

Charity/ Organisation

National Clean Up Project

There are several campaigns being arranged during 2024 to clean up Zimbabwe, Operation Chenesa Harare to name one.

Clean up campaigns remain one of the most powerful strategies to bring people together for a greater cause. The focus is not only to clean up solid waste generated by human activities including used or empty plastic containers, cans, bottles, paper, glass packaging, and other debris but also to bring the public and organizations together while raising environmental management awareness.

The goal is picking up litter around the country, removing rubbish around wetlands, parks and natural forests and recycling.

Strategies for the clean-up

School partnerships

Partner with local schools to educate students on waste management and involve them in clean-up activities.

Recycling starts at 'home'

Set up recycling collection points at the company premises and encourage employees and the local community to participate.

Raise awareness

Use the company's social media platforms to advertise clean-up dates and encourage community participation.

Clean-up challenges

Encourage other companies to organize similar clean-up initiatives, encouraging community spirit while focusing on a common goal

Adopt-a-park

Adopt a local park, committing to its regular clean-up and maintenance.

Branding opportunity

Partner with local recycling companies to set up convenient recycling points around the city

Cleaning supplies

Partner with local businesses to sponsor clean-up supplies such as gloves, bags, and refreshments for an advertised clean up day