activities.

OUR RESOURCES

REPORTS

BABIES VS PLASTICS



PETS VS PLASTICS



ARTICLES

Trash and the Environment



Earth Day 2024



CONNECT WITH US ON SOCIAL MEDIA



@earthdaynetwork



@earthday



@earthday.org



@greatglobalcleanup

Contact us at greatglobalcleanup@earthday.org