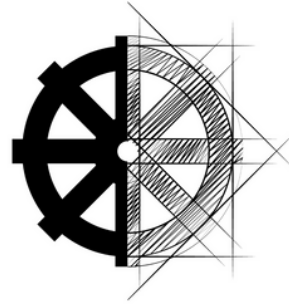


Strive for Five!



THE SKILL MILL

World Cleanup Day UK 2025

September 20

Corporate Partnership Opportunities



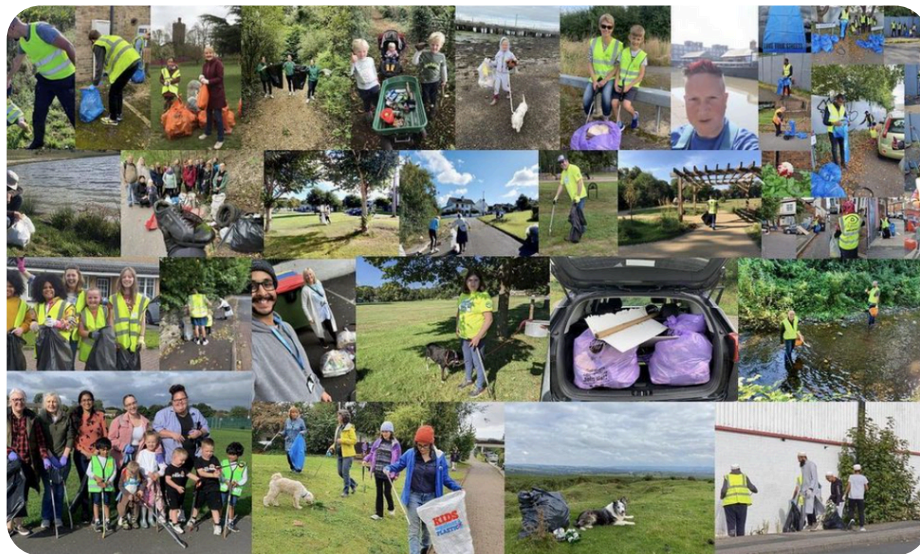


About the World Cleanup Day

World Cleanup Day (WCD) is the largest civic action movement in human history and strives for a waste-free world.

WCD is internationally recognised by global partners, state governments, and the UN – 'World Cleanup Day' is now a UN International Day on their official Calendar, to be observed on 20 September every year from 2024.

The WCD model is big and bold: engage 5% of each country's population to pick up mismanaged waste from the environment in one day across the entire globe.



Massive engagement kick-starts the transformation process by drawing attention to the problem, creating awareness, and influencing individuals' choices, as well as catalysing the cross-sector cooperation needed to find new solutions in production practices and waste management.

Since 2018, an average of 15 million participants each year, from a total of 211 countries and territories (including 95% of UN member states), have removed 543k tons of waste from the environment.



The Skill Mill and World Cleanup Day

In the UK, The Skill Mill is the national organiser of World Cleanup Day.

The Skill Mill is a multi-award-winning (including the double Queen's Awards) social enterprise providing paid employment for young people involved in the criminal justice system, helping them break the cycle of reoffending while also improving the local environment.

For every £1 invested, The Skill Mill delivers at least a tenfold return on investment.

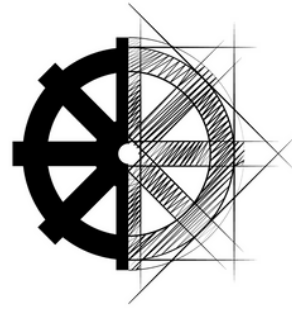
“Supporting our effort to mobilise 5% of the UK population by 2030 to participate in clean up events will not only create a societal shift towards long term sustainability but it will help provide real meaningful jobs for young people furthest from the labour market with positive ripple effects for their families and the wider community.

**David Parks OBE,
Founder of The Skill Mill**



Corporate Partnership Options

Sponsorship Benefits	Diamond £10 000 +	Platinum £10 000	Gold £5 000	Silver £1 000	Bronze £200
Clean-up organising manual	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Access to the registration platform	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
WCD branding package	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>		
Mention in The Skill Mill Impact Report	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>		
Your logo on The Skill mill website (all year)	<input type="radio"/>	<input checked="" type="radio"/>			
Sponsorship announcement on The Skill Mill and WCD UK social channels	<input type="radio"/>	<input checked="" type="radio"/>			
Mention in the UK report to the United Nations General Assembly	<input type="radio"/>	<input checked="" type="radio"/>			
Funding a week of cleanup for The Skill Mill team of young people	<input type="radio"/>	<input checked="" type="radio"/>			
Our top-level, highly customisable partnership, tailored to your needs	<input type="radio"/>				



THE SKILL MILL

We look forward to hearing from you!



wcd@theskillmill.org



www.theskillmill.org/worldcleanupday



UN-HABITAT