



Tallinn 09 August 2018

Dear Colleagues,

I have the honour to write to you in my capacity as the President of the Fourth Session of the United Nations Environment Assembly and Minister of Environment of Estonia.

I would like to inform you about an important global initiative that started 10 years ago in Estonia, when 5% of the Estonian population came together to clean up the whole country in one day, by removing mismanaged waste. This was the beginning of the journey of the “Let’s Do It!” World movement. Since then, millions of people have participated in similar grass-root initiatives resulting in concrete action to clean up mismanaged waste.

Ten years later, on September 15, 2018, the movement is preparing for the biggest peaceful civic action in history: the World Cleanup Day, engaging 150 countries and millions of volunteers around the globe. The World Cleanup Day plays a vital role in assisting Governments all around the world and stakeholders to improve waste management and to promote sustainable behaviour.

Limited social responsibility with regard to waste pollution and its effect on the environment continues to be a problem globally and locally. This could be improved by increasing awareness about the waste problem and by promoting socially responsible behaviour. Let’s Do It World is empowering individuals and organizations globally to help achieve as many as nine of the seventeen UN Sustainable Development Goals.

I call on all Member States to fully support this initiative and to explore ways of improving waste management systems around the world.

I look forward to taking action together with you on World Cleanup Day, September 15th, 2018.

Should you have any questions or need for additional information, do not hesitate to contact us by sending an email to keskkonnaministeerium@envir.ee or phone +372 626 2883.

Siim Kiisler

Siim Kiisler
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