



World Clean Up Day Campaign 2024

Concept

Harare, Zimbabwe



1. BACKGROUND

Waste management is a global concern, and Zimbabwe is actively taking steps to address it. World Clean-up Day, observed annually on September 17th, serves as a powerful platform to revitalize the National clean-up program. By uniting millions of volunteers worldwide, World Clean-up Day can significantly amplify Zimbabwe's existing efforts. This global focus will not only increase participation and raise awareness but also showcase Zimbabwe's dedication to environmental responsibility.

Leveraging on the World Clean-up Day, Zimbabwe can further its commitment to achieving the Sustainable Development Goals (SDGs) – particularly SDG 11 (Sustainable Cities and Communities) and SDG 12 (Responsible Consumption and Production). Additionally, participating in World Clean-up Day strengthens Zimbabwe's commitment to international environmental agreements aimed at reducing pollution.

World Clean-up Day aligns perfectly with Zimbabwe's existing waste management initiatives. By amplifying the National clean-up day and bolstering the Zero-waste movement, World Clean-up Day can propel Zimbabwe towards a cleaner, healthier future. It presents a unique opportunity to unite the nation and the world in tackling waste management challenges and building a more sustainable tomorrow.

2. OVERALL AND SPECIFIC OBJECTIVES

World Clean-up Day 2024 in Zimbabwe aims to revitalize the National clean-up day by leveraging international momentum and amplifying existing efforts. This will result in increased public participation, a cleaner environment, and a more sustainable future for Zimbabwe.

Specific objectives of the World Clean-up Day are:

1. To increase participation and reinvigorate the National Clean Up Day
2. To ensure a sustainable clean and green environment
3. To create Investment Opportunities in Waste Management

3. METHODOLOGY AND APPROACH

The main idea is to encourage citizens to identify polluted areas around their daily path (work, home, school, etc.) and clean them. The main target will be road servitudes along highways, Urban shopping centres and rural service centres for all the other provinces.

3.1 National Event

Harare Metropolitan Province will host the Nation World Clean Up Day on the **20th of September 2024** targeting cleaning at road servitudes of trunk roads coming from Harare CBD. Soon after cleaning people will gather at Africa Unity Square for other proceedings that include speeches and entertainment to celebrate the day.

3.2 Institutional Arrangements

- The Minister of State for Provincial Affairs and Devolution drives and chairs the Provincial Committee, and shall be responsible for political advocacy and spearheading the World Clean-Up programme in the Province.
- At the District level, the District Development Coordinators (DDC) will coordinate and will work closely with the Environmental Management Agency [EMA], Local Authorities, and focal persons to ensure programme implementation and reporting.
- At ward level, the councilor drives the program to ensure that their ward is cleaned.
- All provinces and districts are expected to organize clean-up events and ensure that waste pickers are invited at these events to enable them to collect all recyclables.
- Emphasis of waste separation at source will ensure ease of materials recovery by waste pickers, grow the recycling industry and ultimately reduce the residual waste in the environment.

- The World Clean-Up Day will be observed on the designated day around identified hotspot areas in Zimbabwean provinces.

INDICATIVE ACTIVITIES:

Activity 1. Campaign preparation

Under this activity the following tasks are expected to be done:

1. Elaboration of branding of the campaign: logo and design of promotional materials (T-shirts and caps).
2. Social media handling.
3. Mapping of illegal dumps.

Activity 2. Production of Promotional Materials Budget

Promotional materials will be produced for branding and visibility purposes also hyping the campaign.

No.	Items	Minimum Quantity	Unit Cost US\$	Total cost US\$
1	T-Shirts	500	9.00	4500.00
2	Caps	500	9.00	4500.00
3	Dust coats	150	10.00	1500.00
4	Masks	20 boxes of 50	6.00/box	120.00
5	Mineral water	1200	0.50	600.00
7	Drinks (cans)	600	0.80	480.00
8	Lunch	600	5.00	3000.00
9	PVC banners	3	150.00	450.00
10	Tentage/chairs	3	250	750
	Total			15 900.00

4. CONCLUSION

Zimbabwe is already making some progress in the area of reducing waste through the monthly National Clean-up campaigns which help to increase participation on this initiative, training on Recycling as a business which has helped to encourage more people to get involved in the circular economy and recycling policies which make it easier for people to recycle. It is hoped that all citizens will continue to participate in the clean-up programme and other waste reduction initiatives in order to create a clean, safe and healthy environment for all.



NATIONAL WORLD CLEAN UP DAY
PROGRAMME
AFRICA UNIT SQUARE, HARARE CBD
DATE: FRIDAY, 20 SEPTEMBER 2024
Theme “**Make Room for Life**”

TIME	ACTIVITY	FACILITATOR
0730-0800hrs	Arrival and distribution of cleaning material	EMA/City of Harare
0800-1000hrs	Clean up	All
0900-0930hrs	Arrival of Guest of Honour and briefing	MECW
0930-1000hrs	Guest of Honour and delegates join the clean-up	Director of Ceremonies
1000-1005hrs	National Anthem	All
1005-1010hrs	Opening prayer by ZIMPARKS Chaplain	Director of Ceremonies
1010-1015hrs	Introductions	Director of Ceremonies
1015-1030hrs	Welcome Remarks by Hon Minister of State for Provincial Affairs and Devolution; Hon C Tawengwa	Director of Ceremonies
1030-1045hrs	Remarks by UN Habitat Official Mr Isaac Mwangi	Director of Ceremonies
1045-1055hrs	Entertainment	Director of Ceremonies
1055-1125hrs	Key Note Address by the Guest of Honour, Minister of Environment, Climate, and Wildlife, Hon Dr Stembiso GG Nyoni (MP)	Director of Ceremonies
1125-1130hrs	Entertainment	Director of Ceremonies
1130-1150hrs	Prizes Handover to Plastic Free July Competition winning Schools by Guest of Honour.	Director of Ceremonies
	Vote of Thanks by City of Harare	Director of Ceremonies
1150-1155hrs	Closing Prayer	Director of Ceremonies
1155hrs	Departure	All