

Changing to a better, greener future



New campaign intensifies fight against illegal dumping, littering

By **Salome Tsoka**

“We have become the throw-away generation.” These were the words of President Cyril Ramaphosa as he addressed the thousands gathered at the Sisa Dukashe Stadium in Mdantsane, near East London in the Eastern Cape, on March 8 for the much-anticipated launch of the Good Green Deeds Campaign.

The campaign is an initiative that seeks to change people’s attitudes and behaviour towards responsible management of waste and keeping their neighbourhoods clean, green and safe.

Ramaphosa highlighted how SA was a beautiful country but the littering, illegal dumping and pollution were hampering its appearance.

“Littering, illegal dumping and the pollution of our air, our streams, our rivers and our oceans have had negative effects on our health, our quality of life and on the very appearance of our country,” he said.

“We have become the throw-away generation. Instead of putting litter into waste bins, we toss it out onto the streets. Instead of managing our waste, we dump it in places it is not supposed to be. Instead of flushing dirty water into a sewerage system where it can be treated, we throw it into our rivers and streams, and even into the sea.

“All this makes our planet sick, and it makes us sick. It makes our children sick. It is time for change.”

The Good Green Deeds cam-



ampaign seeks to mobilise all sectors of SA to become more environmentally conscious. Speaking in an SABC interview, department of environmental affairs (DEA) minister Nomvula

Mokonyane said this campaign was a call to action for all South Africans to keep their neighbourhoods clean as everybody has a responsibility and a role to play.

“All this makes our planet sick... it is time for change

President Cyril Ramaphosa at the launch of the Good Green Deeds campaign

“This is a partnership with everybody which says ‘let it [this campaign] start in my home, in my community, let it start in the streets of my neighbourhood so

that when municipalities come and collect they also do not have a burden of having to separate the waste’. Therefore changing the mind-set becomes one of the most critical issues of this campaign,” Mokonyane said.

Clean-up campaigns took place in various parts of the country supported by provincial government as well as local municipalities, who worked together with volunteers who came out in numbers to take part in the nationwide initiative.

Ramaphosa took part in a clean-up campaign in Buffalo City, while a number of other clean-ups took place at taxi ranks in East London and King William’s Town as well as in KwaDikela and at eBuhlanti beach and estuary.

Mokonyane led the clean-up campaign on the morning of the Good Green Deeds campaign launch by cleaning the area near eBuhlanti beach. Working together with DEA stakeholders such as the Working on Fire team, the SA National Biodiversity Institute (Sanbi) team, the Expanded Public Works Programme (EPWP) workers as well as Miss Earth, Mokonyane braved the rain and wind to clear litter which poses a major threat on SA beaches and to marine life.

Every year thousands of tons of marine litter finds its way onto our coast, most of which ends up in our oceans with devastating effects to our sensitive marine ecosystem.

South Africans are thus encouraged to separate their waste at the source and manage it through the 4Rs which are reuse, reduce, recycle and recovery of their waste.

Communities are also encouraged to make use of available infrastructure such as buy-back or drop-off centres as well as separation of waste receptacles and recycling bins provided by municipalities, to manage and sort their waste accordingly.



Make a difference! Reduce, Reuse, Recycle and Recover.

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