

TOGETHER FOR A CLEAN CAPE COAST

Wrap Your Waste, Own a Dustbin



BY

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Profile of Cape Coast



- Cape Coast has the enviable history as the first cosmopolitan city to emerge in the then Gold Coast and today's Ghana.
- It is one of the oldest districts in Ghana. The Metropolis is bounded to the South by the Gulf of Guinea.
- The Cape Coast Metropolis experiences high temperatures throughout the year. The hottest months are February and March, just before the main rainy season, while the coolest months are June, July and August.
- The population of the Cape Coast Metropolis, according to the 2010 Population and Housing Census, is 169,894.
- The Metropolis is endowed with an enviable potential that predisposes the area to tourism development. The potential of the Metropolis includes physical, historical and cultural variants that could be developed for tourism

Background Information

- The Cape Coast Metropolitan Assembly (CCMA) recognises the importance of a cleaned city to its developmental agenda especially in the area of investments and promotion of Cape Coast as the desired destination for tourism in Ghana.
- In view of this, the Cape Coast Metropolitan Assembly in November last year appointed Sanitation and Tourism Ambassadors to assist in the campaign for a “Cleaned Cape Coast Project”.
- In furtherance to last year’s campaign, the Cape Coast Metropolitan Assembly declared the year 2018 as Sanitation Awareness Year.

Wrap Your Waste, Own a Dust Bin

- On the 29th January, 2018, CCMA launched the campaign “Wrap your waste, Own a dust bin”. This campaign seeks to achieve the following targets:
- Collect more than 80% of the waste that are generated in the city by 2040.
- Sustainable Development Goal Six (SDG 6), which is achieving a clean water and sanitation by the year 2030.
- Expand door to door waste collection services to at least 90% households in Cape Coast by 2040.
- Open defecation free city by 2019, a target set by the Regional Minister, Hon. Kwamena Duncan.

Wrap Your Waste, Own a Dust Bin

- With the *Wrap your waste project*, parents and guardians are to wrap their waste anytime they send their children and wards to dispose waste/refuse. Children who are unable to reach the height of skip containers dispose refuse on the ground and the wind blows them back onto the streets. Wrapping it makes it easier for the Attendants to collect them into the skip container and prevents it from spreading around.
- Also vendors who sell in public places are to wrap their waste even before they dispose it into containers to avoid overflows which may eventually spread into nearby drains/gutters.

Wrap Your Waste, Own a Dust Bin

- ***Own a dustbin*** on the other hand aims at ensuring that all vendors who sell in public places have their own dust bins to dispose refuse properly rather than to leave them on the ground which spread around and also enter nearby drains/gutters.

Measures taken so far

Awareness Creation

- During the launch of the campaign, the Waste Management Department, the Environmental Health Unit and the Metro Sanitation and Tourism Ambassadors have been visiting schools, communities and market places to carry out education on good sanitary practices
- Awareness creation using various forms of the media are being explored. Radio stations in the Metropolis are doing announcements, Live Presenter Mentions (LPM) and also playing jingles of the campaign.

Enforcements

- Three months into the campaign (30th April, 2018), it shall become an offence to sell in public places without having a waste bin and the Environmental Health and Sanitation Officers will prosecute offenders accordingly.

Wrap Your Waste, Own a Dust Bin

Expected Outcomes of The Campaign;

- Improve sanitary conditions in the city and to end cholera outbreak
- Boost tourism and investments.
- Reduce the frequency of Metro wide clean up exercises and cost associated with such exercises.
- Encourage individuals to be responsible for keeping their immediate environment clean.
- Encourage households to hook on to door to door waste collection services.
- Reduce solid waste that are left uncollected in the city by collecting more than 70% of waste that is generated to feed emerging waste recycling and management industry in Cape



**Thank
You!!!**