



GRAND LAUNCHING OF CAMEROON BEACH CLEANUP DAY

January 12-20 , 2024

Help Us to Save Marine Lives

About ASCOA

The Association for Community Awareness (ASCOA) is a charitable non-governmental organization (NGO) with headquarters in Cameroon, West Africa and offices in the USA, UK and Kenya. Its goal is to enhance the quality of life in underserved communities and promote sustainable development in Africa and the world.

ASCOA promotes Environmental protection, with a special focus on plastic pollution and marine littering, and increasing awareness of HIV/AIDS while fighting related stigma. Community-based projects empower women, support child development and education, facilitate peace building, and help displaced population. ASCOA works together with international and African partners on outreach and education to create sustainable communities and fight against climate change and discrimination.



4,500
VOLUNTEERS

Dedicated their time
to assist us with our
programs

2.5m PERSONS

Reached by our
community services.

100
COMMUNITIES

Benefiting from our
sustainable
development tools.



Vision

Increased self-reliance and sustainable
community development in the community we
serve.

Mission

Our mission is to improve the
quality of life for underserved
community
by building self-reliance.



About Abidjan Convention

The Abidjan convention is a treaty signed in 1984 that aims to protect and preserve the marine and coastal environment of the West and Central African Regions. The convention covers 22 countries, including Cameroon and addresses a range of issues related to marine pollution, biodiversity conservation, and sustainable development. Cameroon is one of the signatories of the Abidjan convention and has been actively engaged in its implementation. The country has taken steps to address marine pollution, including the adoption of laws and regulations to control and manage hazardous waste, oil spills, and other forms of pollution.

Cameroon has also established marine protected areas and taken measures to conserve and restore coastal habitats. In addition to its engagement with the Abidjan convention, Cameroon has also been involved in other regional and international efforts to protect the marine and coastal environment. For example, the country is a member of the regional seas programme of the United Nations Environment Programme (UNEP) and has collaborated with other African countries to develop regional strategies for marine conservation and sustainable development. Overall, Cameroon's engagement with the Abidjan convention and other regional and international initiatives demonstrates its commitment to protecting and preserving the marine and coastal environment, which is critical for the country's economy and the well-being of its people.

About Cameroon Coastline

The Cameroon coastline is a diverse and ecologically important area that is home to a variety of marine life, including fish, sea turtles, dolphins, whales, and various species of birds. The coastline is also important for local communities, providing a source of food, income, and tourism.

Cameroon is a country located in central Africa that has a coastline along the Gulf of Guinea. The coastline of Cameroon stretches for approximately 402 kilometers (250 miles) and is characterized by a mixture of sandy beaches, rocky cliffs, and mangrove swamps.

The coastline of Cameroon is home to a number of major ports, including the Port of Douala, which is the largest port in Central Africa. Other ports along the coastline include the Port of Limbe, the Port of Kribi, and the Port of Tiko. These ports are important for the country's economy as they serve as gateways for international trade and commerce.

However, like many coastal areas around the world, the Cameroon coastline is facing significant threats from plastic pollution. Plastic waste that ends up in the ocean can harm marine species by entangling them, blocking their digestive systems, and releasing harmful chemicals into the water. This can lead to injury, illness, and even death for marine life.

Idenue Beach

Problem statement

Approximately 18 million pounds of plastic waste flows into the world's oceans yearly. This figure is expected to triple in the next 20 years if effective strategies are not implemented. Non-biodegradable waste such as plastics and other heavier debris wash off at the coastline, settle at the seabed, and destroy marine habitats. The problem of plastic pollution is growing concern, yet sustainable solutions seem far-fetched. We must commit to more environmentally healthy practices like plastic reuse, recycling, and cleanup activities.

Cameroon, hosts a unique and rich coastal ecosystem, and ASCOA has been working to address plastic pollution and marine littering since our foundation in 2014. A national beach clean-up day offers an opportunity to scale up our existing beach clean-up projects and increase awareness of and engagement with marine pollution. For this reason, the Association for Community Awareness takes it to itself to clean carryout cleanup in the 402 kilometers of Coastline in Cameroon with a special focus on the coastline cities.



Important Of Establishing Beach Cleanup Day in Cameroon

Environmental Protection

Beaches are important ecosystems that provide habitat for a wide range of marine animals and plants. But unfortunately, many beaches in Cameroon and around the world are polluted with plastics and other waste, which can harm marine life and damage the ecosystem. Establishing a beach cleanup day would help to mitigate the impact of this pollution and protect these important ecosystems.

Health and Safety

The pollution on beaches can also pose health and safety risks to humans who use them for recreational purposes. plastics and other waste can cause injury, and can also contaminate the water and sand, leading to illnesses.

Community Involvement

A beach cleanup day would bring the community together to work towards a common goal of protecting the environment. It would provide an opportunity for people to learn about the importance of environmental conservation and take action to make a positive difference.

Tourism

Cameroon is a country with many beautiful beaches that attract tourists from around the world. A clean beach is more attractive to tourists and can boost tourism and the local economy.

Overall, establishing a Cameroon Beach Cleanup day would help to protect the environment, promote community involvement and boost tourism, making it an important initiative for the country.



ASCOA'S EFFORT

on marine debris
and plastic
pollution.



Total number of
plastic bottles

163,128



Total number of
plastic lids

74,256



Total number
of Tons

2104



Total Number of
Volunteers

3,673



Total number
of items
collected

1,451, 927



Total number of
cleanup activities
carriedout

20

ACTIVITIES FLOW

12th January 2024

Conference to address the goal of Abidjan Convention in Cameroon

Launch of Cameroon beach cleanup

18th January 2024

Online workshop with participants out of Buea

Orientation with volunteers in Kribi, Douala and out of Buea

19th January 2024

Workshop in-person with volunteers

To Be Confirmed

20th January 2024

Community sensitization, and Beach cleanup

Cameroon Beach Cleanup Day, Limbe, Douala and Kribi





Ocean Conservancy

Ocean Conservancy

MEROON BEACH CLEANUP



NATIONAL CONFERENCE ON COASTAL CLEANUP

**12th January 2024
Yaounde, Cameroon**



The conference is held as part of the activities to launch the Cameroon Beach Cleanup day. It will feature various stakeholders concerned with marine littering and plastic pollution. The conference is aimed at sharing knowledge and experiences, strengthening collaborations, and discussing contemporary strategies to fight plastic pollution and marine littering in Cameroon;

To establish a day, Cameroon Beach Cleanup day that will be commemorated and celebrated every year; To create a network of Cameroon coastal advocates that will foster the activities of beach cleanups and prevent marine debris by involving stakeholders, fishermen, and women so as to widen the impact of the Cameroon Beach Cleanup day; To ensure a safe and clean coastal environment by carrying out beach cleanup activities so as to remove plastic debris and refuse found along the Cameroon coastline; To encourage recycling by bringing together recycling companies for effective recycling of plastic collected during the beach cleanup; To protect, enhance and restore the aquatic ecosystem of Cameroon by educating the general public on issues regarding environmental protection in Cameroon.

Objectives Of The Conference

1. Raising Awareness

Organizing a conference in Cameroon on marine debris and plastic pollution can help raise awareness of the issue among stakeholders and the general public. This can help create a sense of urgency and encourage action to address the problem.

2. Sharing Knowledge and Best Practice

Through the conference, experts and stakeholders can share knowledge and best practices on how to prevent and manage marine debris and plastic pollution. This can lead to more effective strategies and solutions.

3. Building Partnerships

The conference can provide a platform for stakeholders to come together and build partnerships to address the issue. These partnerships can lead to more coordinated efforts and a stronger collective impact.

4. Supporting the Convention

Cameroon is a party to several international conventions and agreements on the environment, including the United Nations Convention on the Law of the Sea and the Convention on Biological Diversity. Organizing a conference on marine debris and plastic pollution can help support these conventions by raising awareness, sharing knowledge, and building partnerships to address the

Who will the conference involve?

Administration

Academia

Environmental experts

Civil society

Scientists

Researchers

Policymakers

Environmentalists

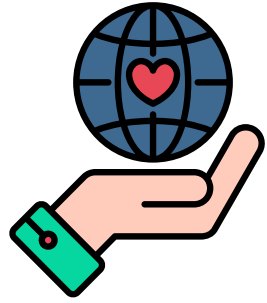
Industry experts

Coastal community representatives

Beach cleanup advocates/ volunteers

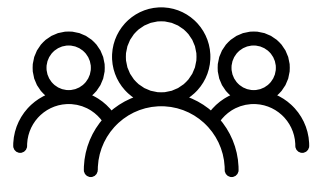
Overall, the conference will have significant benefits in terms of raising awareness, promoting education, and building networks to address the problem of plastic waste and marine debris.

What Coca-Cola Foundation stands to benefit



Corporate Social Responsibility (CSR)

Supporting environmental initiatives like Cameroon Beach Cleanup Day demonstrates Coca-Cola Foundation's commitment to corporate social responsibility. By actively participating and encouraging employees, customers, and the community to get involved, Organge can enhance its positive brand image and reputation.



Community Engagement

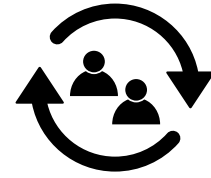
Supporting Cameroon Beach Cleanup Day allows Coca-Cola Foundation to engage with the local community, particularly in Limbe. This involvement can foster positive relationships, build trust, and strengthen Organge's connection with its customers and potential customers



Brand Visibility and Publicity:

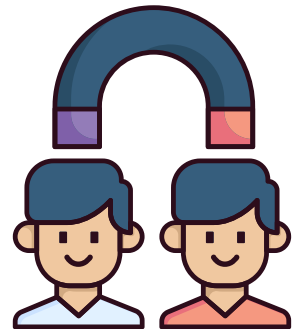
As a major sponsor or supporter of Cameroon Beach Cleanup Day, Coca-Cola Foundation can gain significant brand visibility and publicity. The event will attract media attention, and Organge's involvement can be highlighted through press releases, social media coverage, and other promotional activities. This exposure can help increase brand awareness and reach a wider audience.





Employee Engagement and Team Building

Encouraging Coca-Cola Foundation employees to participate in the beach cleanup event will boost employee morale, foster team spirit, and promote a sense of pride and satisfaction in working for a socially responsible company. It can also provide an opportunity for employees to interact with each other in a non-work setting, strengthening internal relationships and teamwork.



Potential Customer Acquisition:

By actively engaging with the community during Cameroon Beach Cleanup Day, Coca-Cola Foundation can attract the attention of potential customers who may not have been previously aware of the company's services. This can lead to increased customer acquisition and potentially higher revenue in the long run.



Environmental Impact:

Supporting the Cameroon Beach Cleanup Day event aligns with Coca-Cola Foundation's commitment to sustainability and environmental conservation. By actively participating, Organge can contribute to the preservation of the local ecosystem, marine life, Plastic Pollution, and the overall beauty of the beaches. This aligns with the growing trend of consumers favoring environmentally conscious companies, which can positively impact Organge's brand perception.



Sponsorship level

It's worth noting that the specific benefits may vary depending on the level of Coca-Cola Foundation's involvement, the extent of promotion and engagement, and the overall success of Cameroon Beach Cleanup Day. However, by supporting such an event, Coca-Cola Foundation can make a positive impact on the environment, the community, and its own brand image.

Logo and T-shirt color



Thanks for giving ASCOA the opportunity

