



CEO Clean-Up - Virtual Event Guide

Step 1 [Register here](#)

Please note that for this event there is an event fee which covers your registration, administration costs and your individual Take 3 Clean-Up Kit plus postage within Australia, New Zealand or Internationally.

Step 2 [Nominate another CEO here](#)

Nominate other CEOs in your industry or networks to help Take 3 continue to build our global movement that is making progressive change into a more sustainable future.

Step 3 **Raise Awareness of the Plastic Pollution & Litter Crisis**

Pick it up. Snap it. Share it! - #Take3CEOCleanUp

Pick up - *Take 3* - pieces of rubbish when you are out and about on a walk, at the beach, waterways or park. Take a photo and share it across your social channels with the hashtag #Take3CEOCleanUp to let your contributors see how you are making a difference! Encourage your employees, teams and networks to do the same.

Step 4 **Fundraise**

Fundraising is open from 1st October until 15th December 2021. You will compete against other CEOs around the World on the Fundraising Leaderboard. There are incentives and prizes once you reach fundraising milestones. These include Take 3 merchandise, online engagement sessions and film screenings for your team as well as a Beach Clean-Up event for your company or business. Use the [Resources page](#) for fundraising ideas, templates and collateral to share to your networks.

Step 5 **CEO Clean-Up Week - Monday 15th to Sunday 21st November**

During this week, dedicate a minimum of one hour at a local park, beach or waterway collecting as much litter as possible to fill your Take 3 hessian bag (sent in your Clean-Up kit). You can dispose of your bag contents and refill as many times as you like. Remember to take a photo with your filled bag to upload and/or send to us. This is how we will best be able to measure how much litter is collectively removed by CEOs around the World during this week!

Step 6 **CEO Round Table Event - 9am, Wednesday 15th December**

Attend online networking event to share your success, learnings and impacts of the CEO Clean-Up on your business. Registration link will be sent prior to the event.

Forward this document to your EA/PA/Team Assistant to assist in booking a 'Clean-Up' time slot and the CEO Round Table event in your calendar.