The main goal of the project is to assure all society members' engagement in struggle against ecological problems, improve the efficiency of enlightenment campaign among people by means of real ecological projects and organize the correct use of wastes in order to decrease the environmental damages up to minimum.

Note that within the project implemented by initiative of IDEA Public Union leaded by Leyla Aliyeva, vice-president of Heydar Aliyev foundation, mass campaigns are conducted in every "ASAN service" centers active in Baku city from 15:00 to 18:00 daily since February 13, 2014. Paper wastes are considered to be collected at "ASAN service" centers with participation of public members, government units, non-government organizations and private institutions.

The people who wish to participate in the campaign may deliver used paper and paper products appealing "ASAN service" centers. 1 tree is planned to be planted against delivered each 50 kg paper wastes.

Also the Ministry of Education actively joined the "Let's change every paper with a leaf" campaign. Thus, on the first day of campaign – on February 13, 16 general education, 6 first vocational special and 16 secondary special education institutions delivered about 2500 kg paper waste to "ASAN service" centers. It's considered to continue the campaign with the participation of educational institutions.