



Project Template

European Rotaract Information Center

Name of the project: Rotaract Global Cleanup

Organizing club: Rotaract Riga Daugava (Latvia)

Contact person: Kārlis Bankovičs

I. ANALYSIS, OPPORTUNITIES AND MAIN IDEA FOR THE PROJECT.

1. ANALYSIS OF THE PROBLEM WE WANT TO SOLVE

Once a year for the past 25 years we have been having a country-wide cleanup in Latvia where 20-30% of the population goes out into public space and cleans it. With Rotaract clubs, we have been participating since the chartering in 2015. This is one of the ways to take care of the environment we live in.

2. OPPORTUNITIES

Preparing for EUCO Riga 2022 we saw an opportunity to make this country-wide cleanup global and invite Rotaract clubs from around the world to participate with us and do the cleanup on the same weekend as us.

3. IDEA FOR THE PROJECT

The idea is to help the Rotaract clubs of other countries to start the state-wide cleanup movement. We are happy to show an example of how successfully we have been operating in Latvia for more than two decades. This is a way we can positively impact the environment and promote the idea of a healthy spirit in a fresh environment globally.

II. HOW TO EXECUTE THE PROJECT

1. ACTION GROUP

Determine what roles you would need for the specific project and assign the roles to the members of your club/s.

For us to execute the project we had a few members with responsibilities:

- Finding a place that is as polluted as possible, so we have the best impact (trust me in Latvia it is a challenge as we have been taking care of our nature for decades)
- Logistics, how to reach the destination where we are doing the cleanup
- Collecting gloves and garbage bags from the municipality

- We always have a party in the evening after a successful job done by our club so we have a person who organizes it.

2. DESCRIPTION OF THE PROJECT

Write an overview of the essence of the project.

Making a global cleanup project inviting Rotaract clubs from around the world to do the cleanup in their countries. By inviting as many Rotaract clubs as possible we are having a big impact.

3. GOALS OF THE PROJECT

List specific goals you aimed for. Provide statistics, if you have them.

For this project, it was all about the quantity, how many Rotaract clubs we can convince to participate and do the cleanup in their countries on the same weekend as us. The more clubs, the cleaner our world gets.

Last year (2022), 38 Rotaract clubs from 31 countries (5 continents) participated in this project, this year the goal was to reach at least 50 clubs.

4. TARGET AUDIENCE

Who is the target group of the project that will benefit from the project and in what way?

This project is directly benefiting all population and tourists of a country locally and globally in those countries that participate in this project. It is very important to get rid of plastic and tires that are polluting our nature and groundwater.

5. ACTION PLAN & TIME FRAME

Write down the estimated time you need for each step and the order of doing them.

Example:

TIME FRAME

24-18 weeks before

TASKS

- Identify the event's goals.
- Build a team and assign roles

Provide a brief description of each step of the project in a list. Specify the tricky parts of the project and where things might get hard.

2 months before

Decide on making the project and make an action team with the members who have responsibilities.

1 month before

Start the marketing campaign.

- Create a Facebook event
- Post on social media the date/week of the project
- Prepare an invitation message to Rotaract clubs + a Google Forms link for registration

2 weeks before

- Post on social media reminding club followers about the project

1-4 weeks before

- Every day send a couple of dozen direct messages on Instagram or Facebook inviting Rotaract/Rotary/Interact clubs to participate

success rate ~5-7%

3 days before

- Prepare visuals on Canva where to add participant pictures, before/after and one big collage with 1 picture from each country
- Prepare the diplomas for each club that has attended and send them to their email address
- Decide on awards, for example, the biggest number of full bags collected with garbage, the best before/after picture, the biggest amount of members participating

Day of the project

- Share on social media the "trophies" you have found in nature

- Take a group picture of the club participants after a good day in nature cleaning it up.

1-3 days after

- Receive pictures and videos from participants to the club's email

3 days after

- Count how many clubs and which countries have participated
- Post a picture with all participants and clubs that won awards
- Thank them by sending an email diploma of participation

6. RESOURCES

What do we need to replicate the project in another country? Please specify if the resource was funded/provided by sponsors in front of each item/service in the list.

We have never had a sponsor, but it is possible to attract eco-friendly companies to collaborate with, maybe they can donate some money for gas you are using while driving to the cleanup destination, and tools for cleaning, their employees could join or they share our success on their social media.

7. BUDGET

Of course, that will vary depending on the country. Please roughly calculate the expenses in euros, so everyone can make an easy estimation about their specific market.

This is a very inexpensive and inclusive project thus the expenses are to travel to the destination of the cleanup.

8. ORGANISERS OF THE PROJECT

Provide contact info of your club/s and responsible Rotaractors.

Rotaract Daugava Club

Kārlis Bankovičs - Founding member and project leader

rotaractdaugava@gmail.com

instagram.com/rotaractdaugava

9. **PARTICIPANTS**

Have you onboarded other clubs, organizations or volunteers? Share your experience.

We used simple and effective tactics. Wrote a nice, not too spammy message explaining the project, and how to participate and added Google Form to sign up. Then copy/paste this message we directly sent to as many Rotaract clubs as we could find on Instagram.

Also, we sent this message to some WhatsApp, Telegram and Facebook Rotaract groups.

10. **SPONSORSHIP**

Specify what kind of companies you have contacted, which of them supported the project and in what way.

We have never had a sponsor, but it is possible to attract eco-friendly companies to collaborate with, maybe they can donate some money for gas you are using while driving to the cleanup destination, and tools for cleaning, their employees could join or they share our success on their social media.

11. **MEDIA COVERAGE**

Do you have any paid or unpaid mentions in the media? Add links to social media, websites, etc.

Two years ago (2021), when we started the first Global cleanup, we got a cover photo with Rotaract Riga club on the main country-wide cleanup website and this year (2023) country-wide cleanup wrote about us an article, how we are promoting our traditions globally.

1. <https://talkas.lv/2023/04/19/vislatvijas-talka-aizstieejas-globali-ar-rotaract-palidzibu/>
2. <https://talkas.lv/2021/04/24/sogad-pieteiks-teju-rekordliels-talkas-vietu-skaitis-visa-latvija-1968-vietas/>

III. RESULTS

1. RESULTS AND OVERVIEW

Summarize the results and the effect of the project. What kind of difficulties have you faced, what did you do well etc.

This year our goal was bigger and indeed we had an increase in clubs participating. In total 70 clubs participated from 34 countries at the end of April 2023.

Interact clubs: 12
Rotaract clubs: 56
Rotary clubs: 2

First time in the history of Rotaract clubs in Latvia we have made a twin club between Rotaract Riga Daugava and Rotaract Petaling Jaya (Malaysia). Plus, we invited our new Interact Riga club to participate in the project and promote Interact clubs worldwide to join as well. Showing an example of how Interact, Rotaract and Rotary clubs from all the continents can unite in the same project.

It was a bit challenging to get pictures from all the clubs that signed up, we missed photos from a couple of clubs every year. Overall, it was not a very challenging project.

2. ADVICES

What are the most crucial parts of the project that need special attention?

Start the project planning early.

- Look at the events calendar so your event does not overlap with an important Rotaract or Rotary conference
- Get a couple of members to send direct messages to Rotaract clubs on social media. It is hard for one person to consistently do it every day, so we suggest that one person is doing it every second day and the other person the other day.

3. SUSTAINABILITY

We enjoy this project and plan to continue doing it for the foreseeable future. If you are interested, please reach out to us and let's make it together. It is a good project for our environment, and everyone can participate.