



WORLD OCEAN DAY

PROJECT REPORT

Carryout by: Association for
Community Awareness (ASCOA)

TABLE OF CONTENT



1	Table of Content	5	ASCOA call for Action	9	Conclusion
2	About ASCOA, Histry, Mission, Vision	6	Main Objective	10	Recommendation
3	Introduction	7	Project Result	11	Interview
4	World Ocean Day Overview	8	implementation strategy	12	hhhhhhhh

ABOUT ASCOA

The Association for Community Awareness (ASCOA) is a charitable non-profit organization with headquarters in Cameroon, West Africa and offices in the USA, UK and Kenya. ASCOA has as goal to enhance the quality of life of underserved communities and promote sustainable development in Africa and the world at large. ASCOA's efforts range from fostering environmental protection with special focus on plastic pollution and marine littering, to increasing awareness of HIV/AIDS and combating related stigma, engaging in women empowerment, child support, peace building, and taking care of displaced population. As an NGO, ASCOA works together with international and African partner organizations for community outreach and education to create sustainable local communities and fight against climate change and the discrimination within the society.

HISTORY

The Association for Community Awareness (ASCOA) was fully established in early 2014 in Cameroon, after one year of community service in Equatorial Guinea by the Founder (Linus Ayangwoh Embe). During his time in Equatorial Guinea, he volunteered with an International organization SAVE THE CHILDREN, and received an award from the CEO Carolyn Miles, which planted a seed of community service in him, now known as ASCOA. Since then, ASCOA has been able to launch projects in communities and create more opportunities for self-reliance, built new tools on how to approach sustainable development in with the least resources possible and prioritizing those most in need.

MISSION

our mission is to improve the quality of life for underserve communities, by building self-reliance

VISION

Increase self-reliance and sustainable community development in communities we serve

ASCOA'S ACHIEVEMENT ON BEACH CLEANUP.

At ASCOA, we are committed to protecting our oceans. Our environmental protection projects have raised awareness about plastic pollution in Cameroon's South West region. ASCOA's coastal cleanup projects have helped keep local beaches litter-free.

From 2018 till date, the organization has involved 620 people (volunteers) in coastal cleanup, collected 35,020 plastic bottles, and removed a total of 188,583 items from the coastline in Cameroon, and created partnerships with 9 environmental organizations. In 2019, ASCOA was nominated as the only English organization from Cameroon to attend the 2020 United Nations Ocean Conference. In 2020, ASCOA was granted special consultative status by the United Nations' Economic and Social Council and developed an extensive network of working partners such as Global Waste Cleaning Network (GWCN), UK.

Date

8th of June 2021

Location

Ngeme-Batoke coastline

Partners



WORLD OCEAN DAY 2021

INTRODUCTION



The overall goal of the project is to enhance environmental management of the coastal areas of Cameroon by minimizing the plastic and waste litter in these areas. Indiscriminate dumping of plastics and other waste is rampant in the South West coastal region and of particular interest, the principal coastline of Ngeme-Batoke. The area is home to sensitive ecosystems, critically endangered species, endangered bird species, and other species listed as Vulnerable by IUCN.

This area is also greatly dependent on tourism to sustain its local economy and it is therefore vital to ensure that efforts are taken to preserve its natural ecosystem from the menace of plastic pollution. Our aim is to change the behaviors of local communities that contribute significantly to this problem by embarking on an Awareness Educational Campaign about maintaining a clean coastline through a Beach Cleanup. This project will engage a targeted audience of about 250 persons.



ASCOA has been bringing together passionate ocean lovers and helping them contribute to a vision for trash-free seas in Cameroon. ASCOA aims to prevent trash from entering the waters by working with everyone from individuals to businesses to change the products, practices, and behaviors that lead to ocean trash.

It is intended to carry out regular and effective activities to maintain Cameroon's beaches clean and trash-free by carrying out a varied approach, to solve the problem in the long run. Waste bins will be installed and awareness campaigns will be conducted to reduce littering in the long run. ASCOA intends to organize beach cleanup during world Ocean day 8 June 2021.



WORLD OCEAN DAY OVERVIEW

The United Nations celebrates World Oceans Day every year on 8 June. This year's United Nations World Oceans Day virtual event will take place on Tuesday, 8 June 2021, in celebration of the theme "The Ocean: Life & Livelihoods". Learn more about UN World Oceans Day at www.UNworldoceansday.org.

Celebrate United Nations World Oceans Day "The Ocean: Life and Livelihoods" as we shed light on the wonder of the ocean and how it is our life source, supporting humanity and every other organism on Earth.

The ocean covers over 70% of the planet. It is our life source, supporting humanity's sustenance and that of every other organism on earth. The ocean produces at least 50% of the planet's oxygen, it is home to most of earth's biodiversity, and is the main source of protein for more than a billion people around the world. Not to mention, the ocean is key to our economy with an estimated 40 million people being employed by ocean-based industries by 2030.

Humanity has defined itself through its relations with the ocean culturally, socially and economically. The ocean has become central to maintaining life and livelihoods in every respect. Nevertheless, we have yet to understand our impacts on this life source or to discover our true interconnectedness.

ASCOA CALLED FOR ACTION

It's time to take action,

Every day our environment is being threatened by ocean pollution. There is so much trash in our waters that marine life is suffering at an alarming rate. Plastic has contaminated every last corner of the world's seas with huge floating garbage patches piling up in the middle of the oceans, as in the case of the Great Pacific Garbage Patch. It's heartbreaking to hear about a pregnant whale that died with 50 pounds of plastic in her stomach, or a baby dolphin found dead full of plastic waste. Millions of people depend on the seas and rivers for food, transportation, and trade. Our negative impact on the oceans is evident and we must take action now to clean them up.

Our oceans are our lifeline,

The oceans cover over 70 percent of the planet. Marine life has been a major source of oxygen production for all beings on Earth. When dolphins and whales return to the surface to breathe, they fertilize tiny marine plants called phytoplankton. Each year, these microorganisms absorb four times more carbon dioxide than the Amazon rainforest and generate up to 85 percent of the oxygen we breathe. By protecting these animals from plastic pollution we also protect the planet. When animals such as whales and dolphins perish, the oceans die. And if the oceans die, so do we. Can you imagine what the future will look like if we don't take action now?

What can we do to protect marine life?

Join ASCOA's Beach Clean-up activities.

Through its clean-up and awareness educational campaign ASCOA is committed to changing the behaviors of local communities that contribute significantly to plastic pollution. We're joining Ocean Conservancy and the international community to commemorate World Oceans Day 2021. Our project will take place along the Ngeme-Batoke's 3 km coastline. The area includes breathtaking black sand beaches and mangrove forests.

However, ASCOA cannot do this without the support from local volunteers. **We need your help!**



MAIN OBJECTIVE

ASCOA's main objective through this project is to protect and sustain the environment through cleaning of the coastal area and awareness to reduce pollution. This bottom-up project hopes to create a sense of ownership for the community members whose waste is managed.

The Beach Cleanup program is a continued step by ASCOA in reducing the amount of plastic ending up in our waterways, on our beaches, and ultimately in the ocean. 150 volunteers conduct beach cleanup across the Ngeme-Batoke beaches and remove hundreds of pounds of trash and recyclables during World Ocean Day 2021. Without the efforts of ASCOA volunteers, this discarded waste would end up in the ocean where it could harm marine life and damage crucial ecosystems.

Beach cleanups also serve as an eye-opening experience and help to increase public awareness of plastic pollution. After seeing just how much ends up on our beaches, participants become aware of the impact our waste has on the environment, thus eliminating any "trash blindness." With the growth of the single-use mindset, our beaches and waterways have been hit by an increasing amount of plastic. This elevated awareness helps to drive citizen action and collection of data, which can be used to influence laws and work toward the ultimate goal of source reduction of plastics.

The activities include:

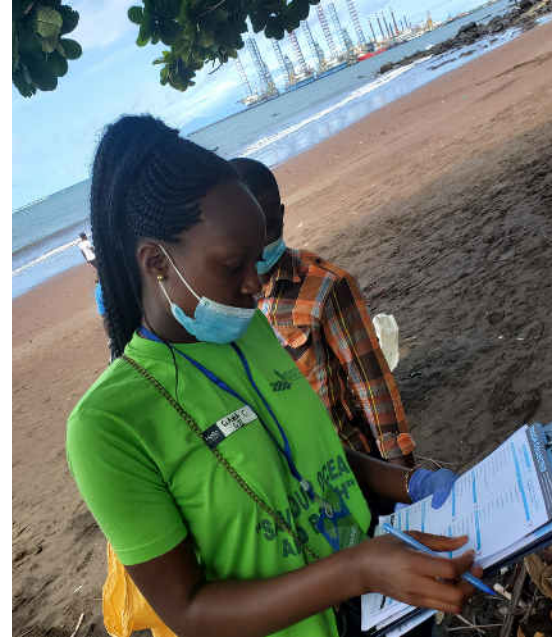
- Beach clean-ups,
- Sorting and documenting of waste collected,
- development of online material to increase community sensitization for a clean environment, social media campaigns- using flyers, radio, posters, etc,
- Engagement of waste-recycling companies to collaborate in waste recycling initiatives.
- organize webinar by inviting key stakeholders, environmental partners, Volunteers, and community members to enhance sharing innovative ideas around marine pollution and coastal refusals protection.
- Beach cleanup activity encourages individuals to participate again or to perform other sustainable actions in their daily lives. If successful, the beach clean-ups with the distribution of online material will have a prolonged outcome by shifting the responsibility to the origins of where the plastic is produced and consumed.



PROGRAM RESULT

Apart from working to increase the amount of waste removed, we wanted to know more about what was being found. We encouraged data collection during beach cleanups to gain a clear picture of what is ending up on our beaches and how we can direct our actions to reduce pollution at the source

During our beach cleanup, we also, sort out Brasseries bottles from Supermont bottles, so as to understand and measure the quantity of pollution caused by each company, the complete data sent to Ocean Conservancy to insert in international data of trash collected during beach cleanups.



TOP TEN ITEMS

Top Ten Items collected



- Coconut shells and other shells
- Shoes, slippers and flips/flops
- Plastic bottles
- Plastic pierces
- Bottle caps(plastics)
- Face marks
- straws/stirrers
- Foam pierces

TOTAL ITEMS AND ENGAGEMENT

VOLUNTEERS

100 volunteers engaged

TOTAL ITEMS

25630 Items collected

TOTAL TONE

50 tons

ITEMS NARRATIVE

Bottle caps(plastics)	889
Coconut shells and other	2316
Beverage bottles(plastics)	2094
lids (plastics)	3051
Brasseries bottles	4715
Supermont bottles	5663
Plastic pierces	831
straws/stirrers	555
Face mask	200
Hand gloves	43
bottle caps(metals)	479
Other plastic bottles(oil, bleach etc)	554
Beverage cans	215
Food wrappers(candy, chips etc)	60
Cigarette butts	315
Shoes, slippers and flips/flops	1071
Foam pierces	157
others	2362



IMPLEMENTATION STRATEGY

COMMUNICATION STRATEGY

This report targets 3 phases. The pre-clean-up communications, communications on the clean-up day, and the post-clean-up communications.

In regards to the Ascoa Ngeme-Batoke coastal cleanup which was scheduled for June 12, 2021, the communications department registered the following progress with very little or no setbacks. The team started by crafting a message on the essence of keeping the oceans clean. This came in written and a recorded form which was shared on the Ascoa official page of Facebook, Twitter, LinkedIn, and others. Members of Ascoa were encouraged to share the messages to their personal online platforms.

Traditionally, through the supervision of the communications team, Ascoa members visited some media houses like Hi TV, Media Afrique radio where they sensitized the population on the essence of having a clean coastal area, the communication team hosted a program at Media Afrique, where they asked participants on the program to share on how they manage their refuse. In return, the team educated the population on how to discard their waste properly.

In addition to just visiting these media houses, they were also invited to do a cover of the clean-up campaign and the stories are reported in the course of doing their news broadcast. The Sun newspaper was also invited to this program because we were dealing with all the traditional media houses. Aside from these, a live report was to be done about this program on our ASCOA Facebook page showcasing the success and work done so far. Moving to the D-day, the ASCOA communications team together with the invited media houses, that is, Media Afrique radio, Equinox TV, Hi TV, The Sun newspaper represented by their journalist each, answered present to the event. Interviews were carried out on the CEO of the organization, Mr. Linus Ayangwoh, the Director Mr. Solomon Takwi, some temporal volunteers, and other members of ASCOA, to get the importance of the coastal clean-up and their personal thoughts as regards the initiative. The teams regretted the fact that the occasion fell on a Saturday where the media houses couldn't do a live report of what was happening because broadcasts aren't done on weekends.

Moving to the aftermaths of the event, the newspaper published a story on the event gave it the caption/headline, "World Oceans Day: ASCOA partners with MINPDED Fako to clean Ngeme-Batoke Coastline" we also had reports from volunteers who shared the activities of the coastal cleanup on the social media platforms especially Facebook. The ASCOA communication team on her part did a live report of the event and shared on ASCOA official pages. Media Afrique, reported the event on Monday, during its mid-day newscast while Equinox TV, did report during the pidgin news on Monday 8:am and during the bilingual newscast at 9:am. Hi TV on its part also reported the event on Monday during the 1:pm newscast.

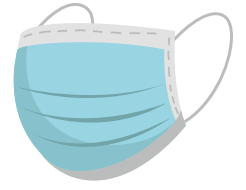
The program also addresses personal protective equipment (PPE)

Health officials in nearly every country in the world are advising residents to wear a face-covering to prevent transmission of COVID-19 in certain or all public spaces.² The demand for personal protective equipment (PPE) during the pandemic caused shortages of masks and gloves early in the outbreak and has fueled tremendous growth in the PPE industry. Consequently, with this increased demand and use, we've also seen PPE pollution become ubiquitous in the environment.

PPE is predominantly made of the same kinds of plastic polymers as other familiar plastic products, including single-use products such as bags and bottles. When lost in waterways or the ocean, PPE will likely behave like other forms of plastic pollution with similar characteristics, traveling in ocean currents, washing up on shorelines, and breaking down into microplastics. And like other forms of plastic pollution, PPE is a threat to ocean wildlife. News media have already documented the entanglement threat of ear loops on face masks, and conservation groups have cited animal deaths from ingesting PPE items as well.³

To know more about PPE pollution in the world visit the link from our mentor organization, Ocean Conservancy.

<file:///C:/Users/HP/Desktop/new/ASEIM/FINAL%20Ocean%20Conservancy%20PPE%20Report%20March%202021.pdf>



HEALTH TEAM



COVID-19 MEASURES

CONCLUSION:

Plastic pollution is a global crisis and the ASCOA's Beach Cleanup program is one foundational way that we are working to address it. While actively removing thousands of trash each year through our beach cleanup initiative, we are also able to collect detailed information on the hundreds of thousands of items picked up each year. ASCOA's dedicated activists and Cameroon Government can use this information to influence policy and pass legislation to reduce the overall amount of plastic used and create long-lasting, widespread change.

RECOMMENDATION



INTERVIEWS



On his part the executive director of ASCOA Solomon Takwi Tanue said they deemed it necessary to clean the beach in order to showcase a clean beach. He explained that they decided to choose Ngeme-Batoke coastline because it is a touristic area which harbor a lot of visit.



Speaking to the press after the exercise, the CEO and founder of ASCOA, Linus Ayangwoh Embe believes they have done a lot at Ngeme-Batoke Beach coastline, while saying that the initial plan was not only to keep the coastline clean but to create more awareness.

Linus Ayangwoh added that, ASCOA is trying to create awareness so that other civil society organisations can copy from them, and also try to bring more community members on board so that in the future, they can carry out the activity. He revealed that ASCOA is also planning for a workshop to educate the Ngeme and Batoke community on the importance of keeping the coastline clean.

"In ASCOA we have five focus areas, environmental protection is one of our focus area so what we're doing today relate to one of the focus which is environmental protection. We started on June 8 with community campaign, radio talk so today we are doing the action which is to clean the coastline" Linus Ayangwoh explained.

He added that they are trying settling the pace for other community to emulate as he insisted that if there is good ocean the people will have a healthy lifestyle.

The CEO regretted that it is not easy for them to cover all the area because of the need for more resources and manpower. He used the opportunity to announce that by next month they are going to educate the community for them to know how to dispose their waste.



On her part, the Chief of service for sensitization of the Regional Delegate of the Ministry of Environment, Nature Protection and Sustainable Development for Fako, MINPDED Asanji Patience said the activity falls in line with national environmental laws. She said the ministry is trying at all levels to complete the chain of waste management. Asanji congratulated ASCOA and encouraged them to do more while urging other organizations to emulate what ASCOA is doing to keep the coastline clean.

She added that cleaning the coastline is very important because without an Ocean there's no livelihood. Asanji stated that 90% of protein is gotten from the Ocean so it is normal to protect and clean the coastline.

PICTURES
