



## **CITY OF CAPE TOWN'S WASTEWISE PROGRAMME PROMOTES ENVIRONMENTAL AWARENESS AND ACTION**

**WasteWise** is the City of Cape Town Solid Waste Department's public education and awareness programme aimed at raising awareness and encouraging action amongst all Capetonians to reduce littering, minimise waste, stop illegal dumping and increase recycling.

The WasteWise programme incorporates four focus areas:

- Green Zone Community support initiatives
- Schools' education and waste minimisation projects
- Public awareness and education
- Supporting implementation of By-laws in commerce and industry

### **Communities**



WasteWise supports the training and empowerment of community facilitators in selected pilot 'Green Zone' areas which are intended as partnerships between communities, schools and businesses based on waste reduction, litter minimisation and recycling to uplift the community and maintain health and cleanliness.

Green Zones are sited in Sub-council 12 (Mitchell's Plain and surrounds); Sub-Council 5 ( Bonteheuwel, Valhalla Park, and surrounds), Sub-council 18 (Grassy Park, Retreat and surrounds).

## Schools

WasteWise has an extensive schools programme which aims to:

- raise waste awareness among educators, learners and their families
- enable educators to raise awareness of the cause and effect of poor waste management and the benefits of responsible waste management
- provide environmental tools to enhance quality of life
- assist schools with portfolio development and waste minimisation projects



## General Public



Zibi forms an integral part of the WasteWise public education and communication campaign to spread the message: Be environmentally responsible; put litter in the bin and not in the gutter; be proud of your own environment. Zibi encourages responsible litter disposal through his message "Zap it in a Zibi bin !"

According to Leander van Oordt, Head: Public Awareness and Education for Solid Waste: "Zibi is the City's Solid Waste team's waste champion. Through educational and awareness programmes Zibi helps fight the irresponsible temptation to litter, is tough on dumpers who are not complying with the law, and promotes recycling."

## Business & Industry

WasteWise is also tasked with supporting the implementation of the City's new Integrated Waste Management By-law, which shifts the emphasis from landfill disposal to waste minimisation and recycling. This support will happen through workshops and informational support materials.



## Management



The City of Cape Town's Solid Waste Management Department has contracted the Jeffares & Green Consortium (J&G Consortium) to manage the WasteWise programme on its behalf for a three year period, from July 2010 to June 2013. The J&G Consortium comprises experienced

specialists in public education and communication, schools education, community upliftment, waste minimisation and recycling in communities, business and industry.

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