

# GSN Best Practice Competition 2009



## Application form

### Applicant

Organisation, country	"Darom 2009", Lithuania
Name, surname	Ignas, Brazauskas
Headline of best practice initiative	Let's Do It 2009

### Description of best practice initiative

<p>Describe the basis of your best practice initiative (why, what, when, where; budget in EUR).</p> <p>The problem of pollution is getting bigger and more relevant each year in many countries and in Lithuania as well. The situation of society's knowledge concerning ecology is also in need to be improved. These were the main reasons for an initiative such as "Let's Do It 2009" to be brought to Lithuania.</p> <p>The initiative that started in 2008 has taken place twice already and the main idea of it is to clean the country by asking all its citizens to go out on one exact date in spring and to collect waste in their neighbourhood.</p> <p>As over 200 volunteers worked for couple months without pay, and we received office space from our sponsors, the main expenses were just for telephone calls, transportation, printing etc. We spent 5.000 EUR from our own pockets, but a lot of other expenses were paid by the sponsors directly. Sponsor expenses without the actual transportation of garbage was at least 40.000 EUR.</p> <p>The identical initiative in Estonia (<a href="http://www.teeme2008.ee">www.teeme2008.ee</a>) was estimated to cost 500.000 EUR, although 400.000 EUR out of that were spent on transporting the garbage into the dumping sites.</p>
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<p>What was the main objective of the initiative and what were the results obtained (please quantify)?</p> <p>The main objective of the initiative was to inform the society about the importance of ecology and to get as much territory of Lithuania cleaned as possible.</p> <p>This year on the 18<sup>th</sup> of April, an official day of the initiative, 70 000 people or 2 percent of Lithuanian were cleaning the country in all 60 municipalities and over 300 gathering and 3000 cleaning points. More than 10 000 tones of waste were collected in one day.</p>
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<p>What type of media did you use (TV, radio, print, electronic)? Why this choice of media?</p> <p>Almost all types of media were used. Many different radio stations all over the country were announcing the main information about the initiative, many live discussions with the organizers of the initiative were held on the radio. Several national televisions, including MTV, were promoting the initiative and spreading information about it. All the main information was accessible in the official web-site of the project (<a href="http://www.darom09.lt">www.darom09.lt</a>) and other social networks, such as facebook.com or twitter.com. The most popular daily newspapers were sponsoring the initiative, articles about it could be found in most local newspapers and the biggest and the most popular web-sites of the country. The initiative was also being promoted by organising various events, connected to the ecology, telling people about the initiative and asking them to join it in public places, interviewing famous people, organising press conferences and informing the employees and customers of our partners and sponsors.</p> <p>This was clearly one of the biggest similar type media campaigns in Lithuania ever. Eventually our new President, Prime Minister and Speaker of the Parliament all took part in the event collecting garbage, what brought as a lot of media attention and made as the number one news on April 18 in Lithuania. The National TV channel spent at least first quarter of its 30 minute evening news to cover our event from all parts of Lithuania.</p>
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Who was the target group?

The initiative was supposed to reach all the groups of people, living in Lithuania. It is important that all the citizens would understand the significance of taking care of our own nature and environment. Of course, in changing the viewpoint the most important thing is to educate young people and children. That is why the organizers of the initiative were paying lots of attention to students.

What were the main messages?

Let's Do It together.

Every participant counts.

It is a collective action.

Who were the partners? Did you involve other institutions/ministries/agencies/NGOs?

All the ministries were involved into the project, the Government and the Presidential were supporting it, most of the municipalities were participating in organising the initiative. Many youth and ecological NGOs were also the partners of the project.

We got strong support from Ministry of Environmental Affairs that spent 10.000 EUR on our media campaign.

The second biggest supermarket chain "IKI" provided all the plastic bags and gloves for 70.000 participants.

Who financed the activities, amount of finances?

The initiative had one general financial sponsor –client „IKI“ supermarket. This company took care of all the tools needed, such as plastic bags, gloves, food and drinks for the participants of the initiative. The other sponsor was the Ministry of the Environment. The main concern of it was to take care of the collected waste. One of the most important things was to get as much companies as possible to show their concern about the ecology and to sponsor the project by giving their services for free.

However our team received almost now money in cash from its sponsors, and that created a lot of problems. Even 1, 5 or 10 thousand Euros a few months before our event would have been a great help.

Did you experience any specific difficulties during the action that could be learned from?

We did experience a lot of difficulties.

Everyone, including ourselves, had doubts if such massive event can be organized just by volunteers with now formal organizational structure.

Initially we did not have an office, computers, internet, phones or travel money. Actually to the very end of the process we used our own computers, paid our own phone and petrol bills. Most of the organizers spent at least 500-1000 EUR each and worked for 20 hours or more a week with no pay for couple months.

Did you receive any feedback after your activities? Did you carry out an evaluation of the results and if yes, what was the outcome?

Feedback in the media and from participants was very positive.

The main negative feedback was about the garbage that was not transported to the dumping sites. However that was mainly because people left garbage not just in our 300 designated places, but in thousands in places all around Lithuania. Our partner municipalities also did not expect such a big participation of 70.000 volunteers that collected a few times more garbage than was expected.

Is any follow-up or duplication of this experience foreseen?

This initiative is going to take place every spring, but cleaning the country once a year is not the only way to save our nature. The organizers of the initiative are going to participate in many other projects such as Baltic seaside cleanup, day with no automobiles etc.

Why do you consider that your proposal should be selected as the best practice initiative of the year?

Because it showed that a massive national scale event can be done with very little money and no paid employees. All that was needed is initiative, determination and good organization.

People are socially active and environmentally responsible. All is needed is just the right approach to get them engaged and excited.

Please feel free to attach any printed material, photos etc.  
Send your application to the Secretariat by 10 June 2009.