



THE IDEAL PLANET - TIP

ORGANIZATIONAL AND ACTIVITY REPORT

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ACKNOWLEDGEMENT

We extend our deep gratitude to our indispensable local and national partners, whose collaboration has been the backbone of our operations. A special thanks goes to Game Changers for enhancing our media and storytelling capacities, and to fellow environmental organizations like GeoTech and Make it Greener for their specialized input on waste management. We also acknowledge the vital support from public institutions, including Cameroon Radio Television CRTV NORTHWEST and other media platforms for providing a platform for environmental education, and the National Civics Service Agency for their partnership in successfully executing our community tree planting exercises.

Our vision for a sustainable planet was globally reinforced by our international and Pan-African collaborators. We sincerely thank Planet Forward (US) for training us in crucial environmental storytelling techniques. Furthermore, we recognize the leaders and organizations, including the Green Climate Awareness Foundation (Namibia), who partnered with us to create the YETS. This collaboration successfully convened youth and experts from multiple African nations, transforming local efforts into a powerful, continent-wide dialogue on waste management and the circular economy.

The ultimate driving force behind The Ideal Planet is the dedication of the academic networks, specialized experts, and our volunteer base. We celebrate the commitment of the students from the six African universities, including the International University of Namibia, University of Dschang (Cameroon), Namiba University, African University (Zimbabwe), The University of Bamenda, Namibia University of Science and Technology in the UYETS program who are translating knowledge into action. Our gratitude extends to experts like Tata Elvis for imparting technical skills, and most of all, to the tireless efforts of our 70+ student volunteers and our co-founders, Mathias Akoa Tah and Yufonyuy Princely Nsavdzenyuy, whose passion and leadership define our mission.

EXECUTIVE SUMMARY

Founded in 2023 and operating from Bamenda, Cameroon, The Ideal Planet (TIP) is a youth-led non-profit dedicated to fostering a sustainable environment through four strategic pillars: Advocacy, Empowerment, Research, and Action. Driven by the vision of a conducive planet for humanity and creation, TIP advances Sustainable Development Goals (specifically SDGs 11 and 13) by implementing localized solutions such as waste management campaigns, water crisis advocacy in Bambili, Rafia plant conservation, and practical youth recycling training. Through strategic collaborations with other organizations and institutions, initiatives like the Youth Environmental Talk Show (YETS), the organization mobilizes community consciousness and equips young people with the skills to mitigate climate challenges effectively.

OUR ACHIEVEMENTS

TIP has successfully mobilized a significant youth base, demonstrating the power of collective action. Our three-day sensitization campaign at the University of Bamenda reached over 10,000 people online and engaged over 800 students on campus, leading to sustained efforts like the two-month Waste Sorting Challenge involving approximately 100 people. Critically, this awareness was paired with tangible action, including a successful tree planting exercise to preserve a community water catchment, and the Plastic Recycling Initiative, which equipped youth with practical, market-ready skills to convert plastic waste into economically viable products.

Our advocacy and research efforts have proven effective in driving targeted local accountability and systemic awareness. By conducting rigorous site assessments, we were able to issue forceful calls to action that prompted institutional responses, such as addressing illicit dumping at Nkwen Market and compelling local water authorities to mitigate the public health crisis caused by contaminated water in Bambili. Furthermore, consistent media engagement, including appearances on CRTV NORTHWEST, ABAKWA FM RADIO, UBA VOICE RADIO, RADIO HOT COACOA, and other community media platforms successfully amplified our message, ensuring that key environmental challenges and the necessity of citizen responsibility reached a broad public audience.

Beyond local impact, TIP has established itself as a pioneer in the African environmental dialogue. We created the Youth Environmental Talk Show (YETS) and Universities Youth Environmental Talk Show (UYETS) platforms, which successfully engaged experts and youth leaders from nations including Cameroon, Namibia, and Zimbabwe. Most notably, the UYETS Phase 2 that is seen to move theory to practice.

ORGANIZATIONAL IDENTITY AND STRUCTURE

A. General Overview

The Ideal Planet (TIP) is a dynamic, youth-led non-profit organization dedicated to fostering a sustainable and conducive environment for all humanity and creation. Officially founded in **2023** by 2 passion driven university students, namely Mathias Akoa Tah and Yufonyuy Princely Nsavdzenyuy. The organization was subsequently legalized in **2024** under Cameroonian Law No. 92/006 of 14 August 1992, TIP operates from its base in Bamenda, Northwest region of Cameroon, driven by the belief that collective, localized action is the key to mitigating global climate challenges. We have as vision to see humanity and all creation live in a sustainable and conducive planet. Our mission is to advocate for a sustainable planet through advocacy, empowerment, research, and collective action, for An Eco-Friendly Environment.

Our general Objectives and Focus Areas Amongst other development endeavors, are to advancing the Sustainable Development Goals (SDGs), particularly SDG 11 (Sustainable Cities and Communities) and SDG 13 (Climate Action). TIPs core objectives are:

1. To conduct research into the effects of human activities on the environment and propose scientifically proven, sustainable, and local solutions.
2. To implement practical action programs, such as waste management, recycling, and climate change mitigation projects within communities.
3. To facilitate empowerment by capacitating youth, students, and institutions with the necessary resources and knowledge to manage and sustain the environment effectively.
4. To engage in advocacy to call individuals and institutions to adopt environmentally conscious policies and actions.

5. To promote youth leadership in environmental governance and community development

Our core values are:

Accountability: We hold both individuals and institutions responsible for their environmental footprints. We believe true progress starts with self-reflection, urging citizens to take personal ownership of their waste management and actions before placing blame solely on authorities. We however are equally accountable to our environment, selves and our collaborators.

Creativity: We approach environmental crises with innovation, using our youth-led energy to design effective solutions. This is demonstrated in our ability to transform awareness into fun competitions and turn waste into economic resources.

Diversity: We believe the fight for the planet requires every voice, engaging a wide spectrum of stakeholders from local indigenous groups to international experts and youths across the world. We actively integrate gender equality into our mission, recognizing that oppressing any group stifles their potential contribution to environmental preservation.

Intentionality: We act with the understanding that sustainable change requires conscious, deliberate effort. Every action we take is a purposeful step toward achieving a sustainable and conducive planet.

LEADERSHIP AND LOCATION

Founders: The organization was pioneered and established by **Mathias Akoa Tah** and **Yufonyuy Princely Nsadzenyuy**.

Location and Contact:

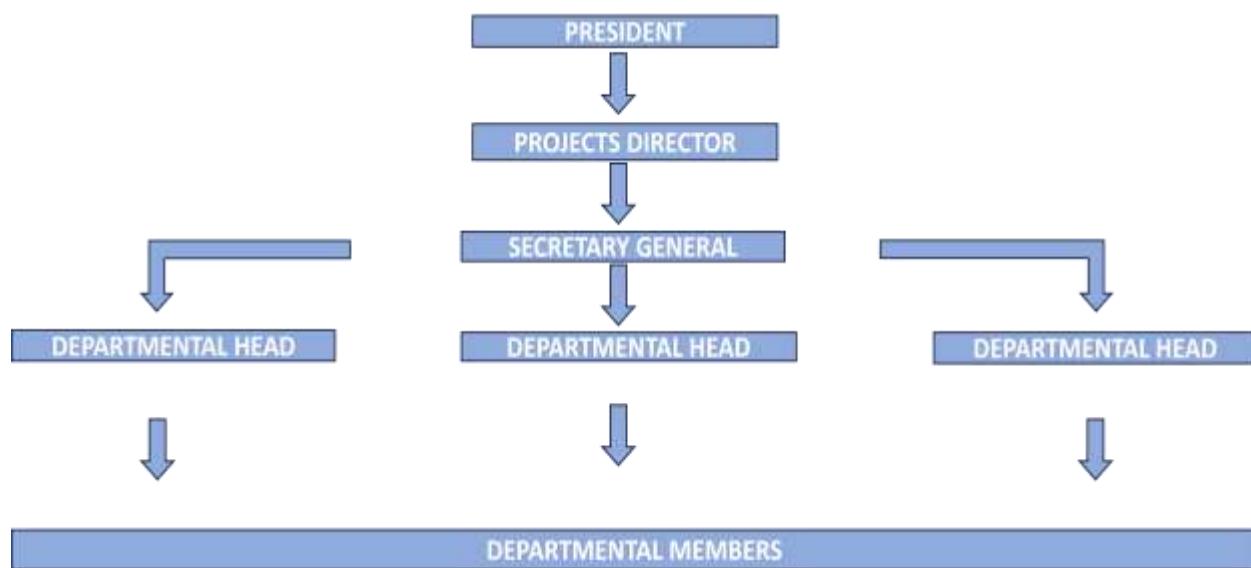
- **Headquarters:** Mile Six Nkwen, Bamenda, Northwest Region, Cameroon
- **Email:** theidealplanet5@gmail.com
- **Phone Contacts:** +237 673 316 373 / +237 672 521 435

AREAS OF INTERVENTION

TIP's structure is lean and focused, aligning its core teams directly with its four strategic pillars of intervention. Our functional setup ensures that all projects are systematically managed from conceptualization (Research/Advocacy) through implementation (Empowerment/Action). Our areas or pillars of interventions are:

- ✓ **Advocacy;** We are committed to using communication as a major tool or catalyst to call to accountability individuals and institutions to referend or adopt environmentally conducive actions.
- ✓ **Empowerment;** We believe that both individuals and institutions need to be capacitated with the necessary resources to effectively manage and sustain our environment
- ✓ **Research;** Our team is committed to exploring the effects of human activities on our environment and the planet at large, while seeking local and scientifically proven sustainable solutions to these problems at both local, national and international levels.
- ✓ **Action;** We recognize the urgency of environmental action amidst the recent global increase in landslides, floods, earthquakes, water scarcity, poor waste management amongst others. To this effect, aside research, advocacy and empowerment, we act promptly to environmental situations within our communities

Visual illustration of organizational structure



OUR TEAM



OUR ENGAGEMENTS

Since our creation in 2023, we have despite resource constrains engaged proactively in activities revolving around our four interconnected and strategic pillars of intervention, designed to create holistic environmental change. The following section details activities executed under each area of intervention.

ADVOCACY

This Advocacy pillar leverages strategic communication to influence public consciousness and hold both individuals and institutions accountable for their environmental footprints. The core goal is to shift public perception and behavior toward sustainable practices. Guided by the need to create a sustainable planet, our project management team is made up of youths ready to respond effectively and creatively to the conception, planning, implementation, monitoring, evaluating and reporting of our action-based solution projects. Since creation, we have effectively engaged in advocacy with the help of available resources such social media, etc. Find bellow some key activities we engaged in.

Field Assessment and Call to Action at Nkwen Market

We engaged in a critical site assessment at the **Nkwen Market**, a major trading hub situated at the entrance of Bamenda from Up-station, which hosts approximately one thousand people daily. This volume translates into a substantial daily waste output. We produced a video documenting the state of waste management and the experiences of people living around the market. Based on our observation, the primary method of refuse disposal by market users is the illicit dumping of all waste into a small, adjacent stream. This critical water body, which serves as a source of income and resource for local sand

miners, has been severely polluted by organic and non-organic refuse.



Nkwen market bridge

The environmental consequences include significant water and air quality degradation for residents along the riparian banks, compounded by economic disruption for the sand mining community. As an advocacy outcome, the documented video served as an

advocacy piece calling on the appropriate authorities to take action. We equally issued a rigorous public call to action directed at all Nkwen market users, emphasizing the urgent need to utilize the designated waste receptacles. View the documentary via <https://youtu.be/2KB46z5r8P4?si=e0CbAgb8L1xl3H3M>



Mathias Akoa and Yufonyuy Princely in Nkwen

Bambili water crisis



Water carried from taps by students for consumption in the university of Bamenda

We embarked on an advocacy journey to influence immediate action towards the poor state of water in Bambili, a community that host the lone state university in the northwest region of Cameroon. Students and residents in the University of Bambili area consume water with visible contamination (mud/dirt), which poses an immediate health risk and is linked to reported student illnesses.



Mathias observing the state of water in a house hold

This crisis is rooted in failing infrastructure. Our site assessment confirmed numerous, non-stop pipe leakages across Bambili and its environs. These leaks, often caused by depreciation or traffic damage, not only result in massive water loss but, critically, create entry points for soil, mud, and contaminants to be sucked into the system, especially during heavy rains. Our team visited the Bambili water authority, and the quarter head to present the challenges faced by thousands of students and reasons for immediate action to be taken to mitigate the situation.



Mathias, Princely and Chelsea at the Bambili water catchment

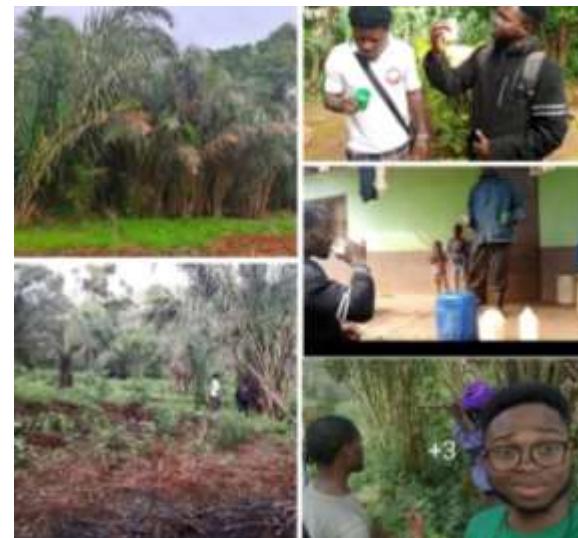
The Rafia Plant conservation call

The Rafia plant is an indispensable resource in Cameroon, central to our economy, culture, and ecology. It provides products ranging from palm wine and traditional crafts like baskets and shoes to essential building materials, supporting the livelihoods of thousands of people directly and indirectly. This plant is not merely a commodity; it embodies tradition and provides vital environmental services as a powerful water catchment species critical for mitigating global warming.



Princely and Godden Drinking Palm Wine taped from raffia plant

However, the rapid march of development is relentlessly crushing Rafia habitats. The expansion of structures into suburbs and aggressive clearing for agriculture are rapidly eliminating Rafia bushes across our society. This destruction poses a grave threat to our traditional practices, our local economies, and the planet's preservation, as its loss contributes significantly to our environmental detriment. To mitigate this, the Ideal Planet engaged in a research and advocacy journey to explore estimated contribution of the raffia plant to our livelihood and to raise awareness on its importance and conservation strategies. We called for decisive action to protect this water catchment plant that provides our most secret traditional products and instruments through a documentary video <https://youtu.be/Heg7DAP5gfk?si=WBIV6gwqy0UDT6s>.





Raffia plants being destroyed for construction purpose

Our proposed solution was simple yet impactful - the creation of a protected Raffia City Garden in every city council. These gardens would serve as future tourist attractions, employment bases, and cultural centers, guaranteeing the perpetual

availability of our traditional wine and protecting our culture. By taking this step, we can safeguard a critical part of our heritage and contribute meaningfully to sustainable development goals and the global fight against the climate crisis.



Princely Observing and interviewing a palm wine tapper

Community service call: Bottom-Up Approach in community sanitation



Mathias Leading a cleaning activity in his community

The Ideal Planet consistently championed the bottom-top approach as the most pragmatic, sustainable, and rapid method for keeping our communities clean as well as moving toward achieving an ideal planet. This philosophy encouraged us to think globally and act locally, recognizing that impactful change must begin at the community level.

Our activities were driven by the understanding that collective effort is necessary, as one hand is not sufficient to tie a bundle or in other words, keep our community free from harm.

In adherence to this principle, Our President and co-founder actively lead a community work initiative held at a school in Mile 6 Nkwen, located in the Mezam division of the Northwest region of Cameroon. This event served as a direct manifestation of thinking globally while acting locally, focusing on improving the immediate environment of the

community's educational center.



Mathias clearing

During this community work day, roles were divided for maximum efficiency. The women focused on cleaning the streets and clearing holes at the entrance of the quarter. Simultaneously, the men undertook the task of clearing dense grasses that had been obstructing movement within the environment, making surrounding areas safer and more accessible.

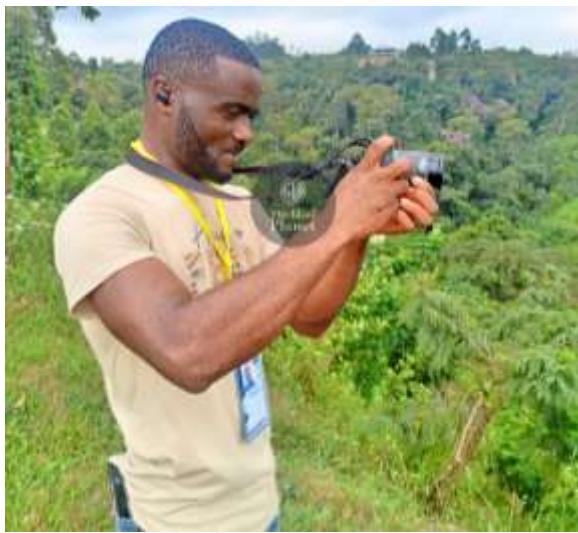


Y. Princely Clearing in his community

The outcome of this focused local action was a cleaner, safer, and more navigable environment, especially for the children who often played nearby. The activity successfully demonstrated that no contribution is too small. Through active participation in our communities, we directly addressed local needs, reinforced the spirit of collective effort, and exemplified the principles necessary for achieving sustainable development goals.

Mother Earth call: Loss of Natural Beauty in Nkwen

The Ideal Planet in its advocacy initiatives documented a specific natural area to emphasize the inherent beauty and peace found outside of conventional settings. We observed that the most calm and restful environments were not found in hotels, but in places where one could experience nature directly. Our intentions were to draw the viewers' attention to the soothing qualities of the area, noting the sounds of singing birds, the gentle blowing of the wind, and the soft response of the trees to the breeze. The place we highlighted is located in Nkwen, a locality within Bamenda, the capital of the Northwest Region of Cameroon.



Mathias A. documenting the beauty of nature

This specific environment is shown to be breathtaking, embodying the tranquility that is sadly being lost across the region. The documentation served as a celebration of the natural splendor available locally.

However, the primary purpose of our observation was to raise alarm about a critical threat: the daily loss of such places to development. By showcasing this particular site, we sought to create a powerful contrast between the area's beauty and its precarious future, making the impact of unchecked development tangible for our audience.

Through this documentary, we aimed to mobilize our audience toward greater Environmental Protection. View the documentary via

<https://youtu.be/id48AJRuILw?si=6MILgw1CvnBp3hNU>



A wide shot of the greeny nature of the community

Environmental Degradation of Bamenda City: A call to the city council

In our advocacy engagements, we conducted an assessment of the environmental state of Bamenda, documenting the significant decline in cleanliness and infrastructure.



Mathias A. and T Chelsea creating awareness live on UBa Voice Radio

Our action was prompted by the alarming current conditions compared to the year 2000, when Bamenda was widely regarded as one of Cameroon's cleanest cities. Today, the opposite is true, marked by pervasive refuse and what we observed as the worst road network among all major Cameroonian cities.

This visual documentation was not intended merely to expose the city's unsanitary state but to serve as a catalyst for action and support.



Bamenda main market environment

We observed that while some environmentally centered organizations in the city were making genuine, continuous efforts, others appeared to be engaged only in superficial campaigns. These "show" organizations focused on generating pictures for publicity rather than sustained work, and many individuals were similarly found to be good preachers but poor actors, whose words did not match their lack of effort.



Miss Ngueng Junction Bamenda

We concluded that this ineffective cycle of talk without action had proven useless in addressing the crisis.

Our analysis of the problem's source led us to conclude that the first step must be self-reflection and personal accountability. Before placing the entirety of the blame on city authorities, we encouraged the public to blame themselves first and to transition immediately from merely calling for action to starting to act collectively.



Main Road - Mile six Bamenda

We emphasized that the volume of garbage was not insurmountable, arguing that the town is too small for the collective struggle to keep it clean.

The overall goal of this advocacy was to shift the narrative toward citizen responsibility and proactive involvement. We issued a forceful call to action, urging citizens to take

the minimum necessary step: to Make Bamenda Clean Again. We asked the public to amplify this awareness by sharing the message and using the hashtag, asserting that only through unified, local action could the long-term challenges of waste management and environmental protection be overcome. This was possible through publications on our social media handles and our live session on UBa voice radio FM 91.5

Media Engagement for Environmental Education

The Ideal Planet undertook a vital advocacy effort focused on the critical role of media in driving environmental preservation and sustainable development. Our action was predicated on the understanding that to achieve widespread change, sensitization, advocacy, and education must extend far beyond a small circle of experts and reach every social media user, as well as audiences who rely on traditional media.



Mathias and Princely Live on CRTV northwest

A key component of this effort was our appearance on CRTV NORTHWEST a state-owned radio, where we were invited to discuss the importance of educating students across the Northwest Region about proper waste management. This engagement successfully utilized broadcast media to reach a broad audience, including those who may lack access to digital resources. We emphasized that both print and broadcast media platforms bear a responsibility to actively carry this vital message to all communities, including Indigenous groups who may be newly engaging with these concepts.



Creating Environmental awareness

We extended our heartfelt gratitude to CRTV NORTHWEST for leading this important endeavor, recognizing their commitment to public education, specifically under the banner of clean schools for healthy learning project. Our core message revolved around the promotion of the belief that every individual has a responsibility to contribute to the environmental conversation. We affirmed our belief that with the media's

continued, unwavering support, impactful change is indeed occurring, even if not immediately visible. We confidently projected that substantial progress will be evident in the coming years. Finally, we used this platform to appreciate our existing supporters and extend an invitation to others to join the movement, working together to transform our world into an Ideal Planet. This initiative was spearheaded by our president Mathias Akoa Tah and projects director Yufonyuy Princely.

Collaboration with Isi Awumi to talk environment Gender-Based Violence (GBV)

As our advocacy endeavors progressed, we were invited by Isi Awumi, an association of young intellectuals in the northwest region of Cameroon who advocate for the attainment of the sustainable development goals, invited us to participate in a campaign targeting Gender-Based Violence (GBV) among bike riders, during which we will advocate for cleaner streets and homes. This extensive campaign, which was implemented for two months, utilized various engagement methods, including small talk groups, seminars, and other interactive sessions aimed at sustained sensitization and awareness building.



A Herald Tribune Report of this activity

The campaign officially kicked off on November 28th with a massive sensitization event specifically targeting bike riders in the Bambili area. The first day saw a significant turnout, with more than 80 bike riders recorded as participants in the initial awareness session. This strong start demonstrated the community's willingness to engage with this crucial social issue. Our organization's involvement in gender issues is founded on a deep understanding of their relationship with environmental preservation. We assert that when any gender in society is oppressed, misrepresented, or taken advantage of, their potential contributions and decisions concerning the environment are stifled. Therefore, addressing gender inequality is integral to our mission.

The core philosophy guiding this campaign is our pursuit of an Ideal Planet where safety is universal. This vision extends beyond merely

protecting the natural environment to ensuring that all humans are safe and free from harm. Through this campaigned we reached approximately 300 people.



A group picture of the Ideal Planet and Isi Awume Team

Waste Disposal Sensitization Campaign at the University of Bamenda (The Ideal UBA Campaign)

The Ideal Planet executed an awareness campaign focused on waste disposal practices, targeting the youth within the academic milieu due to their receptive minds and ability to quickly comprehend crucial information. This initiative was a strategic step in our ongoing fight for an Ideal Planet, recognizing the importance of engaging students at the University of Bamenda (UBa). The three-day waste disposal sensitization campaign ran from December 8th to 10th. The methodology employed a blended approach: two days were dedicated to online sensitization, while the final day, Tuesday,

December 10th, was focused on direct engagement on the university campus. The primary aim of this campaign was ambitious: to reach 1,000 students with crucial information. However, the three-day campaign achieved significant success across both digital and physical platforms. Following two days of heavy media sensitization, our message on proper waste disposal reached more than 10,000 individuals across Facebook and other social networks. Crucially, the physical, onsite effort was robust as our core team was joined by more than 70 student volunteers who committed their time to the initiative.

The coordinated ground effort successfully reached over 800 students directly at the University of Bamenda with the vital message of proper waste disposal practices. A total of 788 informative stickers were distributed, ensuring that key reminders for behavioral change remained visible and accessible to the student population. The event generated significant positive reactions from the participating students, indicating high engagement and receptivity to the environmental message. Watch a campus report via <https://www.facebook.com/share/v/1N3HTR3oBf/>



Personalized Flyers used for the online advocacy campaign

The campaign successfully mobilized the target audience and emphasized specific behavioral changes using the hashtags: #UseYourCampusTrashCans, #RespectCampusCleaners, and #ChangeYourBehaviour.



Pictures taken during the on-campus campaign

The direct engagement on campus served to consolidate the messages shared online. The outcome of the sensitization effort was a reinforced commitment among students to work towards a cleaner, greener future. By directly appealing to the students' sense of responsibility, The Ideal Planet made a significant impact on raising awareness about environmental stewardship within the campus community, demonstrating that collective action is the key to creating a sustainable environment.

Youth Waste Sorting and Disposal Challenge

The Ideal Planet recently launched an innovative, follow-up initiative designed to build upon the success of our previous sensitization campaigns. We introduced a two-month Waste Disposal and Waste Sorting Challenge, transforming awareness into sustained, fun, and competitive community action.



Some youths who participated in the campaign

This challenge was structured to directly involve approximately 100 youth from different areas, encouraging a wide geographic and demographic reach. The goal was to initiate positive behavioral change and accelerate the movement toward a waste-free community and world. Participants were tasked with three specific actions to be executed and documented daily which are - Local Sensitization and Setup. Participants conducted a waste sorting and disposal campaign in their immediate neighborhoods. Crucially, they were required to acquire three separate trash bags or cans to facilitate

sorting: one for biodegradables, one for non-biodegradables, and a third for specific materials like iron, electronics, etc. They were then instructed to capture clean pictures of the different sorted wastes in their respective cans, ensuring they were visible in the photographs to demonstrate active participation.

Each participant was then expected to write very short notes detailing their personal strategy for convincing others in their community to adopt the use of multiple trash cans for waste separation. All of these daily actions were posted publicly on our platforms. The challenge was designed to create excitement and leverage social influence. At the end of the two months, participants who demonstrated the most massive outreach and successfully persuaded the most people to implement separated trash cans in their homes were to be recognized. This initiative directly contributed to achieving sustainable development goals through common, measurable action.

Launch of the Youth Environmental Talk Show (YETS) Program

One of our major advocacy engagements was the launching of the major youth environmental talk show program. This

initiative had as objective to amplify conversations around pressing societal issues while proposing sustainable solutions to these identified issues.

The first edition of the YETS program was themed Harnessing Youth Potential Towards Mitigating Environmental Crises in Bamenda. The specific, real-life problem identified for this inaugural edition was the sustainable management of the Mulang waste disorder, in Bamenda – Northwest region of Cameroon, a crisis that has frequently caused severe flooding, destruction of farmlands, and traffic disruptions in the area. Watch a video clip

<https://www.facebook.com/share/v/1JXCjz5ZmY/>

During this inaugural phase, our advocacy focus was tilted towards raising awareness on the challenges faced by individuals living around this area. We leveraged on social media for the publication of our findings. the event then, was a platform to collaboratively create solutions to be either presented to the relevant authorities or implemented directly by The Ideal Planet. We issued a strong call to action for environmental advocates, activists, supporters, leaders, and like-minded organizations to provide essential financial, material, and intellectual support.



Cleaning Mulang Bridge



Online Engagement on our advocacy

After our major advocacy, the government reacted by making the bridge more water friendly, though we questioned the sustainability of this solution.



Governments intervention after our advocacy

Online Edition of the Youth Environmental Talk Show (YETS)

The Ideal Planet organized the online edition of the Youth Environmental Talk Show (YETS) program. This live webinar which took place on May 18th was designed to be a unique platform bringing together young people from around the globe to discuss environmental challenges and seek solutions, with the inaugural online event focusing specifically on waste management. The online talk show featured a distinguished team of experts contributing from two different countries: Cameroon and Namibia. From Cameroon, the guest contributors included: GeoTech, an environmental organization from Buea skilled in waste management; Tata Elvis, the CEO of CASDEP, recognized as one of Cameroon's most dedicated experts in waste management and recycling; and Make it Greener, another Buea-based organization known for its work

in youth empowerment and sustainable environmental practices.

The international contribution came from Namibia, featuring: Sophie Winnie Tendane, who leads the Green Climate Awareness Foundation, bringing their expertise in waste management; and Hendrik Schmidt, the head of the Windhoek Cleanup organization, who focused on addressing the capital city's waste issues. By gathering these experienced experts and organizations, The Ideal Planet successfully created a high-level forum of about 300+ youths to promote dialogue, knowledge sharing, and the development of solutions for Proper Waste Management and Sustainable Development. Participants were awarded with certificates of participation.



The Herald Tribune Newspaper report of our activity



Activity Flyer

Second Youth Environmental Talk Show (YETS)

Following the applaudable success of the previous edition of the youth environmental talk show, The Ideal Planet commenced the next edition of this talk show.

This edition was designed to be significantly more solutions-oriented and highly strategic than the first. While the initial edition successfully brought together experts and youth from Namibia, Zimbabwe, and Cameroon, this second iteration was structured to be entirely in the hands of the youth, focusing specifically on university students.

Our strategy was founded on the recognition of university students' power, intelligence, resilience, and determination to drive change, noting their historical role in instigating political revolutions.



Activity Flyer



Live on CRTV northwest, creating community awareness

The program successfully engaged students specializing in environmental and climate fields from six universities across Africa such as the university of Namibia (UNAM), The University of Bamenda, University of Dschang, The International University of Management (Namibia), African University (Zimbabwe), Namibia University of Science and Technology (NUST) This edition which was designed to have the phase 1 (The talk show) and phase two (Community engagement), we amplified advocacy at our regional level to create awareness on this event and the role of youths in solving pressing environmental challenges.



Live on Abakwa FM radio creating community awareness



The Ideal Planet Team and Abakwa FM radio staffs

Aside the effective utilization of our social media platforms for this advocacy, we leveraged on different community radio stations to pass out this vital information. Our team went round advocating for our individual roles and responsibilities in creating a safer and a progressive environment for all.



Live on Abakwa FM radio creating community awareness



The Ideal Planet Team and Abakwa FM radio staffs

EMPOWERMENT

Capacity Building and Sustainable Skill Transfer

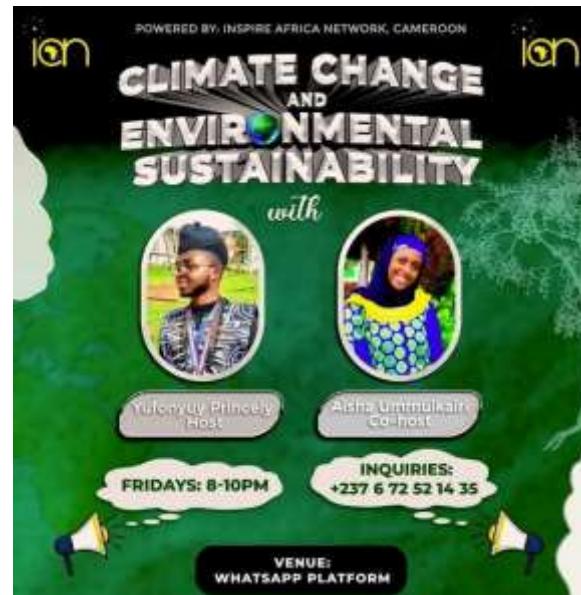
The Empowerment pillar focuses on providing individuals, communities and institutions with the tangible resources, practical skills, and knowledge required to independently manage and sustain their environments.

Youth Dialogue on Environmental Sustainability

The Ideal Planet in one of its empowerment initiatives participated in a vital social media show, affirming the belief that addressing the sustainability of our environment is now the prime responsibility of every community member, especially through youth-led initiatives. Our action was aimed at embracing synergy to collectively ponder ultimatums regarding environmental issues, recognizing this collaboration as a requisite for consistent community development and progress.

This exclusive social media-based conversation was under the banner of Inspire Africa network - Bamenda cell (IAN), an event that successfully brought together over 30 youth leaders across northwest region. This platform allowed for a high-level discussion on the pressing themes of climate change and environmental sustainability. During the conversation, The Ideal Planet represented by its project's director and co-founder Yufonyuy Princely Nsavdzenyuy

adopted a rigorous Problem/Solution-based approach to analyze critical local issues.



Activity Flyer

The central problem under discussion was the area's unavoidable heavy rainfall and current floods in Bamenda. This analysis led us to question the sustainability of certain local projects, specifically mentioning the Mile Four bridge and the city's drainage system that have occasionally claimed the lives of countless citizens during heavy down

pour.



*Flooded homes after heavy rain fall in mulang
Bamenda*

The discussion was two-fold, addressing accountability at different levels. We questioned the sustainability measures taken at the government level regarding public works. Simultaneously, we emphasized and analyzed the vital and pragmatic role of the youths in mitigating the effects of environmental situations of this magnitude. This engagement served to underscore the youth's responsibility in driving solutions related to waste management and plastic pollution, aligning local action with sustainable development goals.

The Environmental Storytelling Project for Cameroon Journalists

The Ideal Planet was privileged to participate in the Environmental Storytelling Project for Cameroon Journalists, a four-day workshop held from June 12th to 15th at the Mountain Hub Hotel in Yaoundé.



Yufonyuy Princely Presenting our story to the trainer

This initiative was a significant collaboration between the US-based organization Planet Forward, which aims to share inspiring stories for global progress, and the Cameroon-based NGO Game Changers, which communicates local environmental issues globally.

The workshop successfully brought together 28 storytellers, journalists, and students from diverse professional backgrounds across Cameroon. The core goal was to enhance knowledge of the Cameroonian environmental landscape with a specific focus on media technology storytelling techniques. The Ideal Planet was present, represented by its project's director and co-founder Yufonyuy Princely Nsavdzenyuy. The program was developed and led by Beverly Ndifoin, a 2022 Mandela Washington Fellow, and Dr. Imani Cheers, Associate Professor at George Washington

University and Planet Forward Director of Academic Adventures.



Beverly sharing editing tips with Y. Princely

Notably, this event marked Cameroon as the first African country to establish a formal link with Planet Forward, thanks to Game Changers.

It was a great opportunity for The Ideal Planet, to gain valuable skills in digital storytelling, including videography, photography, and article writing. Participants created environmental stories on diverse topics, ranging from the impact of deforestation and beekeeping as a conservation method to community efforts towards plastic recycling. Crucially, The Ideal Planet utilized this medium to communicate the critical importance of the Raffia Palm within Cameroonian society, highlighting the threats facing this water catchment plant and proposing possible solutions. The

organization was able to tell this vital local story to a global audience, a core outcome of the workshop.



Screenshot of our story published on planet forward

Planet Forward recognized and encouraged our ongoing work, affirming the value of the knowledge received during the program. Click this link to watch the story <https://youtu.be/Heg7DAP5gfk?si=WBIV6gwqy0UDT6s>

Participation in West African Sustainability Week

The Ideal Planet had the privilege of virtually being represented at the West African Sustainability Week in Accra, Ghana. This significant three-day program, held from November 1st to the 3rd, was led by MAI Foundation global and Sustainability Week Africa/Accra.



Activity Flyer

The event brought together different countries in West Africa and more than 50 organizations to strategically examine the crucial issues of the environment and its sustainability, aiming to fundamentally change the conversation around climate change.

The Ideal Planet's representative, Mathias Ako'a, (Cofounder and president) contributed to the discussions by presenting on the topic: "Waste Management for a Circular Economy." The core message advocated for a shift away from the traditional linear economy model where resources are produced, used, and then disposed of to embracing the circular economy model, which emphasizes a continuous loop of produce, use, recycle, and reuse. Our presentation highlighted the substantial

economic advantages of adopting a circular economy. Specifically, this model creates significant employment opportunities for recyclers, distributors of recycled materials, and associated service providers. We asserted that if this sustainable method were thoughtfully designed and diligently applied within Cameroon, it could realistically lead to a 40% reduction in the country's unemployment. As a call to action, the presentation addressed the severe damage caused by wrong waste management to the economy. We emphasized the need for collective action, urging citizens to stand by authorities in combating poor waste practices and to become self-conscious by limiting littering. The final message was one of commitment - for the sake of an Ideal Cameroon and Planet, we must sustain the dialogue and consistently do the right thing to achieve sustainable development goals.

Clean Schools for Healthy Learning Project



Mathias Handing Trash bins to students of GTHS Nkwen

The Ideal Planet recently implemented its "CLEAN SCHOOLS FOR HEALTHY LEARNING PROJECT," adopting the slogan, "The ideal planet; HEALTHY LEARNING." This action was specifically designed to drive consciousness of environmental protection among students, starting within their schools and homes.



Dr. Eileen Tabuwe A. Educating students on environmental best practices

The project team had the privilege of visiting the Government Technical High School (GTHS) Nkwen, where they educated approximately 500+ students on waste management. The session covered several key areas including Waste Basics - Students were sensitized on the general concept of waste and its various types (e.g., biodegradable, non-biodegradable).

Strategic Management - The team highlighted the importance of effective waste management and discussed practical waste management strategies .

Youth Role - A core focus was the role of

youths in environmental protection, a segment expertly handled by Dr. Eileen Tabuwe Akwo, whose dedication to The Ideal Planet's vision was greatly appreciated.



Our Volunteer - Lum Musong Flavine educating students on waste sorting

At the conclusion of the presentation, The Ideal Planet team moved from theoretical discussion to practical empowerment by making significant donations to the students. They donated over six (6) Trash Cans, providing the necessary infrastructure for waste segregation and collection within the school. Furthermore, they distributed six (6) rag clears and six (6) pairs of gloves, equipping the students with the tools required to safely maintain a clean environment.



The President Handing Ove our donation



Our volunteers

The advocacy and sensitization campaign successfully injected environmental protection into the students' consciousness. By providing both education and essential tools, The Ideal Planet ensured the students were empowered to immediately implement the lessons learned.

World Environment Day Youth Training and Empowerment



The Herald Tribune Newspaper report of our activity

The Ideal Planet recently conducted a highly successful and transformative session in

collaboration with ENPI and EcoGeneration Ecofrige to commemorate World Environment Day 2025. The initiative successfully engaged 30+ youths from the local community in a practical, two-phase exercise focused on combating plastic pollution through cleaning and recycling, directly empowering them with valuable skills.



Our team peaking plastics from the street

Phase 1 was the Community Clean-up and Action Empowerment. The program began in Bambili, Tubah Sub-division, Northwest Region of Cameroon, with a hands-on plastic clean-up campaign on the streets and in neighborhoods. Approximately 25 youths actively joined this exercise, moving around to collect waste plastics while chanting plastic-free melodies. This initial phase was vital for empowerment, as it instilled a sense of ownership and immediate responsibility by turning the

participants into active problem-solvers who physically addressed plastic pollution.



Teaching participants on Recycling plastics to seating stools

Phase 2 was the Skills Training and Economic Empowerment. Following the clean-up, participants converged at The University of Bamenda campus for the main training session. Here, the youths were trained on practical techniques for recycling plastics into various usable materials, embodying the principle of #TurningTrashToTreasure.

The core training began with transforming waste plastics into a functional and stable seating stool. This outcome was impressive and clearly demonstrated how to create economic value and reduce waste simultaneously. Participants were also instructed on how to use waste plastics to create useful items like dry lines and hanging gardens.



Recycling process



EcoFridge Founder teaching Participants on plastic recycling to sustainable drying lines

The entire exercise successfully combined active community service with tangible skill-building. The goal of empowerment was achieved by providing the youths with both the environmental awareness and the

technical expertise needed to become recycling entrepreneurs and advocates.



Plastic recycling to hanging gardens

To formally acknowledge their dedication and newly acquired expertise, every participant was awarded a certificate of participation. We concluded by extending profound thanks to all partners and supporters for their contribution to this significant step toward a plastic-free world.



Handing of certificates to participants

ACTION

Responses, Interventions and direct engagements

We recognize the urgency of environmental action amidst the recent global increase in landslides, floods, earthquakes, water scarcity, poor waste management amongst others. To this effect, aside research, advocacy and empowerment, we act promptly to environmental situations within our communities. The Action pillar focuses on engagement with other organizations, collaborations, interventions in the community prompt, physical implementation of solutions to address and mitigate immediate environmental crises within communities. This is where research and empowerment translate into tangible change on the ground. Below are our most recent actions.

Participation in the CAMGEW Networking and Knowledge Fair

The Ideal Planet had the privilege of attending a foundational program organized by Cameroon Gender and Environment Watch (CAMGEW). The event was themed "Networking and Knowledge Fair on Mainstreaming Gender in Nature-Based Solutions in the Bamenda Western Highlands Forest Area." This marked a significant milestone as it was the first program The Ideal Planet attended since its creation in 2023, establishing an early presence within the environmental community. The program served as a vibrant display of nature-based solutions, featuring many products derived from the environment, including honey, mushrooms, baskets, traditional medications, and cloth. The Fair successfully brought together numerous organizations and

prominent traditional representatives from both the Nkwen



Meeting the Director of CAMGEW

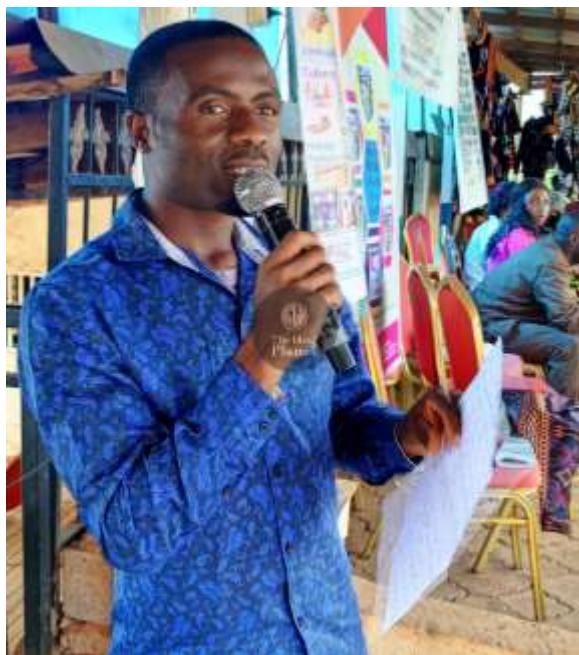
Fondom and Bui Fondom, highlighting the intersection of indigenous knowledge and

modern environmental efforts.



Exhibition ground

During the proceedings, The Ideal Planet was granted the stage to present its vision. Our presentation centered on the necessity of intentional action regarding environmental stewardship. Among other points, we strongly encouraged attendees to prioritize effective waste management as a crucial step toward realizing an Ideal Planet and achieving sustainable development goals.



1 Mathias Presenting the ideal planet to the audience

Our participation was a valuable networking and learning opportunity. We extended our sincere gratitude to Mr. Wirsiy Emmanuel Binyuy, the Director of CAMGEW, for the invitation, underscoring the deep appreciation.

Visit to Ecofridge

We conducted a visit and observation session with Eco friendly generation (Ecofridge), an organization whose operations deeply impressed our team. We were particularly encouraged to discover that the program's coordinator was a dedicated young individual, sharing our passion for environmental protection and sustainable agriculture.



Y. Princely and Mathias touring ecofridge garden

This experience affirmed our belief in the dynamic and determined efforts required to achieve the vision of an Ideal Planet. We were amazed by Ecofridge's commitment to a circular system that integrated different aspects of production to

maximize resource efficiency. Their model moved from the production of chicken to the subsequent production of vegetables using the waste generated by the chickens, followed by the distribution of these products to the market.



Vising the fowl section with camgew director

A particularly fascinating observation was Ecofridge's innovative use of waste materials for cultivation. We noted their strategic use of plastics for producing various vegetables, including huckleberry, pepper, and lettuce. Additionally, they repurposed used tires for cultivating different crops. This demonstration reinforced the principle that waste can be a resource. The visit served as a powerful validation of our advocacy, leading us to issue a clear call to action to the community not to burn your plastics. Instead, we encourage everyone to nurse some tomatoes in them. Similarly, we emphasized on not burning of tires. planting some flowers in them or saving them for someone who could use them is a most preferable option.

Ecofridge's methods highlighted a practical pathway for achieving sustainable development goals through resourceful and intentional Climate Action.



Recycled plastics for construction

Collaboration with CAYSDEP on Waste Recycling

The Ideal Planet recently conducted a valuable engagement with the Cameroon Youth for Sustainable Development and Environmental Protection (CAYSDEP), a leading waste recycling organization. Our visit was an honor, as CAYSDEP is managed by Mr. Tata Elvis, a patriotic, passionate, and committed environmental protectionist based

in Mile 5, Bamenda III.

recycling processes.



Ideal Planet team with the founder of CAYSDEP

Our discussion with Mr. Elvis focused extensively on critical issues concerning waste management. We were impressed to discover that CAYSDEP is one of the few waste recyclers capable of managing and recycling virtually all types of waste, encompassing both biodegradable and non-biodegradable materials. CAYSDEP demonstrated that materials often considered non-recyclable are, in fact, valuable resources. We learned that items such as human hair, toothbrushes, clothes, dishes, spoons, and children's diapers, among many others, were successfully integrated into their



Presentation to TIP team

Mr. Elvis outlined his organization's major challenges, which primarily revolved around the labor-intensive initial phase which is sorting the vast amounts of mixed waste from general trash. He noted the danger involved, as some waste can sting, requiring proper protective clothing before venturing into the sorting process. He also highlighted the limitation posed by his small team size. This challenge underscored a crucial point for The Ideal Planet: if more people engaged in sorting and recycling activities, the vision of achieving an Ideal Planet would be realized much more quickly.



Projection of waste dumps in Bamenda

This collaboration affirmed the need for widespread citizen action. The Ideal Planet concluded the meeting by announcing the upcoming launch of a campaign specifically designed to address CAYSDEP's labor and sorting challenges.

Collaboration with New Vision 4 Eco-Friendly Environment

The Ideal Planet strengthened its network with local global visionaries by engaging closely with New Vision 4 Eco-Friendly Environment.



Inspecting the crops with Mr. Erasmus

Under the leadership of Tewu Erasmus, New Vision has established itself as a dedicated advocate for climate change mitigation and proper waste management. During our visit to their office, The Ideal Planet was honored to receive a symbolic gesture from New Vision's director. Since trees are recognized not only for their climate-friendly properties but also as symbols of shelter and peace, this gesture affirmed the spirit of collaboration in the environmental fight.



2Inspecting the crops with Mr. Erasmus

World Cleanup Day 2023 Participation in Bamenda

The Ideal Planet join their efforts in commemorating World environmental day 2023 in Bamenda. The initiative was a direct action taken by The Ideal to engage the public in practical environmental stewardship, reinforcing the commitment to making the local area and by extension, the entire Planet

a better place.



Personalized Flyer

The primary purpose was to mobilize the community to participate in the global event held for World Clean Up Day 2023. The message was concise and direct, inviting local residents to join the organization's team on the ground. This public call aimed to underscore the principle that caring for the environment requires active participation and collective responsibility, moving beyond mere discussion to tangible action. By hosting and inviting participation in the cleanup event, The Ideal Planet successfully demonstrated its ongoing commitment to environmental improvement. The action aligned with the global movement to remove trash from public spaces, serving as a physical manifestation of the organization's

overarching vision to take direct, positive steps for the local environment.

Water Conservation Tree Planting Initiative

The Ideal Planet recognized the non-negotiable need to protect nature as development deepens its roots, particularly focusing on the preservation of water, the ultimate sustainer of life. Our action was prompted by the negative effects of development, such as climate change (caused by deforestation and resource exploitation) and the pollution of water bodies (caused by increased fossil fuel use). These factors have escalated water demand, with the UN estimating that by 2025, two-thirds of the global population will face water scarcity.



Y. Princely Planting a tree

In response to this global crisis, The Ideal Planet deemed it necessary to join hands with the National Civics Service Agency for Participation in Development, xhuma africa, and global visionaries network. We collaboratively organized a tree planting exercise at Njimafor Nkwen, located in the Bamenda III subdivision of the Mezam division, Northwest Region of Cameroon.



Other volunteers in action

The area chosen for the initiative, Njimafor Nkwen, is critically important as it contains one of the few remaining water catchment plants that supply water to the entire Nkwen community. The specific essence of this exercise was to plant water-friendly trees around these catchments. This strategic tree planting was carried out for the conservation and preservation of this vital, natural source of water consumed by the community. The activity strongly highlighted the

necessity of intentional actions for securing the best water supply. We concluded the event by advocating and encouraging everyone to engage in similar conservation actions, emphasizing that arriving at an Ideal Planet requires collective effort. We urged individuals to take a step, join the advocacy, and commit to the principle of "one man, and one tree" to address climate change and advance sustainable development goals.

Proximity Based action and advocacy

The Ideal Planet conducted internal activities focused on reaffirming the core philosophy that the fight for an ideal planet is a collective fight, demanding intentional individual and community engagements. Our action centered on grooming every advocate within the team to deeply understand the power of community engagement, which includes demonstrating a willingness to serve whenever the need arises.



Y. Princely Leading a cleanup activity in his community

The initiative successfully showcased team members actively engaged in community action aimed at fostering a healthier environment. This emphasis on hands-on service successfully reinforced the team's commitment to the belief that collective engagement is the most effective way to build a healthier and more conducive environment. By embodying this spirit, the advocates affirmed the organization's vision that shared effort is the key to achieving environmental progress.

Plastic Recycling Initiative for Youth Empowerment

The Ideal Planet recently launched a practical initiative aimed at tackling pervasive environmental issues while simultaneously empowering youth. Our action was prompted by alarming international statistics, which indicate that over 20 million tons of plastics are discarded into seas and oceans annually, and by local figures showing that Cameroon produces more than 600 thousand tons of plastic yearly, posing a serious threat to the planet.



Plastics stocked in the mulang bridge

To directly address this dangerous situation, The Ideal Planet implemented an in-team training program focused on transforming advocates into solution providers. The central activity involved teaching our team members how to recycle plastics by transforming the waste into usable items, specifically seating stools.



Seating stool produced from plastics

This initiative was designed with a dual mission. First, it actively sought to provide concrete waste management solutions by reducing the volume of plastic pollution and second, to empower youths with practical, marketable skills. By teaching our team how to transform waste into stable seating stools, we provided them with a craft that possesses tangible commercial value, opening up avenues for income generation.



TIP Team learning how to recycle

The training successfully demonstrated that environmental advocacy can and should be a source of economic empowerment. By equipping our advocates with recycling skills, The Ideal Planet made a strategic move toward solving the environmental crisis while building the capacity of the youth to sustain themselves and contribute to a healthier

planet.



RESEARCH

Field Assessment and Solution Modeling

The Research pillar systematically explores the environmental impact of human activities to develop local, scientifically proven, and sustainable solutions. Research findings serve as the evidential base for both Advocacy and Empowerment programs. Our team is committed to exploring the effects of human activities on our environment and the planet at large, while seeking local and scientifically proven sustainable solutions to these problems at both local, national and international levels.

Destructive Side of Development (Rafia Plant at stake)

The Ideal Planet recently conducted a review of the consequences of human expansion, highlighting what we termed "The Destructive Side of Development." We observed a pattern where formerly rural villages were rapidly becoming towns, and previously uninhabited areas were being transformed into sub-urban regions.



Conversing with the director of the cemasud

This unchecked expansion came at a heavy price, causing massive destruction and dislocation within our natural ecosystem, raising serious questions about the measures

our society was taking to protect the environment from its own progress. Case Study – (The Raffia Palm Crisis) To investigate this trend, we produced a documentary focusing on the specific danger development posed to the Raffia palm (*Raphia spp.*). Our research confirmed that this plant was an irreplaceable, multi-purpose resource upon which thousands of lives directly or indirectly depended for employment and survival in Cameroon.



Rafia plants being destroyed in preparation for construction in mile six Bamenda

We established that as many as six out of every ten Cameroonian homes utilized a product derived from the Raffia palm.

Despite its vital social and economic role, our research found that the elimination of this noble plant was rapidly accelerating across the community due to the push for new constructions and other economic ventures. This stark reality forced us to confront a fundamental question: Should we embrace development, and if so, what form should that development take?



Mathais drinking Palm wine tapped from raffia plant

Development

Our analysis led to the unambiguous conclusion that the only viable way forward was Sustainable Development. We affirmed that while development is good and necessary, it must be sustainable. We advocated for a simple principle: for every forest destroyed, another must be raised, specifically proposing that Raffia gardens be created and maintained to preserve these crucial water catchment plants. We emphasized that embracing this model, prioritizing long-term preservation alongside expansion, was the best strategy to fight climate change and secure an Ideal Planet.

You can review the documentary that highlighted these findings here: <https://youtu.be/fzgtrdj0IpM?si=iRuMFrjH3WzKx1s>

Beneath the diaper: Disposable Diapers and Flood Mitigation

The Ideal Planet collaborated with development watch media (DwM) in its advocacy and research efforts to address a critical, yet often overlooked, component of the community's waste problem: non-reusable baby diapers. This action was taken to ensure our campaign regarding the Mulang waste situation addressed the issue from all possible angles, acknowledging that traditional plastic waste was not the sole contributor to environmental harm.

The core of our research and advocacy piece was presented through a documentary film which examined the preferences of nursing mothers in the Northwest Region of Cameroon, focusing on why they chose disposable diapers over cloth napkins. The film served as a crucial tool to discuss current disposal methods and detail the severe environmental implications of these choices, bringing a specialized issue into the mainstream conversation.

A key finding highlighted by our research was the direct link between the improper

disposal of non-reusable baby diapers in drainage systems and the severe flooding the community had experienced in recent years. This reinforced the urgency of the problem. Crucially, the documentary did not just identify the issue; it highlighted a local recycler who offered a viable, sustainable solution to this specialized waste challenge, shifting the advocacy from problem-identification to solution-promotion.

This piece of advocacy successfully integrated a new dimension into the existing waste management debate, aligning with the campaign goals of #ACleanBamendaACleanMulang and #YouthsAndEnvironmentalSolutions. By presenting both the problem and a local solution, we challenged the community to re-evaluate all sources of waste and actively engage in the commentary section, affirming that comprehensive waste management is essential for flood mitigation and the overall achievement of Sustainable Development Goals. Watch this epic documentary film via https://youtu.be/JR0Uj1_OsLU?si=M-W-pWlvk0W49BGe

CHALLENGES AND LIMITATIONS

As a young thriving youth led organization in the crisis affected northwest region of Cameroon, our efforts are fundamentally limited by a pervasive citizen apathy and resistance to behavioral change, exemplified by the persistence of illicit dumping on Major streets, streams, farmlands, and bridges despite rigorous advocacy. This community inertia is compounded by the crippling failure of public infrastructure, such as depreciated water networks contributing to the water crisis in the region, and inadequate waste management systems across Bamenda. These systemic failures undermine our localized efforts, forcing us to rely most possible, reactionary fixes rather than holistic, long-term solutions, thus diminishing the longevity of our interventions.

A critical constraint is the lack of sufficient financial and material resources, which severely limits the scale and sustainability of our most impactful programs. Being runed by university students, the Ideal Planet operates sorely on volunteerism with all its projects being self-funded. With the lack of basic operational tools such as office space and equipment, our engagements are sorely driven on the Philosophy of the urgency of climate action and our passion for the environment. In our works we continue to scout for support from the national and international community. Our innovative training initiatives, like the Biogas and Composting training, Plastics recycling, etc, remain confined to initial deployments due to these constraints. Furthermore, our physical action and implementation capacity is geographically constrained to the Bamenda area (Nkwen, Bambili), limiting our ability to effectively respond to environmental crises across the Northwest Region, despite a strong virtual presence through our Youth Environmental Talk Shows.

TIP faces an existential challenge from unchecked development and economic pressure, where rapid expansion and aggressive land clearing directly threaten vital natural resources, such as the Rafia Plant habitats that serve as crucial water catchment areas. Addressing this requires high-level policy reform that mandates sustainable development practices. Finally, we face the difficulty of sustaining initial momentum and measuring long-term impact. While our campaigns generate high initial engagement, developing a robust framework to ensure and track the endurance of positive behavioral changes, such as waste sorting, remains a significant methodological hurdle.

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