

Clean up campaign

EVERYONE'S RESPONSIBILITY.

What is a clean up campaign?

A Clean up campaign is a global outreach program implemented in conjunction with the United Nations Environment Programme (UNEP). On the 3rd of September 2009, the Hon. Vice President, Joyce Mujuru officially launched the national clean up campaign at her Munhumutapa Offices in Harare. Since then, communities, organisations, schools etc have voluntarily taken it upon themselves to clean up on public areas and other places where litter has been illegally deposited. To date, we have witnessed 48 voluntary clean-ups (in 2012) organised by our partners and stakeholders, who have since realised that a clean, safe and healthy environment is everyone's responsibility.

How does it work?

During the clean up season all citizens, organisations, churches, businesses, schools, communities etc are urged to engage in a wide variety of activities and programs that positively improve local environments. The process of cleaning up is not the sole responsibility of the organising committee, but all responsible stakeholders including members of the public are expected to join in the clean up exercise.

Our country

In Zimbabwe the Environmental Management Act (Cap 20:27) states that, every person has a right to a clean environment that is not harmful to health. It is everyone's responsibility to protect the environment. Therefore one should consider where he/she is throwing away litter (is it an appropriate place if not please don't throw it away).

Objectives of a clean up campaign

- To ensure environmental sustainability
- To promote environmental awareness
- To restore community pride
- To promote local trade and tourism
- To restore wildlife habitats
- To engage communities in long term environmental initiatives.
- To eradicate environmental diseases, such as cholera, typhoid which thrive on dirty environments.

What activities can be undertaken during the clean up campaign?

- Removing waste from public areas such as streets, parks, waterways etc.
- Education awareness programmes.
- Collection of recyclable materials that can be sold to local recyclers.
- Environmental competitions, waste production projects and environmental festivals and exhibitions.
- Planting of trees.

Can the community benefit and how?

A clean up campaign may benefit the community economically and socially if wisely used. Communities may undertake waste projects; form environment forums or clubs, that may be developed by them. For example recycled waste may be delivered to companies in exchange for money. For sustainability the projects should run throughout the year.

EMA is currently working with 35 Community Based Organisations (CBOs) countrywide. These CBOs are into waste collection and recycling. For more information you can visit any EMA Offices near you.

The benefits of recycling have long been understood around the world, yet not many households have actually put it into practice!

Why recycle?

- Recycling is more than just keeping our environment clean. It is also about turning waste into something useful; reducing litter and pollution and extending the life of our landfill sites.
- Recycling conserves scarce and valuable natural resources.
- Recycling saves energy and water.
- Recycling supports job creation.

How do I recycle?

- Place all your recyclable materials into a clear bag. For example materials such as cans, glass, milk and juice cartons, plastics and paper.
- Place non-recyclables in the municipal black bag.
- Contact your local recycling centre, if your area does not yet have one contact EMA Offices in your area for assistance.

You can help us to make the difference!

Please talk to us we are always ready to listen. Email: eeep@ema.co.zw or call us on 04 305543/ Tollfree 08080028