

# CLEAN AND GREEN TEAM



# Introduction

## Meet the clean and green team



**TIREE CONOCHIE-**  
Team Leader



**LWAZI SIBEKO-**  
Communicator



**BONILE KUNANA**  
Scribe



**MMAKOLA MOKGAETSI**  
Record Keeper

## Meet our sponsor representative



**Zikhona Mdalase**

## PROJECT TASK:

- ▶ suggest strategies to motivate and encourage members of low-income communities and informal settlements to recycle their waste

# Organization background

- ❑ Thrive Hout Bay is NGO operating in Hout Bay, Cape Town.
- ❑ Established in 2004.
- ❑ Thrive's objective is to promote environmental sustainability through their well-known pillars.
- ❑ They work with local communities to implement and promote long-term sustainable changes on their environmental through projects.
- ❑ To achieve their mission, they partner with independent donors, local organisations and seek support from the city of cape town.



# Problem overview I

- Informal settlement of Imizamo Yethu
  - High unemployment rate
  - Social-economic legacy of apartheid
- Poor road access
  - Waste management service trucks cannot enter and collect waste
  - Dirt roads no suitable for waste management trucks





# Problem overview II

- Congested Housing
- Lack of bins within the community
- Low value of importance for recycling
  - It's seen as 'normal' to live surrounded with waste
  - More concerned about supporting themselves and their dependents than looking after the environment





# Problem overview III

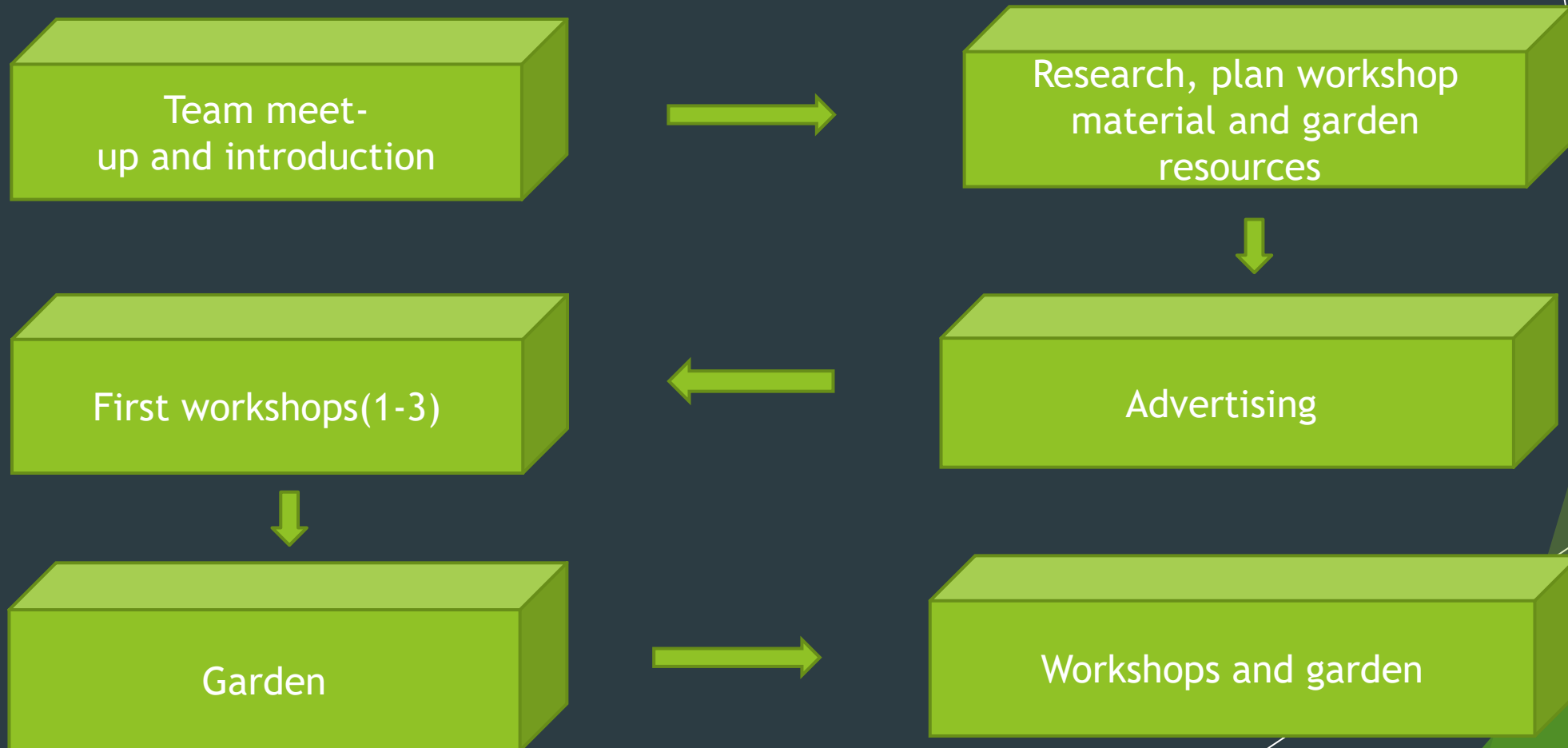
- Recycling is not a profitable initiative
- Lack of support from the City of Cape Town
- Lack of leadership to drive recycling and sustainable practices
  - Few individuals who understand the importance of sustainable practices
  - Less individuals who are enthusiastic to drive these initiatives

# User Input



# PROTOTYPE & TESTING

□ How is the solution going to be implemented ?







# The Final Solution

- ▶ Community Garden
- ▶ Creative & Informational Workshops
- ▶ Advertising

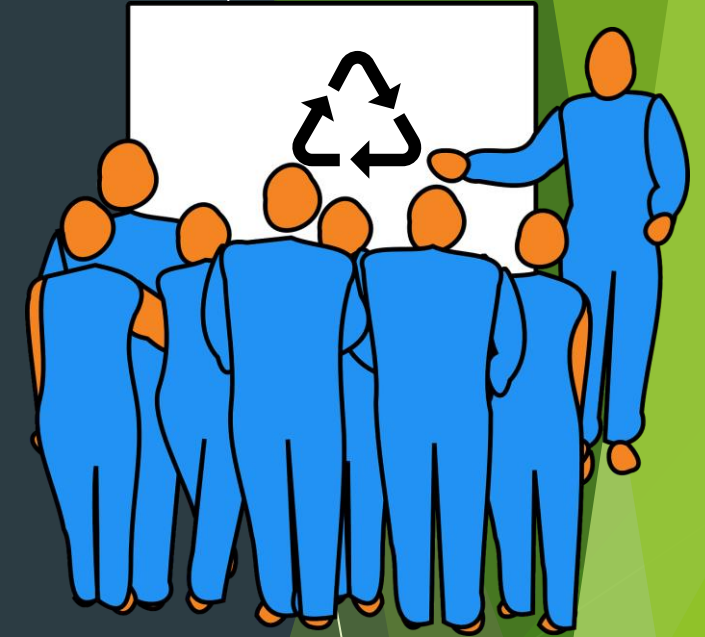
# Community Garden

- ▶ Repurposed wooden or metal poles to erect in the garden space to suspend pots & plants
- ▶ Make use of existing trees & buildings to suspend pots & plants
- ▶ Separation of organic waste at source for composting towards the community garden
- ▶ A team of 3-5 motivated & enthusiastic individuals to drive the project
- ▶ Thrive have a prospective piece of land to begin the gardening initiative



# Informational & Creative Workshops

- ▶ Buy-ins from local organisations for an audience and venue
- ▶ Capitalise on community organised events to setup recycling stations and posters
- ▶ A team of 3-5 individuals who are motivated and enthusiastic to teach and encourage community members to adopt recycling practices
- ▶ Workshop content will include creative approaches to recycling and sustainable living and impart important knowledge





# Advertising



- ▶ Prevents the proverb 'out of sight, out of mind'
- ▶ *Bio-degradable and eco-friendly stickers to be stuck on streetlights, spaza shops, recycling stations etc.*
- ▶ *Stickers will be infographics containing:*
  - ▶ Reusable recyclable waste
  - ▶ Directions for disposing of waste appropriately into recycling stations
  - ▶ Important information
  - ▶ Sustainable practices



# Poster

## CLEAN AND GREEN TEAM

The community of Imizamo Yethu  
Informal settlement with  
inadequate waste management  
services



It is now up to the community to  
invoke change

## 💡 SOLUTION 💡

**Community encouragement through engagement,  
education and involvement**



**Community Garden**  
The harvest of the  
garden provides  
realistic incentive  
to the community

**Creative and  
informative workshops**

Workshops to be held  
to educate the  
community on  
sustainable living



**Advertising**  
Sticker posters  
around the  
community to serve  
as a reminder of  
sustainable waste  
practices





ANY QUESTIONS ?