



Heidi Solba

President and Head of the Global Network of
Let's Do It World and World Cleanup Day

Tallinn, Estonia

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⇒ [Sustainability and Regeneration Leadership Platform 2023, Interview with Heidi Solba, UN SDG Award 2023 speech, UN Habitat Scroll of Award 2021 speech, A SITE Talk with Heidi Solba, UN University, Interview about the Let's Do It World for Brazil, Let's Do It World interview 2023, Africa Journey, Smart Cities, World Forum for Responsible Economy 2019, World Forum for Democracy](#)

Skills

Leadership Skills

Change Management

Ability to Work Under Pressure

Ability to Work in a Team

Conflict Resolution

Languages

Estonian

English

Russian

Finnish

Profile

My passion and working experience have always been to tackle social and global challenges, with dedication of working with social networks and partnerships to inspire, motivate and lead the change in societies. Having more than 25+ years of experience in change management, communication, and strategical HRM and CSR, I focused with passion to empower people, organizations, and governments to create positive change in societies. I use to think and act with creativity, out of the box and with strong belief that everything is possible. I am driven to work with and through the people, with teams with ethical goals and values. My work experience has been giving me true learning points about humanity, global activism, leadership, diversity of cultures and solutions, goal-driven mindsets, mobilization ability, engagement, and skills for empowerment.

Employment History

President and Head of Global Network, Let's Do It World, Tallinn

February 2019 — Present

Let's Do It World is a global environmental organisation that tackles the environmental challenges related to the mismanaged solid waste crisis by mobilising millions of positive minded people into coordinated local and global actions. The core of the Let's Do It World is global membership based network, compelling common strategies and work for the environmental solutions locally and globally. I am responsible for managing the global network in 164 countries with developments and empowerment, to work with the international partners as well to lead the organization Board of Directors and strategical development of the global organisation.

Head of the Global Network , Let's Do It Foundation, Tallinn

November 2015 — February 2019

In Let's Do It Foundation I was dedicated to creating the social networks, with high motivation and inspiration. My biggest work during the time has been the creation and establishment of the global network in Let's do It World, which is operating currently in 164 countries as one of the biggest environmentally active network in the World. During the few years beside the creation of the global network I was responsible also in creating all the needed support systems and operations to serve the global network - starting inspiration, empowerment and leaders, teams development schemes and ending with with data and CRM. Let's

Do It Foundation KPI for the engagement was 150 countries and teams, and with the full dedication this has been achieved and fulfilled.

Manager of Sustainable working environments, Responsible Business Forum Estonia, Tallinn

January 2013 — January 2016

Working with organizations on HRM and HR-related systems and policies to support the development of sustainable businesses. Coordinating the field of the sustainable working environment and HRM systems by realizing economic, ecological, social, and human sustainability goals in organizations and the environment/society. Developed, led, and implemented a CSR development program for 46 enterprises in Estonia.

Human Resource Manager and consultant, Enterprise Estonia, Tallinn

January 2004 — May 2013

Designs, directs, and manages organizational wide process of development and change management (succession planning, superior workforce development, key employee retention, organization design, CSR and change management). Design and direct the process of the organizational planning, development of the personnel systems (motivation, salary, competency, training etc). Member of the Directors Board.

Executive Recruitment, Performance Management, HR Function, Leadership Development, Training, HR Operations, HR Software deployment.

Business Consultant and Trainer, Inscap Baltic, Tallinn

March 2000 — January 2004

Consultation in client service programs, development of the client service quality of the organization, development of the competency models and change management. Dealing with various organization development projects: Customer Oriented Process Development and Human Resources Development.

Private Banking, Expert, Consultant, Swedbank, Tallinn

January 1994 — May 2000

Starting the work in Hansabank/Swedbank with a full range of services and ending with the Management of the client portfolio and client relationships in the private bank (approx. 230 clients in the portfolio), representation and brokerage of all Swedbank products (incl. Investment products and investment advice Wealth Management).

Education

MBA, Estonian Business School, Tallinn

January 1998 — November 2000

International Business Administration.

MBA, Tallinn University of Technology, Tallinn

September 1989 — May 1994

Chemical engineering and Environmental Protection.

Volunteering

Member of the Advisory Board, UN Habitat

March 2020 — Present

Different environmental and social projects, Global

January 2016 — Present

- 2016 – 2023 Let's Do It World Annual Conferences and Leaders Academies – co-moderator, trainer, Programm Head
- 2016 – 2020 Regional Leaders Academies in Europe, Africa, Latin - America, Asia twice and in Estonia 3 times, Head of Project
- Sustainable Environmental Educational Program, Namibia, Head of Project 2021 - 2023
- Sustainable Environmental Educational Program, Tanzania, Head of Project 2023-2025
- Green Capital of EU Tallinn, Baltic Sea Campaign, Head of project 2023
- UNGA side events with Call and Media Center in New York, Head of Project 2023
- UN Calendar and World Cleanup Day official date in UN Calendar, Head of project 2023- 2024

Ministry of Social Affairs Estonia, Member of the Working Group

January 2013

Publications

Heid Solba has been featured in numerous local and international publications (print and electronic); for example, she is part of the shortlisted top influential women in the 2021 Stella Woman Around the World

Sustainability and Regeneration Leadership Platform

[Interview with Heidi Solba](#)

Be Cosmic Podcast, „[Flow, Moving Millions & Staying Outside of the Comfort Zone – Heidi Solba](#)“

[2019 ERR, Kaja Kärner Person Interview:](#)

<https://arhiiv.err.ee/audio/vaata/kajalood-heidi-solba>

2018 Person Interview Eesti Ekspress, „[Eestlane, kes utsitas 150 riiki koristustalutele](#)“

2018 Person Interview, CV.ee „[Heidi Solba – naine, kes liigutab 150 mäge korruga](#)“ 2018 Persoonilugu WCD, „[Inspireerivad inimesed: jalutuskäik Heidi kingades](#)“

2018 Person Interview Veiko Valkiainen Juhtimisblogi, „[Heidi Solba: meid seob ja inspireerib idee, et maailm võiks olla puhas](#)“

2018 KUKU raadio interview „[Välimääraja](#)“

2018 ERR, Kanal 2 World Cleanup Day

2017 [Albania](#), [Kosovo](#), Ukraina Interviews to public media

2015 Äripäeva Personalipraktik, person interview “Personalijuhi kogemusega”

2014 Praha, Gender Stereotypes Conference “Business Forum Estonia Project – work and life balance among Estonian Entrepreneurs”

2014 Postimees “Töötajad väärtustavad üha enam pereelu”

2014 Eesti Päevalehe “Vastutustundliku Ettevõtluse lehes “Otsides töö-, pere – ja isikliku elu tasakaalu”

2014 Äripäeva lisa Personalipraktik “Värbamine on tagajärg”

In her free time, Heidi paints but also gives lectures and mentorship for several universities, like UN University on Maastricht, Mainor and at the Estonia Business School (EBS)