

**DON'T LET OUR
WORLD**



**GO TO
WASTE**

Feature events within the WWF Coastal Forests Programme, Cameroon

Edition 006, March, 2022

A pictorial summary of a plastic-free city campaign organised by WWF Cameroon - Leading the Change Project

Within the framework of the Leading the Change (LtC) project, WWF Cameroon - Coastal Forests Programme, in partnership with the Limbe City Council, organized a plastic-free city campaign, with focus on the ocean, on Friday, March 25, 2022.

The campaign is aimed at making Limbe stand out clearly as a plastics-free city in the South West Region, in particular, and in Cameroon, as a whole. It also seeks to raise the awareness of the population of Limbe about the effects of poor disposal of plastics on the soil, on wildlife, especially aquatic life and formulate acceptable plastic waste management strategies for promotion by Limbe communities and councils.

Chaired by the 1st Assistant Senior Divisional Officer for Fako, the event was graced with the active participation of about 150 participants

among who were key stakeholders, partners, host council staff, administrative authorities, 50 pupils of the WWF ESD partner pilot school, the traditional council of Batoke, WWF partner Civil Society Organizations, Limbe city dwellers and a host of anxious onlookers.

The campaign, organized under the theme #StopPlasticPollution, and the bold slogan – Don't let our City go to waste, falls in line with the just ended UN Environment Assembly (UNEA) forum, where a global treaty on plastic pollution was adopted. Stakeholders pledged to incorporate plastics management into their council and village development plans, while hoping that in no distant time, they all come together to look for a way forward to ensure that this effort is sustainable.

This is a pictorial summary of the event!



The ceremonial ground



Arrival of the 1st Assistant SDO and installation of dignitaries



The Chief of Batoke takes his seat, the national Director consults with the SPC, and the guests are seated



Arrival of Pupils of Government Primary School Batoke

Bike riders welcomed to the event



Welcome address by the Representative of the Limbe City Mayor

About the Campaign by the National Director, WWF Cameroon



WWF Cameroon National Director hands her speech to the 1st Assistant SDO



1st Assistant SDO lauded WWF and launches the campaign



The picking started with the dignitaries. Here, the 1st Assistant SDO



National Director WWF Cameroon



Representative, Regional Delegate Ministry of Forestry & Wildlife





Getting ready and excited for the march



The bike riders stole the show

Great animation by the municipal band



The pupils of Government Primary School Batoke. MINEPDED also brandish their placard – a strong partnership



The heavy downpour did not stop the march



Bike riders hooted their horns nonstop



The trumpeting of the vuvuzela was deafening



The Program Executant on a bike, brandish placard



Everyone was engaged



The rain spiced up the march and made the weather friendly



The bike riders dressed in the panda were an attraction



The police assured security and cleared off the roads



End of the March



The march shut down the city for two hours



Closing remarks/ appreciation by National Director



Acknowledgement – Police, City council and the young Plastic Ambassador



Acknowledgement – partners, stakeholders, school authorities



Acknowledgement – WWF Staff and some partners







We are drowning in waste. This is a Global Problem. And we are guilty of it



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