

## CEO Clean-Up - Virtual Event Guide

### Step 1 [Register here](#)

### 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 **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 4 **The Big CEO Clean-Up - Friday 19th November, 9am AEST**

Participating CEOs and Business Leaders from around the World will go out into their communities and dedicate one hour at a local park, beach or waterway collecting as much litter as possible. If you cannot complete your CEO Clean-Up at this time, please let us know another day and time during this week via email to [ceocleanup@take3.org](mailto:ceocleanup@take3.org)

**Please do not use a plastic bag.** Use a bucket, fabric/hessian bag or a bag made of recycled materials. 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! [Purchase a Take 3 Clean-Up kit here.](#)

### Step 5 **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 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.*