



MY BIG IDEA IS

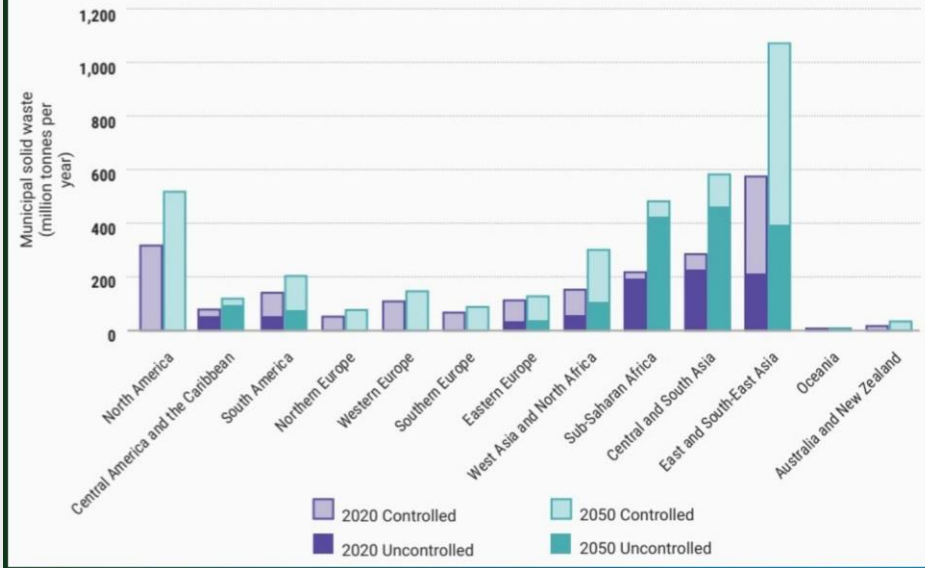
**That Transformative  
Waste Education Starts  
From The Inside, Out**

SOMETIMES, ALL IT TAKES IS  
**ONE SMALL STEP**  
TO CHANGE



# Waste At A Glance

Figure 5: Municipal solid waste generation and how much of this waste was uncontrolled in 2020, with projections for 2050 unless urgent action is taken.



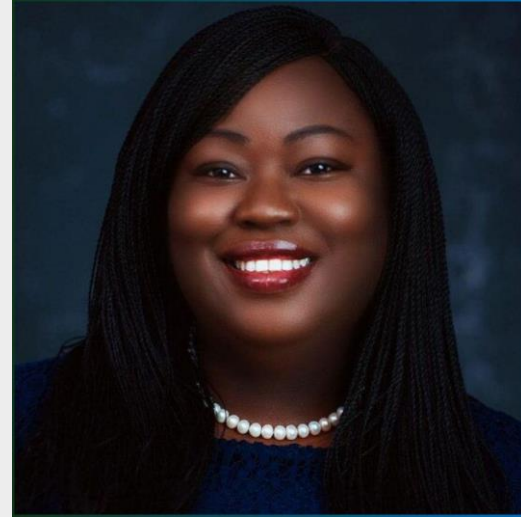
It is estimated that more than half the projected increase in global population up to 2050 will be concentrated in eight countries: the Democratic Republic of the Congo, Egypt, Ethiopia, India, **Nigeria**, Pakistan, the Philippines and the United Republic of Tanzania (UN DESA 2022).

# There Is Hope



**Bilikiss Adebisi**

CEO of Wecyclers



**Olufunto Boroffice**

CEO of Chanja Datti



# What Is Transformative Waste Education?

# Why You Should Change Your Approach

1

The behaviour must be singular

2

If the barriers are still there, how do people cross?

3

People need to know why

4

So you launch and then nothing changes

EVERY RESPONSIBLE DECISION IS A  
**SOWN SEED OF  
SUSTAINABILITY**



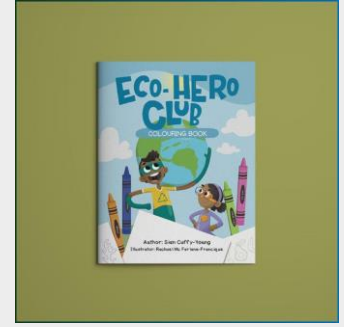
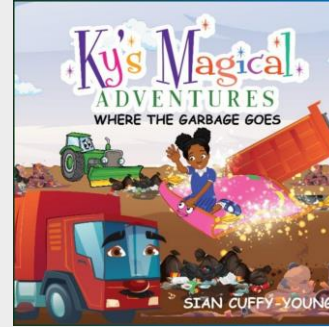
# How Culture Fits Into The Narrative



# DAZ GOOD TING

REDUCE • REUSE • REPAIR • REPURPOSE • RECYCLE





# Your Next Steps

# Three Actionable Steps





Join Us!

Providing accountability through effective waste systems.

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# Thank You

for joining us today!

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