MY WASTE, OUR WEALTH

BE PART OF THE SOLUTION!
Son, please go and separate the waste. The garbage collectors are coming tomorrow.

Can't I just put everything in one bin? Why do I have to separate it?
That’s a very good question. If we separate it, it will be possible to recycle the waste. This saves our precious natural resources while at the same time generating new ones.

Really? How is that possible?

If plastic, paper and glass are collected separately, they will be clean from food residues, so less resources will be needed to transform them into new items.
For example, food waste if collected separately, is transformed into organic fertilizer, biogas or electricity.

Separating waste helps create new jobs and generate incomes and livelihood too!

By sorting waste, we can generate clean energy too!
Ok... But what will happen if I don’t separate the waste?

I don’t want to stay without food or water, so I want to protect our environment! What else can I do?

mixed waste ends up in landfill sites and open dumps, with high chances to pollute water, soil and air. It is important for us to keep our environment healthy, so it can give us the food, water and air we need to survive.
In school, I learnt about the 5Rs! Rethink, Refuse, Reduce, Reuse, Recycle.

Most of the items we throw away, are actually not waste but resources. RETHINK.
Let's look at our waste......

we can Re-use this glass bottle again and again to store water or if we put it in the separate bin, recycling companies can use it to make new glass items.

Another important thing you can do is to Refuse single-use items...

These are Items that you use only once, often only a couple of minutes, and then throw away... For example, the plastic nets for vegetables and fruits.
Ohh, I understand now. I see these nets every time we go food shopping. We only use them for carrying food home then we throw them away.

Next time let’s take our reusable bags with us, so we will not generate this waste.

Reuse helps save resources and protect our environment too.

For example, when your older cousins give you the clothes that don’t fit them anymore...

You can give books or toys that you don’t use any more as gifts. Be generous with your friends, family and our planet!
sometimes we want the newest things, even though we do not need them.

we need to think twice before buying anything...

The most effective way to manage waste is not to produce it in the first place! That way we Reduce waste generation.

What about the last R? Recycling! Look at your t-shirt: do you know that it is made out of old plastic bottles?

Technologies and innovation can help us to protect our environment!
Look how much our waste has been reduced using the 5Rs.

Now, only this waste will go to the landfill... the rest will be recovered.
There is a saying: Waste if mixed, resource if separated! We reduce waste and recover resources and raw material by separating!

That's the way! Everyone generates waste, everyone is responsible for it and everyone can benefit from it!
Where are you running to?

I want to tell my friends about the 5Rs! Together we can achieve more!
For more information on how to take action to improve waste management in your cities and communities? Visit us at

https://unhabitat.org/waste-wise-cities-campaign

Share with us your awareness and sensitization strategies:

What have you achieved?
Which challenges have you encountered?
How have you overcome them?

Tell us at
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