



Mission Zero Plastic Initiative

December 2020 - December 2021



Funded by:



Implemented by:

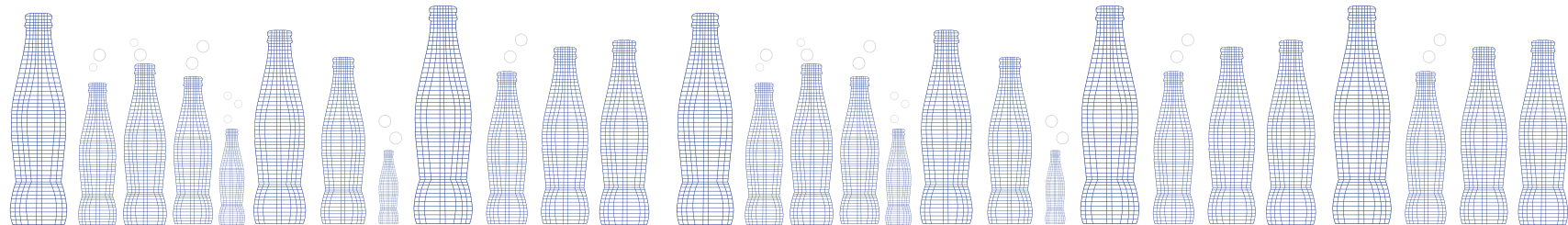


FINAL IMPACT REPORT



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PROJECT OVERVIEW

In the last 2 decades, the uncontrolled rise of plastic pollution in Nigeria and the resulting implications on the nation's environmental, social and economic growth indices has been grossly damaging. Not only is Nigeria ranked 9th in the world for plastic pollution and mismanagement of plastic waste, the country is also estimated to generate more than 32 million metric tons of waste annually, one of the highest amounts in Africa. Of that figure, plastic constitutes 2.5 million tons and only 20-30% is collected. Hence, averting the inherent danger of an inevitable plastic crisis in Nigeria requires an environmentally conscious citizenry that are informed, educated and empowered to purposefully recycle, reuse and reduce the plastic waste.

The Mission Zero Plastic Initiative, an initiative of Aid for Rural Education Access Initiative, which was proudly sponsored by the Coca-Cola Foundation, towards plastic waste management centered on partnership – bringing people together to help turn waste into worth. With a core message that seeks to promote the 5 Rs: Refuse, Reduce, Reuse, Recycle, Rot (Compost), the initiative leverages citizens' engagement and public mobilization to build a movement against plastic pollution across 6 Nigerian states including Oyo, Kaduna, Kwara, Kano, Bauchi and the FCT. Using several plastic recovering strategies such as Women in Action, Zero Plastic Caravan, Plastic for Good, and Zero Plastic Cities among others, the initiative was commissioned to recover and repurpose 600 tons, over 18,000,000 PET Bottles in 12 months through coordinated community recycling mechanisms that enables the educational, economic and environmental transformation of people and the planet.

MissionZeroPlastic was therefore designed to help communities address their plastic litter challenges and support their children's educational aspirations by;

1. increasing the overall collection rate of PET bottles, cans and other plastics through coordinated campaign of community awareness raising workshops, recycling infrastructure installations, local partnerships and beach cleanups.
2. raising awareness of the negative effects of plastic waste consumption and promoting a zero-plastic lifestyle among community members.
3. repurposing and reusing PET bottles through eco-bricking to the construction of informal learning centres
4. actively enabling the economic empowerment and enhance the livelihood of women who are involved in plastic waste collection.

OVERALL IMPACT SUMMARY

The realization of Mission Zero Plastic (MZP)'s ambitious goal was hinged on an impact-focused and community-driven plastic recovery campaign that will leverage citizens' engagement, environmental education and creative plastic waste recycling management methods to promote clean cities and environmentally conscious citizens. In addition to the overarching goal of MZP, we devised several collection and engagement strategies that purposefully addresses poverty, unemployment and domestic abuse against women by providing them with a sustained source of livelihood and the ability to save for the future.

With focus on increasing collection of PET Bottles being the central mission of placing public space recycling bins in schools, organizations, working spaces, hotels and restaurants across communities, it no doubt resulted into an increased rates of recycling away from landfills and reduction in burning of municipal waste. Not only did greater numbers of people were availed exposure or access to collection bins to instill and encourage public space recycling efforts, there was a significant increase in recycling participation at the community levels. The extensive educational outreaches conducted also aided sensitization and mobilization of community members in enshrining and promoting a culture of waste reduction at the community levels as planned.

At the end of the project timeline, AREAi recovered 10,000,000 PET Bottles and reached over 1,000,000 people through public awareness actions, online advocacy efforts, youth engagement activities, behavioral change campaigns and environmental outreaches across 24 communities in 6 states, leveraging a network of 600 recycling champions. Unarguably, the impact of the initiative is a significant representation of the effort of the Coca-Cola Foundation to reduce plastic waste and protect the environment.

Key Impact Objectives and Outcomes

Impact Metric	Target	Actual	%Achievement
• Number of Outreaches/aware ness raising efforts	18	18	100%
• Number of recycling bins across 6 states	60	60	100%
• Number of recycling stations	6	6	100%
• Number of women and girls empowered through recycling efforts	300	300	100%
• Tons of plastic waste recovered	600	500	90%

IMPACT COLLABORATORS

Project Sponsor



The Coca-Cola Foundation is the philanthropic arm of the Coca-Cola Company. It was founded in 1984 as an American Charitable Organization. Its goal is to support the implementation of projects that improve health in communities. The foundation has awarded more than 1 billion dollars grants to support sustainable community initiatives that involve empowering women from recycling, water fitness, and well-being around the world.

Project Partners



ABUJA ENVIRONMENTAL PROTECTION BOARD

AEPB is responsible for the enforcement of all environmental legislations and abatement of all forms of environmental degradation and nuisance. It regulates the impact of physical development on the ecosystem within Abuja and environs.



ECOBARTER

Ecobarter is an integrated waste reduction, recovery, and recycling social enterprise. They provide a one-stop shop for people and organizations to choose eco-friendly alternatives to prevent waste generation as well as recycle unavoidable wastes.



ECOCHAMPIONS

Ecochampions is a network of young professional environmentalists leading environmental change through climate education, tree planting, and climate change advocacy in Nigeria. Its mission is to promote environmentally-conscious practices and raise the next generation of environmental leaders.

Project Partners



PETPOINT RECYCLING

PETsPoint is a social (plastic waste recycling) enterprise which leverages the aggregation of data-driven technological designs to adopt a community recycling collection model with incentives, and in the long term recycle and manufacture high-quality eco-friendly fashion fabrics from plastics. Its mission is to coordinate the redirection of waste products, particularly plastic wastes through proper channels by recycling, innovating, and recreating for economic value through citizens' engagement towards achieving the United Nations Sustainable Development Goals with a focus on goals 12.5 and 13–Climate Action.



KWARA STATE ENVIRONMENTAL PROTECTION AGENCY

Kwara State Environmental Protection Agency (KWEPA) is Responsible for promoting a safe and healthy environment for the people of Kwara state to live in and ensuring sustainable development for the use of the environment. The Agency is shadowed with the powers to carry on all environmental protection activities, to carry out research and development activities for environmental protection, and to educate the general public on the types of disposal methods acceptable by the State Government for domestic and industrial wastes among others.

#break free from plastic

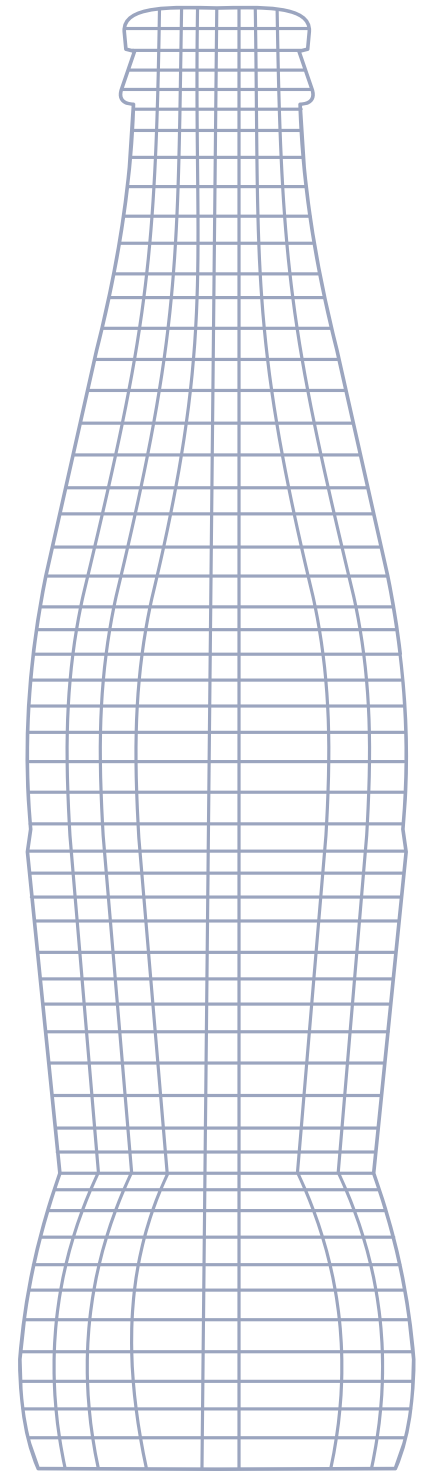
BREAK FREE FROM PLASTIC

Break Free From Plastic Awareness Initiative is a youth-led Environmental conservation Organization Creating awareness on the negative impacts of the use of single-use plastics and attainment of a sustainable environment by saving our planet.



YOBE STATE ENVIRONMENTAL PROTECTION AGENCY

Yobe State Environmental Protection Agency (YOSEPA) is a local Environmental authority in Yobe State. The Agency is responsible for collection and Management of Solid waste in Yobe State.



SDGs ADDRESSED BY MISSION ZERO PLASTIC



SDGs 6 Clean Water and Sanitation

Goal 6 determines that the quality of freshwater must be improved. The pollution of inland bodies of water with plastic must be reduced and much more water needs to be purified in order to increase the amount available for safe consumption.



SDGs 12 Responsible consumption and Production

Mass production and consumption of plastic, especially that of single-use packaging plastic, are major contributors to plastic pollution in the sea and on land. The pollution has a negative influence on the functioning of ecosystems and endangered animal lives as well as the food supply of large groups of people. Burning all the plastic as a form of waste-management contributes to toxic air pollution.



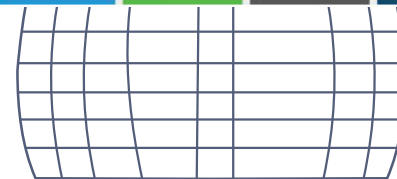
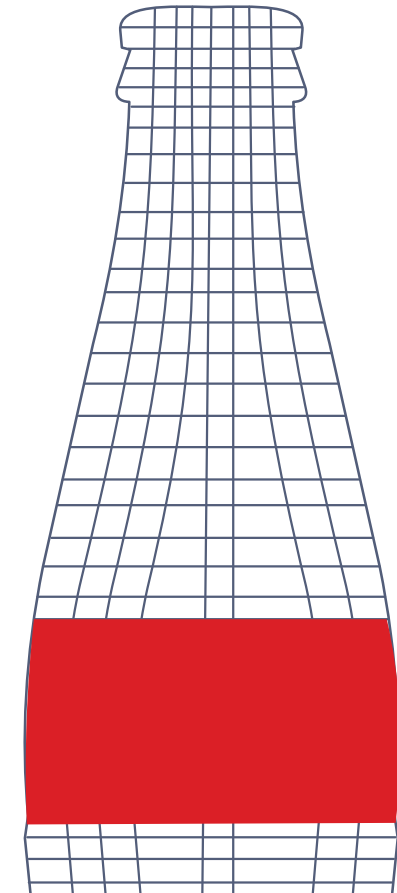
SDGs 13 Climate Action

Almost all plastic is made from fossil fuels, especially oil and shale gas. The production of plastic uses a lot of energy, and altogether, this accounts for approximately 10% of the global annual usage of fossil fuels: half for the production of plastic, the other half for fuel. That figure will rise to 20% in 2050 if we continue with the unlimited use of plastic.



SDGs 15 Life On land

Ecosystems in the sea and on land are threatened by (micro)plastics and chemical additives used. Plastic can suffocate, lead to animals not being able to consume enough food, make animals easier prey for other animals, make coral reefs sick, and much more. Significant reduction in plastics and microplastics will quickly lead to the recovery of ecosystems and biodiversity.



RECOVERY STRATEGIES AND KEY DELIVERABLES

Observances

Activity Summary

One of the objectives of Mission Zero Plastic is to raise awareness of the negative effects of plastic waste consumption and promote a zero-plastic lifestyle among community members. Through this strategy, we carried out 18 cleanup exercises and awareness-raising activities, organised in form of outreaches, across the 6 project locations on three selected days, namely: the Global Recycling Day on the 18th of March, World Environment Day on the 5th of June and World Clean-up Day on the 18th of September. In total, we delivered 18 outreaches as conceptualised in the project plan.

Deliverables:

- 18 Clean-ups and awareness activities carried out across project locations.
- Over 600 Community Recycling Champions recruited, inducted, and provided with branded kits.
- 130.23 tons plastic bottles recovered from 18 outreaches.
- 1,028,200 million people reached.



RECOVERY STRATEGIES AND KEY DELIVERABLES

Zero Plastic Cities

Activity Summary

Through the Zero Plastic Cities, we identified, engaged, and partnered with key stakeholders like the state governments and their ministries, departments, and agencies in each state to remove and recycle plastic waste by declaring their most polluted cities as zero plastic cities. As part of official launch of MZP and the flag-off ceremonies in each of the host state, this initiative was commissioned and we proclaimed the capital cities of each of the intervention states, a Zero Plastic City.

Deliverables :

- Partnered with Ministries, Department sand Agencies (MDA) to flag-off Mission Zero Plastic in 6 States (Kwara, Oyo, Kano, Kaduna, Yobe & FCT)
- Placed 60 Recycling bins in strategic location across 6 states
- 66.13 tons plastics recovered



RECOVERY STRATEGIES AND KEY DELIVERABLES

Plastic for Social Good

Activity Summary

Achieving the Mission Zero Plastic goal of recovering, recycling, and repurposing 600 tons of plastic (18 million PET) is centered on citizen participation and partnerships. Through this strategy, we engaged, partnered, and committed organizations and businesses such as hotels, restaurants, event centers, embassies, government and private institutions to donate plastic bottles at their disposal for social good.

Deliverables:

- Partnered with 10 organizations, 30 Hotels, 25 Restaurants and 20 Event centers across 6 states
- Recovered 97.00t tons Plastics PET from hotels, Restaurants, Event centers and offices



RECOVERY STRATEGIES AND KEY DELIVERABLES

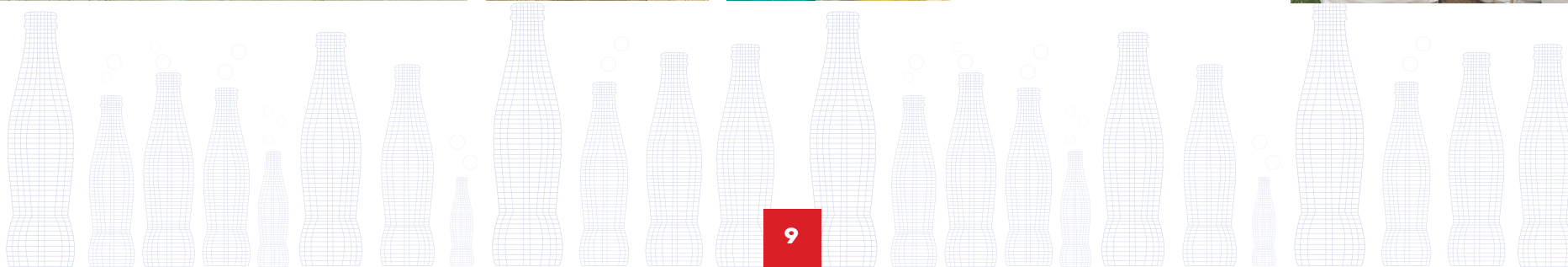
Zero Plastic Caravan

Activity Summary

This strategy and on a biweekly basis, we removed plastic waste materials from homes, offices, and public spaces by collecting plastic materials with our plastic waste collection trucks. Subscribers were allotted points equal to the quantity of recyclables collected from them. These points accumulated over several months, and subscribers exchanged them for prize rewards in April, August or December.

Deliverables

- 2 caravans procured and branded
- 150 independent recycling spots created with recurring collections
- Recovered 117.32 tons plastics materials.



RECOVERY STRATEGIES AND KEY DELIVERABLES

Recycle and Win Promo

Activity Summary

This innovative household plastic collection service enabled us to mobilize environmentally conscious individuals to recycle and exchange their plastic waste for redeemable points that they can use to buy goods they value, such as cell phone minutes, basic food items and household goods. For 3 months, The Mission Zero Plastic Team worked with partners, organizations and volunteers to conduct a 1-day walk in identified communities to carry out collection and recovering activities and educate local community members on the adverse effects of indiscriminate waste disposal. Subscribers under our Recycle and Win Promo exchanged their recyclable items for “Points” which accumulates over time. At the point of collection/drop-off, the recyclable items are counted and points earned according to our Recycle and Win earning chart.

Deliverables

- Reached over 5,000 people as a result of this event, and we continue to collect PETs for these people on a regular basis through our collaboration with EcoBarter and EcoChampions.



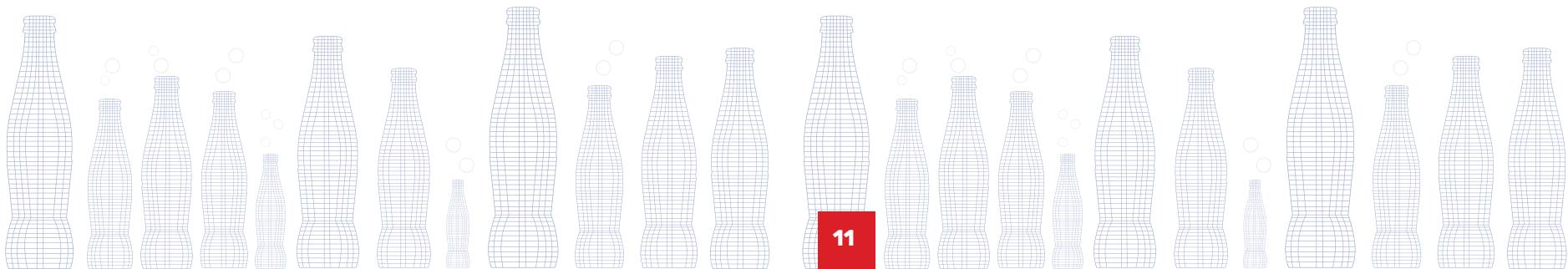
OVERALL RECOVERY STRATEGY METRICS

S/ N	Category		Target (tons)	Actual Met (tons)	Comments
1	Observances		150	130.23	18 Clean - ups and awareness activities carried out across project locations
2	Zero Plastic	Cities	65	66.13	Placed 60 Recycling bins in strategic loca tion across 6 states
3	Plastic for	Social Good	150	97.00	Partnered with 10 organizations, 30 Hotels, 25 Restaurants and 20 Event centers across 6 states
4	Zero Plastic	Caravan	100	117.32	Pr ocured 2 caravans and stationed 60 independent recycling hubs
5	Recycle and	Win Promo	135	89.32	We organised series of door-to-door collection and drop off events to promote incentivized recycling

TOTAL

600

500



AWARENESS AND ADVOCACY EFFORTS

Through social media and print media, we run regular features on community recycling, innovative learning strategies and bottle brick technology. We also partnered with the digital and traditional media agencies to ensure that relevant information regarding community recycling and plastic pollution is communicated to the broader community. We also published blogs on our website to continue to provide access to information for the public domain.

Breakdown of people reached through various online and offline Campaigns.



Traditional /Print Media

80000+ reach



Community Reach

Over 1,000,000 people

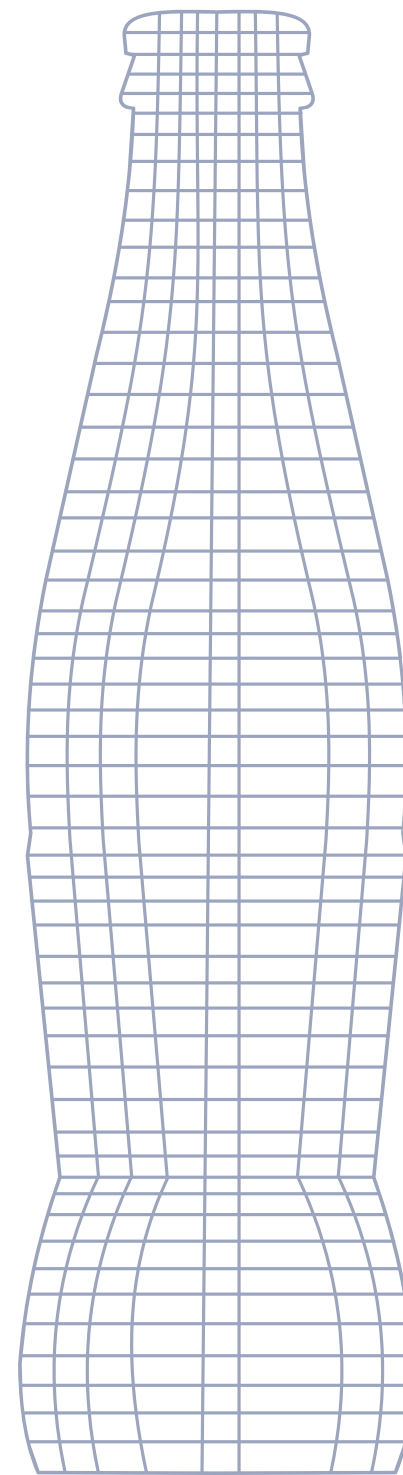


Social Media

20000+ reach (Views, followers and comments from Instagram & Twitter)

Total reached

1,100,000



PROJECT FINANCIALS

S/N	Budget Item and Activities	Qty	Unit Price	Amount (USD)	Comp (Y/N)
1	Provision of 60 Public space recycling bins for collection and sorting	60	179	10740	YES
2	Purchase of 2 Truck vehicles for collection, transportation, sorting and preparation of the PET Bottles	2	3500	7000	YES
3	Vehicle Maintenance and Fuel Expenses for monthly operations	12 Months	250	3000	YES
4	Production of Merchandise Materials such as shirts, banners, including digital media and communication costs covering online print and social media	12 Months	209	2500	YES
5	Organising of outreaches and cleanup in Oyo, Kwara, Kano, Kaduna, Bauchi states and the Federal Capital Territory exercises	18	300	5400	YES
6	Recruitment and payment of Lead Volunteers Stipends	12	827.88	10,000	YES
7	Setup, maintenance and operational logistics of recycling stations/posts	60	900	54, 000	YES
8	Production of ecoBricks, for construction of learning spaces	30	1300	39000	YES*



It is noteworthy that the Mission Zero Plastic Initiative was conceptualised as a critical component of a comprehensive upcycling program, EducationInBottles, which comprises of 3 fundamental phases namely Recovery, Processing and Transformation. With funding from Coca Cola Foundation, the recovery phase (MZIP) has now been completed during the grant lifecycle with over 500 tonnes of plastic waste recovered. With TCCF's support, EducationInBottles is one step ahead in its pilot implementation strategy as we continue to envision the use of plastic bottles in ethical and sustainable construction not only as an environmental duty but as a profitable business model.

While the last phase of ecobricks construction is being prolonged, our organisation will continue to implement its plastic recovery plans with plans to proceed to the processing and transformation in the fourth quarter of the year 2022 or the first quarter of 2023. We will continue to monitor and ensure that the construction phase is fully implemented, establishing this as a sustainable model of transforming plastic waste into bricks for current and future deployment.

CAPITAL INVESTMENT

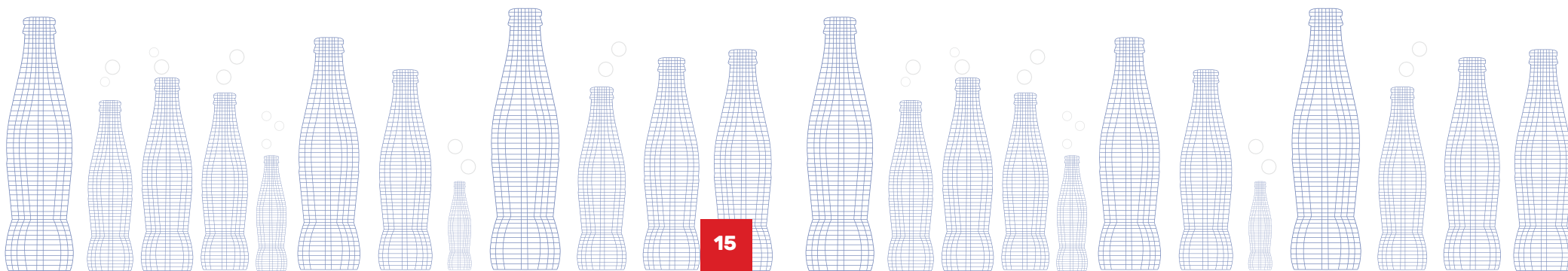
As stated in our program budget and implementation plan, we made some capital investments that enabled us in implementing our recovery strategies. Below is a breakdown of the capital investments we made;

	Item	Quantity	Function	Cost (USD)
1	Vehicles(Used Van/Trucks)	2	Used for plastic recovery through our Zero Plastic Caravan activity.	7,000
2	Recycling Bins	60	Used for PET collection at different public locations and during observances.	10,740

We were able to leverage the availability of these resources to recover more plastics across different locations and still contribute to our long-term sustainability plan. In the end, we have retained all recycling bins at the public locations they were placed and occasionally offtake them using the procured vehicles. Despite the completion of the TCCF's grant cycle, our organisation has continued its recovery plans with 2 notable organisations as implementing partners. Both Ecochampions and Ecobarter now manage our Recycling Stations and Public Recycling Bins across all our beneficiaries states, particularly in Abuja and Kwara State. The vehicles still remain a fundamental part of our recovery as we continue to build on the progress of Mission Zero Plastic in fighting plastic pollution and curbing public health issues from microplastics.

MEDIA FEATURES & PUBLICATIONS

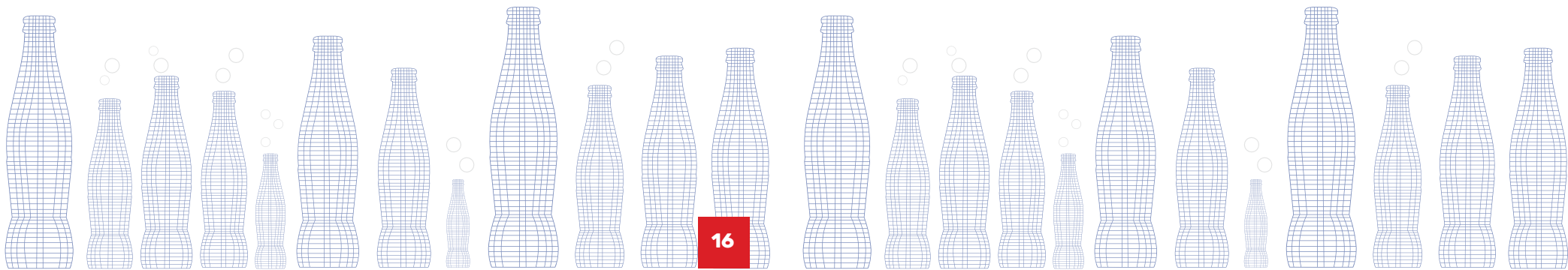
- <https://www.thisdaylive.com/index.php/2021/05/18/coca-cola-foundation-partners-areai-on-zero-plastic-initiative/>
- <https://www.thisdaylive.com/index.php/2021/08/06/coca-cola-foundation-areais-recycle-and-win-promo-promises-to-reward-sustainability-effort/>
- <https://guardian.ng/news/areai-gets-coca-cola-foundation-grant-to-promote-community-recycling-efforts/>
- <https://www.vanguardngr.com/2021/02/coca-cola-foundation-awards-85000-grant-to-aid-for-rural-education-access-initiative/>
- <https://businessday.ng/news/article/areai-partners-coca-cola-foundation-to-commemorate-global-recycling-day/>
- <https://techeconomy.ng/2021/05/coca-cola-foundation-backs-areai-on-mission-zero-plastic-in-kwara/>
- <https://marketingedge.com.ng/coca-cola-partners-areai-on-mission-zero-plastic-initiative-in-kwara-state/>
- <https://investorsking.com/2021/05/18/coca-cola-foundation-areai-partner-to-promote-zero-plastic-initiative/>
- <https://www.nigeriacommunicationsweek.com.ng/coca-cola-foundation-areai-unveil-recycle-and-win-promo-to-reward-sustainability-effort/>
- <https://www.thisdaylive.com/index.php/2021/04/09/areai-partners-coca-cola-foundation-to-commemorate-global-recycling-day-2/>
- <https://encomium.ng/the-coca-cola-foundation-partners-areai-on-mission-zero-plastic-initiative-in-kwara-state/>
- <https://highstreet.ng/coca-cola-foundation-areai-launch-mission-zero-plastic-initiative-in-kwara-state/>
- <https://www.brandessencenigeria.com/the-coca-cola-foundation-partners-areai-on-mission-zero-plastic-initiative-in-kwara-state/>
- <https://highstreet.ng/here-is-how-to-partake-in-areais-and-coca-cola-foundations-recycle-win-promo/>
- <https://ravenewsonline.com/2021/06/07/world-environment-day-coca-cola-reiterates-its-commitment-to-a-world-without-waste/>
- <https://www.brandcrunch.com.ng/2021/05/10/the-coca-cola-foundation-partners-areai-on-mission-zero-plastic-initiative/>



ESSENTIAL INFORMATION AND ASSETS FROM MZP

Pictures

- <https://drive.google.com/drive/folders/1-F0D41QYCWjjvQT0QSb1PRwTI3mDDe0i>
- https://drive.google.com/drive/folders/16X_sf2hTMmlvdP2DVLkbp5NPb6ww0Kc-?usp=sharing
- https://drive.google.com/drive/folders/1RPW_iv49JAI9IrvnDMCz37ld4S11cWbN?usp=sharing
- https://drive.google.com/drive/folders/1Kb0N76l_1Sp_Asa9efHfIXcDkpgHvp8t
- <https://drive.google.com/folderview?id=1a9EmAiazlBP2x7TsnCKmT83H0d0BQP8y>
- https://drive.google.com/folderview?id=1dN4GExuK9a_zU7kWykGR0EyZQ15TIPbd
- <https://drive.google.com/drive/folders/1fwG0xlqySXI-ARqCY64i4GP21WypVC71?usp=sharing>



MISSION ZERO PLASTIC IN PICTURES

Launch Event (Abuja)



MISSION ZERO PLASTIC IN PICTURES

Global Recycling Day (Across 6 Locations)



MISSION ZERO PLASTIC IN PICTURES

World Environment Day (Across 6 Locations)



MISSION ZERO PLASTIC IN PICTURES

Recycle and Win Promo Events (Kwara and Abuja)



MISSION ZERO PLASTIC IN PICTURES

World Clean Up Day (Across 6 Locations)





CONTACT

Gideon Olanrewaju

Chief Executive Director
lanre@areai4africa.org

Godwin Osama

Senior Programmes Manager
godwin@areai4africa.org

Website: <https://areai4africa.org/>

Website: <https://missionzeroplastic.ng/>

Twitter: <https://twitter.com/Areai4africa>

Facebook: <https://web.facebook.com/areai4africa>

LinkedIn: <https://www.linkedin.com/company/areai4africa/>

Instagram: <https://www.instagram.com/areai4africa/>



NOTICE

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