



**GLOBAL ADVOCACY
FOR SUSTAINABLE
FASHION: THE
PLASTIBUILD STORY**

**FROM WASTE TO
WARDROBE: A
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PROJECT IN
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LEON JAEGER

**"A POWERFUL REMINDER THAT
MEANINGFUL GREEN INNOVATION AND
SUSTAINABLE BUSINESSES THRIVE IN
AFRICA"**





ABOUT

2025

City Scope Africa

City Scope Africa is a Pan-African Multi-Award Winning Media Company, with a growing community of over 2 Million Digital and Prints readers. We promote Circular Economy and Sustainable Development initiatives and spotlights Africa's Excellence in Business & Entrepreneurship, Tourism & Environment.

Our goal is to inspire people to strive for Excellence, with the assurance that the Africa of our dreams is possible and achievable. We tell positive stories of Africa and Africans, for Eco-conscious Shifts and Sustainable Action.

City Scope Africa is the premier source go-to brand for dynamic Business Professionals, Entrepreneurs, Tourists and Environmentalists all over the world, who seek greater and deeper understanding of the African Business & Entrepreneurship Landscape, Tourism Development & Corporate Adventure, and Environmental Sustainability

CIRCULAR ECONOMY & SUSTAINABLE DEVELOPMENT

BUSINESS & ENTREPRENEURSHIP

TOURISM & ENVIRONMENTAL SUSTAINABILITY

EXECUTIVE DIRECTORS

Simao Lusimadio

(CEO/Executive Director, Research & Partnerships)

Olowoyo Oluwatomisin

(Executive Director, Operations, Board Vice Chairman & Principal, CSA Academy)

Yetunde Olajumoke

(Executive Director, Special Duties)

CONTRIBUTORS

Amidu Mohammed (PlastiBuild)

Zoe Lenkiewicz (Global Waste Lab.)

Zipporah Asiedu (ReWaste Africa)

Aliyu Mohammed Ali (Ehfaaz)

Genevieve Aningo (Circular Economy Innovation Partnership, CEIP)

Dr. Bakare Oluwafemi (Lagos Recyclers' Association, LAGRA)

CREATIVES

Adu Elina

AbdulMalik Atiku

CONTENT WRITER

Favour Michael

ADVISORY BOARD CHAIR & NON EXECUTIVE DIRECTOR

Agharese Onaghise (Exec. Dir., Food & Beverage Recycling Alliance, FBRA)

GRAND MATRON & NON-EXECUTIVE DIRECTOR

Margaret Dara Oshodi (Founder, D Nigeria Limited & Advisory Board Member, International Solid Waste Association, ISWA Africa Regional Chapter)

GRAND PATRON & NON-EXECUTIVE DIRECTOR

Olugbenga Adebola (CEO, Richbol Environmental Services Ltd. & National President, Association of Waste Managers of Nigeria, AWAMN)

FOUNDER/VISIONARY

John Fatanmi (Editor-In-Chief, CSA Magazine)

.....With an especial mention to some of our clients and partners, Profaster Media (South Africa), International Solid Waste Association ISWA Africa Regional Chapter, Women Unlimited Eswatini, TakaTaka Ni Mali Foundation (Kenya), Circular Economy Innovation Partnership (CEIP), D Nigeria Limited, Association of Waste Managers of Nigeria (AWAMN), Waste Management Society of Nigeria (WAMASON Lagos Council), African CleanUp Initiative (ACI), and Food & Beverage Recycling Alliance (FBRA).

CONTACT US

magazine@cityscopeafrica.com

info@cityscopeafrica.com

Lagos-Nigeria: +234 813 846 1978

Cape Town, SA: +27 67 617 1261

EDITORIAL REVIEW



John Fatanmi

**Editor-in-Chief,
City Scope Africa Magazine.**

City Scope Africa Magazine - a publication of City Scope Africa, presents multi-layered issues that capture the spirit of transformation sweeping across the continent. This issue, as usual, shines the spotlight on the dynamic Circular Economy & Sustainable Development Initiatives, Business & Entrepreneurship, Tourism & Environmental Sustainability, from every corner of Africa.

Our compelling cover feature and data-rich stories in this particular issue traverse Ghana, Rwanda, Nigeria, Kenya, Eswatini, and South Africa, offering readers a wide-ranging and deeply African perspective.

At the forefront is our Cover Personality, Leon Jaeger, an African-German thought leader in green innovation, whose insights unravel the power of circular systems, the pitfalls of linear economies, and the critical role of local-global collaboration. Through his work with AGYLE, and his leadership in waste reform initiatives across Ghana and Rwanda, Leon advocates for system-wide change that is both sustainable and inclusive.

Also featured is Amidu Mohammed, whose startup, PlastiBuild, is redefining sustainable fashion in Nigeria. With the nation's first Upcycling Hub & Makerspace, he is turning waste into stylish art, while creating jobs and igniting youth creativity.

From the coastal town of Lamu, Kenya, the Flipflop Project showcases innovation in motion, building traditional dhows from plastic waste and empowering remote communities through practical recycling toolkits and advocacy.

Our editorial pages go further, challenging the status quo. In "Sustainability or Showbiz?" and "Too Much Talk, Too Little Action," we confront lip service environmental activism, dissect greenwashing, and call for behavioural change and measurable positive impact.

Then there's Eswatini, a small kingdom bursting with natural charm and sustainable adventure.

We highlight 5 surprisingly incredible and budget-friendly bucketlist adventures that prove eco-tourism is not only possible but sustainable. Eswatini's warmth, overwhelming friendliness of its people, wildlife, and waste-to-wonder initiatives ensures every visitor feels genuinely welcome and safe. Eswatini is bursting with jaw-dropping destinations that will leave you in awe, truly unforgettable. If you are planning a visit to Africa, don't miss Eswatini, it's absolutely worth it. Oh goodness!

Our journey continues through Accra, Ghana, where the emerging Urban Bioeconomy, captured through the doctoral research of Zipporah Asiedu, offers a blueprint for urban regeneration, turning organic waste into economic value.

This issue also spotlights Ehfaaz's education-driven circular economy programs, building skills and solutions for both youth and corporate professionals.

We also feature Kobby Kyei, the Ghanaian blogger using digital media as a force for good. His work amplifies underrepresented voices and redefines what responsible storytelling looks like in Africa's digital age.

Finally, Dr. Faith Nwaobia's powerful contribution on Youthconomics makes the case for youth empowerment as an economic and policy imperative, a philosophy for inclusive, long-term transformation across Africa.

This is just the beginning. There's so much more waiting for you inside this issue. As we turn every page, may we move from conversation to commitment, from aspiration to action.

Here's to rethinking and rebuilding Africa sustainably. Let's work the talk.

With a Circular and Sustainable Heart

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INTERVIEW WITH LEON JAEGER

**“A POWERFUL REMINDER THAT
MEANINGFUL GREEN INNOVATION
AND SUSTAINABLE BUSINESSES
THRIVE IN AFRICA”**

At City Scope Africa, we are inspired by Leon Jaeger's remarkable contributions to waste management and the circular economy in Africa. Our conversation with him serves as a powerful reminder that meaningful green innovation and sustainable businesses thrive in Africa, when supported by strong infrastructure, sustainable funding and regulations, institutional capacity, transitional support, strategic planning, and active public engagement.





Q: Can you tell us about the AGYLE (African-German Young Leaders in Business) initiative and describe the various ways you've engaged and contributed to the community?

The AGYLE (African-German Young Leaders in Business) initiative is a dynamic network that brings together young leaders from African countries and Germany to build bridges between our regions through entrepreneurship, innovation, personal relationships and sustainable thinking.

Funded by Germany's Federal Ministry for Economic Cooperation and Development (BMZ) and organized by "Germany – Land of Ideas," it fosters intercultural dialogue, business collaboration, and long-term networks among participants from diverse sectors and backgrounds.

Participants are handpicked by a Jury for their leadership, vision and impact to engage in various activities, including live events, digital sessions, interactive workshops, and company visits, all designed to enhance expertise, expand networks, foster mutual learning.

Within AGYLE, I serve as Co-Lead of the working group on Green Innovation and Sustainable Business. In this role, I help shape the agenda and thematic focus of our discussions, and work to connect the dots between circular economy principles, green entrepreneurship and other sustainability topics that interest my fellow members. Together, we explore how businesses across Africa and Germany can embed sustainability into their models - not just as a compliance issue, but as a strategic foundation for resilience and growth.

What makes the initiative truly unique is the openness and mutual respect it cultivates. Our recent alumni meetup in Kigali, Rwanda was a powerful reminder of how valuable this network is - not just for collaboration, but for genuine personal and professional growth.

Q: As a co-lead for Green Innovation and Sustainable Business within AGYLE, why do you believe sustainability and green innovation are critical for the growth of businesses in Africa?

Sustainability is not an end in itself - it's the very foundation for resource security and future-proof business models. Any business model that relies on overexploitation of natural or human resources is inherently unsustainable and ultimately self-destructive.

I believe that Africa has a unique opportunity to overcome outdated industrial paradigms and position itself as a champion for sustainability and green innovation. With its youthful population, abundant natural resources, and rich tradition of community-based solutions, the continent can pioneer business models that are regenerative rather than extractive - models that work in harmony with people and planet.

This is not just about environmental protection. It's about economic resilience, long-term competitiveness, and positioning Africa as a global leader for a green economy.

Q: Solid Waste Management is complex. In your view, what is the major obstacle African businesses face in transitioning to a circular economy, where waste is repurposed as a valuable resource, driving job creation and sustainable growth?

At the core, waste management is really about material management. Waste is simply the wrong material in the wrong place - and, too often, we also have the wrong materials in the wrong products. For example, why use materials that can last 400 years to package yoghurt, which is consumed in a matter of days? This kind of mismatch reflects a deeper systemic issue.

For many businesses - not just African businesses, the biggest challenges in moving toward a circular economy are not only about infrastructure or funding - though those are real - but about rethinking how materials are used and valued. Right now, most business models are still linear: extract, produce, use, and discard.

To break that cycle, we need to redesign products from the outset, so they can be repaired, reused, disassembled, and recycled under local conditions. However doing this would pose a direct threat to the established linear business models that are built around resource extraction, one-time sales and short-term value capture.

And changing these models is not easy - not just because of industry inertia, but because our financial systems and investor expectations are also structured around linear thinking. Most investment logic still favors quick returns and high-volume sales, not circular models that require significant upfront investment and generate income gradually - for example, through rental or product-as-a-service models. This mismatch creates a real financing gap for businesses trying to do things differently.



There's also a need for stronger regulatory frameworks and incentives that support extended producer responsibility, safe material use, and innovation in business models. But perhaps the most overlooked barrier is the lack of transparency and data on material flows. Without knowing what materials are in circulation - and where they end up - it's difficult to create viable recovery and reuse systems.

Ultimately, transitioning to a circular economy in Africa isn't just about managing waste more efficiently - it's about driving a cultural and systemic shift in how we think about materials, value, and responsibility. It requires reimagining everything from product design to financing and regulation, while also honouring local realities and strengths. Africa has the opportunity to lead with regenerative, resilient models that prioritize people, planet and purpose. It starts with making more thoughtful choices about what materials we use, and where we use them.

Q: Your professional work emphasizes adaptable, locally-driven environmental solutions. Based on your experience and travels, what are some effective, home-grown approaches to environmental sustainability challenges specific to Rwanda?

One of the most striking and effective aspects of Rwanda's approach to environmental sustainability is the deep sense of community and shared responsibility for the common good. Whether it's the monthly Umuganda community work day or the widespread public support for clean streets and public order, there's a collective mindset that environmental protection isn't just the government's job - it's everyone's responsibility.

This cultural foundation enables the success of many initiatives that might struggle elsewhere. People don't just comply with environmental regulations - they participate in shaping and upholding them. This is a powerful lever for sustainability, and it's something that can't be imported - it has to be grown from within.

To me this is a reminder that sustainable solutions must be designed not just for efficiency, but for social cohesion. In many ways, Rwanda demonstrates that environmental sustainability is as much about people as it is about systems.



Q: You've previously stated that Kigali, Rwanda offers valuable lessons for the world. What aspects of the city's approach to sustainability do you find most remarkable?

What I find most remarkable about Kigali is how cleanliness and order are embedded in the city's identity. People take real pride in their public spaces, and that creates a sense of collective responsibility you can feel throughout the city.





Urban.

“**To me this is a reminder that sustainable solutions must be designed not just for efficiency, but for social cohesion.**



Kigali shows that urban sustainability isn't only about infrastructure and regulations - it's also about culture, community values, and mindset. The city's strength lies in how it cultivates everyday participation and respect for the common good. Initiatives like car-free days, which promote low-impact transport and active living, and well-maintained green public spaces play a key role. Together with national efforts like Umuganda and the plastic bag ban, they have helped shape a strong culture of environmental awareness.

Q: With your extensive background in Solid Waste Management across various regions, how would you describe your professional experience in Kigali, Rwanda?

Although I was in Kigali only briefly as part of the AGYLE alumni meetup, it left a lasting impression. What stood out most was the strong sense of responsibility for the common good - something that's essential in waste management but often overlooked.

It reminded me that waste management is not merely about moving materials from A to B. It's not just a technical operation - it's a public service delivered to real people, who have real expectations, needs, and concerns.

Waste management is, at its core, the service of providing a clean, healthy, and dignified environment. For it to work, it requires not only infrastructure and logistics, but also the cooperation, trust, and compliance of the people it serves. Kigali made that very clear - when people feel ownership of their surroundings, environmental systems flourish.



Q: You've also played a key role in building capacity and implementing PET bottle collection systems in Accra, Ghana. Could you share more about your involvement in that project?

We collaborated with Ghanaian waste management company, Tidyup Ghana Ltd. to implement a model PET collection system based on a hub-and-spoke approach. At the center was a material recovery facility (MRF), supported by tricycles and informal waste pickers collecting materials across several districts in Accra. Our work involved training staff, setting up operational processes, implementing a system for tracking the collected material streams and payments and identifying and negotiating with reliable offtakers for the recovered plastics.

This project was also a valuable opportunity to gain real-world operational insights into our EcoPontes modular toolkit for building collection hubs. It allowed us to refine the model, test it in practice, and establish a live showcase and demonstrator for scalable, inclusive waste collection solutions.

Q: What practical steps can businesses take to incorporate green innovation and circular economy principles into their core operations and strategy?

This is exactly the point - I believe that sustainability must be embedded at the core of business strategy, not treated as an optional layer or corporate responsibility add-on.

And this applies to all companies, not just those based in Africa. Businesses must begin by internalizing environmental impacts and externalities into every level of decision-making.

When we talk about circular economy, it's important to understand that it's not just about improving downstream recycling - it starts upstream, with the way products are designed. Real circularity requires that products be created to enable repair, easy disassembly, sorting, and recyclability, using materials that are safe and compatible with local infrastructure and technology.

Circular business models can only work, when products are intentionally designed with these principles in mind, allowing them to re-enter the economy many times and support systems that are regenerative rather than extractive.

Q: As sustainability becomes a growing priority across Africa, how can digital technologies and innovations be leveraged to enhance sustainable business practices on the continent?

Digital technologies offer powerful tools to accelerate sustainable practices across Africa. From mobile platforms that help organize informal waste collection to blockchain systems that increase transparency in supply chains, technology can bridge gaps in infrastructure and data.

One promising area is the use of AI-driven tools to assess the recyclability of products and guide design for recycling. These tools can support manufacturers in making smarter material choices, while also giving regulators and Extended Producer Responsibility (EPR) schemes the data they need to steer markets toward more circular outcomes.

In essence, digital innovation can help businesses internalize environmental impacts, improve efficiency, and make circular economy models more measurable, scalable, and enforceable.



Q: How can businesses effectively measure the impact of their sustainability and development initiatives?

Measuring sustainability impact requires moving beyond traditional financial metrics and embedding circular and environmental performance indicators into core reporting systems. This includes tracking material flows, waste generation, resource efficiency, and the lifecycle impacts of products and services.

Circular KPIs are especially important - such as the share of recycled content used, product lifespan, repair rates, or the percentage of materials designed for reuse or recycling. These indicators help businesses understand not only their footprint, but also their progress toward circularity.

Ultimately, effective measurement depends on aligning internal data systems, engaging supply chains, and being transparent with stakeholders. It's not about perfection, but about continuous improvement and accountability.

Q: As an African-German international consultant specializing in Waste Management and Circular Economy, what are some of the key opportunities that can arise through innovation, collaboration, and partnerships between Africa and Germany?

As someone deeply engaged with the African continent, I see enormous potential in collaborative, innovation-led partnerships between Germany and Africa - especially in areas like circular economy, sustainable business models, and waste system development.

Africa's dynamic markets and entrepreneurial spirit create ideal conditions for testing and scaling localized, adaptable solutions. At the same time, Germany brings a strong foundation in engineering, circular design, and environmental policy. When these strengths are combined in the right way - with mutual respect and a focus on co-creation rather than prescription - we can develop systems that are not only technically sound but also culturally and economically sustainable.

Opportunities lie in technology exchange, capacity building, and the joint development of tools and standards that are tailored to local realities - from modular collection systems to circular business models like product-as-a-service. These partnerships also offer valuable learning experiences for German institutions, by challenging conventional approaches and encouraging more inclusive, adaptive thinking.

True impact comes from partnerships that are built on trust, shared ownership, and a long-term vision for a more circular and equitable future.

Q: What strategies can help accelerate the adoption of circular economy principles in Africa and foster a more sustainable future for the continent?

Across different parts of the continent, there is a growing opportunity to build on unique local strengths, ideas, and solutions. This means moving beyond historical dependencies and mindsets shaped by colonial-era economic structures and development models.

Instead of replicating industrial approaches from the Global North - which have often resulted in resource depletion, environmental challenges, and social inequalities - Africa can pioneer a regenerative, inclusive, and circular economic model that suits its own context and aspirations.

Key strategies include adopting circular business models like Product-as-a-Service and Materials-as-a-Service, which shift value from ownership and extraction to access, longevity, and reuse. These models encourage sustainable consumption patterns and challenge traditional linear economies.

Supporting homegrown innovation is also vital - empowering African entrepreneurs, cooperatives, and communities who already apply circular principles creatively and effectively. Their insights, often born from necessity and local knowledge, are essential to scalable solutions.

Furthermore, redefining value and ownership by prioritizing repair, shared use, and community engagement can help transform consumption habits and waste management systems. Encouraging pan-African knowledge exchange also strengthens collaboration, allowing countries facing similar challenges to share lessons and scale successes.

By leading on circular economy with its own vision, the continent can become a global model for sustainability that is equitable and future-ready - not an afterthought to Western paradigms, but a pathfinder in its own right.



A man with a beard and glasses, wearing a light green suit jacket over a white shirt, stands in front of a modern building with large glass windows. He is looking back over his shoulder towards the camera. The background is slightly blurred, showing the architectural details of the building.

THANK YOU FOR YOUR TIME.

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Frederieke Kloppmann, exclusively for
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GLOBAL ADVOCACY FOR SUSTAINABLE FASHION: THE PLASTIBUILD STORY

From Waste to Wardrobe: A Personal Journey



In the bustling heart of Lagos, where the hum of generators competes with the rhythm of daily life, Amidu Mohammed, popularly known as AmiduClimate found his calling amidst the city's discarded remnants. Growing up, He was acutely aware of the mounting waste problem that plagued our streets and waterways. However, it wasn't until he witnessed the transformation of a simple plastic bottle into a piece of art during a community workshop that he realized the untapped potential lying in our trash.

This revelation sparked a journey that led to the birth of PlastiBuild Creative Solutions Limited - a venture rooted in the belief that waste isn't just refuse; it's a resource waiting to be reimaged.

PlastiBuild: Pioneering Sustainable Fashion in Nigeria



At PlastiBuild, the mission transcends mere recycling. PlastiBuild aims to revolutionize the fashion industry, by integrating sustainability at its core. Their approach is multifaceted:

EcoFeet Footwear: Crafted from upcycled tires and fabric waste, EcoFeet isn't just a shoe; it's a statement. Each pair embodies durability, style, and a commitment to reducing landfill waste.



Upcycled Fashion Wears and Accessories: From vibrant handbags to chic apparel, our fashion line transforms discarded materials into trendy, wearable art, challenging the norms of fast fashion.

Community Engagement: PlastiBuild actively involve local artisans and youths, providing them with training and employment opportunities, thus fostering a community-driven approach to sustainable fashion.



THE UPCYCLING HUB AND MAKERSPACE: A NEXUS OF INNOVATION

Recognizing the need for a dedicated space to nurture creativity and sustainable practices, PB established Nigeria's first **Upcycling Hub and Makerspace**. Strategically located near the Lagos Waste Management Authority (LAWMA) headquarters, this facility serves as a beacon for innovation.

KEY FEATURES:

- **State-of-the-Art Equipment:** From industrial sewing machines to 3D printers, the hub is equipped to handle diverse upcycling projects.
- **Training Programs:** Workshops and courses on sustainable design, empowering participants with the skills to turn waste into wealth.
- **Collaborative Space:** The makerspace fosters collaboration among designers, artists, and environmentalists, promoting a culture of shared learning and innovation.

IMPACT AND RECOGNITION

Plastibuild's efforts have not gone unnoticed:

- UNDP's Timbuktoo Africa Startup Accelerator: PlastiBuild's innovative approach earned us a spot in this prestigious program, highlighting our potential to scale sustainable solutions across the continent.
- Community Transformation: Through our initiatives, we've trained over 300 individuals, diverted more than 100 tons of waste from landfills, and launched numerous eco-friendly products into the market.
- A Vision for the Future: The journey is just beginning for Plastibuild. With plans to expand our hubs across Nigeria and introduce new product lines, we're committed to driving a nationwide shift towards sustainable fashion. We envision a future where every Nigerian sees waste not as a problem but as an opportunity for creativity and economic empowerment.



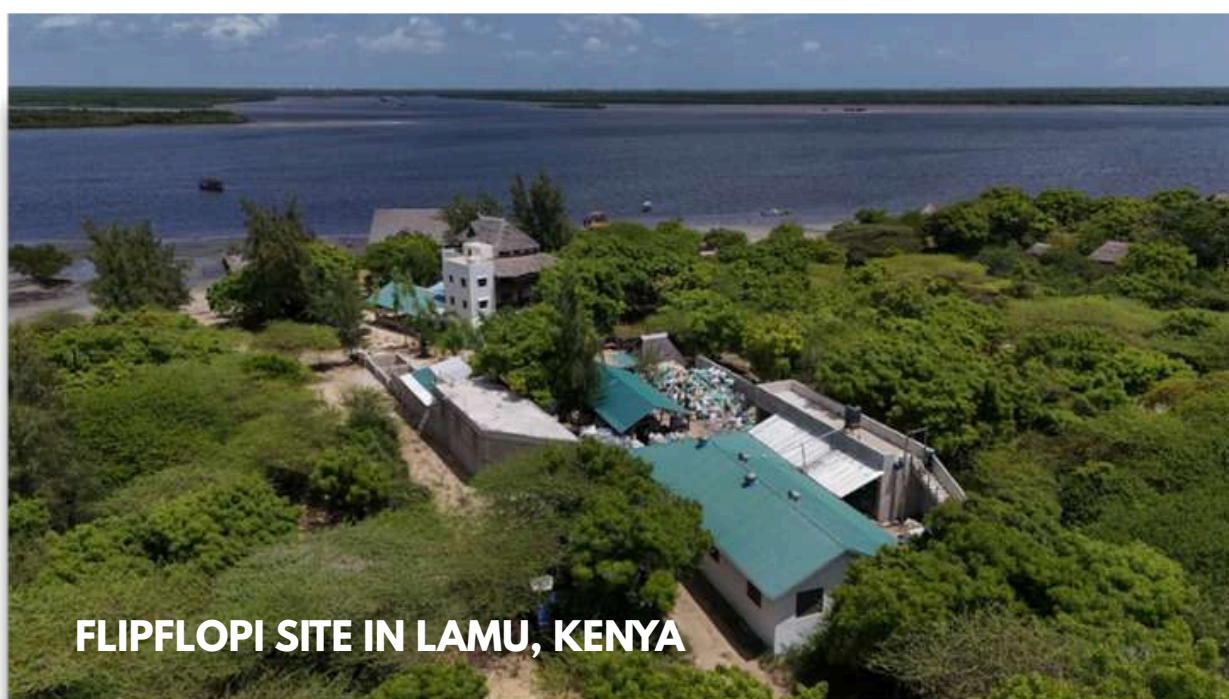
We invite you to be part of this transformative journey.

Whether you're a designer, environmentalist, or simply someone passionate about making a difference, there's a place for you at PlastiBuild.

Together, we can redefine fashion in Africa, one upcycled product at a time.

THE FLIPFLOPI PROJECT IN LAMU, KENYA

The Flipflopi Project is a circular economy initiative working to end plastic pollution through education, innovation, and advocacy. Best known for building the world's first sailing dhow made entirely from recycled plastic, Flipflopi promotes solutions for plastic recovery, recycling, and sustainable livelihoods in coastal and island communities.



The Sustainable Manufacturing and Environmental Pollution (SMEP) programme has been established by the Foreign, Commonwealth and Development Office (FCDO) and is implemented in partnership with the United Nations Conference on Trade and Development (UNCTAD).

The toolkits are supported through SMEP as part of Flipflopi's "Mitigating Plastic Pollution through Heritage Boat Building" Project which was funded from January 2022 - March 2025 (Consortium partners: University of Northumbria, CORDIO East Africa, and University of Portsmouth).



**A FLIPFLOPI BOAT MADE FROM PLASTIC WASTE
COLLECTED IN LAMU KENYA**

The SMEP Programme aims to generate cutting-edge scientific evidence and to improve existing knowledge on the environmental health and socio-economic impacts of selected manufacturing sectors across target countries in Sub-Saharan Africa and South Asia. The programme will also identify technology-based solutions to address the most pressing environmental health issues associated with manufacturing in focus countries and invest in developing business processes and systems to promote the uptake of identified pollution control solutions.

The Flipflopi Project is proud to announce the launch of the Flipflopi Toolkit: recycling solutions for remote communities, a practical guide designed to help SMEs, CBOs and NGOs develop resilient plastic recovery programmes supported by a mix of income and partnerships.



FLIPFLOPI TRADITIONAL SWAHILI THRONE, FROM 100% RECYCLED PLASTICS

Many recycling initiatives struggle due to high operational costs, limited market access, and technical challenges. Drawing from years of experience working in the remote coastal communities of the Lamu archipelago, The Flipflopi Project has developed this comprehensive resource to share proven strategies and best practices with others facing similar challenges.

The toolkit provides step-by-step guidance on setting up and running a successful recycling initiative, covering:



ORIGINAL BOAT, BEFORE COVERED IN FLIPFLOPS.



FLIPFLOPI ORIGINAL BOAT COVERED IN FLIPFLOPS COLLECTED IN LAMU, KENYA

PLASTIC RECYCLING ESSENTIALS

- **Local outreach** – Encouraging participation and awareness.
- **Feedstock** – Collecting, sorting, cleaning, and solving common problems.
- **Recycling** – Creating valuable items from recycled plastic.
- **Enterprise** – Understanding markets and building a business.
- **Tracking impact** – Measuring environmental, social, and business results.



A WOMAN SEEN AT THE FLIPFLOPI CENTRE IN LAMU KENYA, WALKING THROUGH PLASTICS COLLECTED FROM THE COMMUNITY

SCALING YOUR IMPACT

R&D – Improving materials, processes, and techniques.

Teaching – Sharing knowledge through training and education.

Partnerships – Working with governments and municipalities to improve waste systems.

Policymaking – Informing decision-makers on supporting circular economies.

Campaigning – Lessons from pushing for stronger laws, and how to start.

“This toolkit is a practical and adaptable resource for any organisation looking to make community-based plastic waste management work in challenging environments,” said Davina Ngei, Programme Manager at The Flipflop Project. ***“By sharing what we’ve learned, we hope coastal and remote communities are better equipped to tackle plastic pollution with environmental, social and economic benefits.”***



FLIPFLOPI TRADITIONAL SWAHILI CRAFT, MADE FROM 100% RECYCLED PLASTICS



**THE FLIPFLOPI TOOLKIT IS
AVAILABLE FOR FREE**

@

[TOOLKIT.THEFLIPFLOPI.COM](https://toolkit.theflipflop.com)



by **Zoe Lenkiewicz**
(Founder/Director, Global Waste Lab.),
on behalf of the Flipflop Project Team.

6 SURPRISINGLY INCREDIBLE AND BUDGET-FRIENDLY BUCKETLIST ADVENTURES IN ESWATINI, THAT PROVE SUSTAINABLE TRAVEL IS POSSIBLE

It's time to tell the truth, folks, Eswatini is packed with surprisingly incredible and budget-friendly bucketlist adventures that won't strain your wallet. The warm hospitality and overwhelming friendliness of its people ensures that every visitor feels genuinely welcome and safe. Though a small African country, Eswatini is bursting with jaw-dropping destinations that will leave you in awe.

Before we continue, we want to take a moment to acknowledge the often-unsung heroes behind Eswatini's conservation success story. The Kingdom's dedicated ranger forces, Wildlife Advisors, consistently demonstrating exceptional courage, dedication, and professionalism in their work. Without their discipline and tireless efforts, Eswatini's wildlife would be at risk of going into extinction. At City Scope Africa, they are a true inspiration to us all, and for that, we extend our deepest gratitude.

If you're planning a visit, don't miss Eswatini, it's absolutely worth it! Oh goodness!

1. NGWENYA GLASS FACTORY:

At this glass factory, you can watch local artisans in action as they skillfully craft handmade items from 100% recycled glass, shaping and molding molten glass right before your eyes. The factory also supports the local Eswatini community by offering payment for collected discarded glass, a fantastic example of an eco-friendly initiative that is truly admire. Just beside the Ngwenya Glass Blowing Factory, you'll find several souvenir shops featuring a variety of locally made products, including recycled paper crafts, jewelry, woven baskets, ans clothing, all showcasing the creativity and sustainability of Eswatini's artisans.



2. MALOLOTJA NATIONAL PARK:

Malolotja National Park is a true haven for hikers, adventure seekers, and nature lovers. It features a range of hiking trails suitable for both beginners and seasoned mountaineers. While the park isn't home to Africa's big game, you're likely to encounter a variety of antelope species, zebras and rarely-spotted leopards. The park, with its breathtaking views in every direction, is a paradise for birdwatchers, hosting vibrant species like blue cranes, sunbirds, the endangered blue swallow, and a thriving breeding colony.



3. PHOPHONYANE NATURE RESERVE:

Located just 8–10 kilometers from Piggs Peak, the 600-hectare Phophonyane Nature Reserve is a lush haven with year-round water, small antelope species, and abundant birdlife. The highlight of this private reserve is the impressive 80-meter-high Phophonyane Falls, which can be reached via a short self-guided hiking loop. After enjoying the falls, visitors must climb a steep hill with a few steps to return. Along the trail, you might encounter a variety of wildlife, including birds, spiders, millipedes, rainbow skinks, red duikers, vervet monkeys—and, with a bit of luck, even a snake.

4. SHEWULA MOUNTAIN CAMP:

Sleeping at Shewula Mountain Camp is a completely unique experience in itself, offering breathtaking views of the night sky, where you can clearly see the Milky Way, the Southern Cross, Scorpio, and countless other constellations. The traditional thatched-roof community huts have no electricity, just two oil lamps and an outdoor shower with stunning views of the stars. With no phone signal or WiFi, it's a true getaway escape, and you will absolutely love it.



5. TRADITIONAL BEEHIVE HUT:

One of the must-do experiences in Eswatini is spending a night in a traditional beehive hut. Several accommodations across the country offer this unique and memorable stay, featuring traditional beehive-style chalets that come with comfortable, modern interiors.



6. SUMMERFIELD RESORT:

This resort is among the top places to stay in Eswatini, conveniently located near many popular attractions. Recognized as the #1 accommodation in the country by the Ministry of Tourism, Summerfield Resort offers a truly special escape. It's the ideal spot to relax—whether you're strolling through its beautifully landscaped gardens or enjoying a meal at the restaurant overlooking the lake.



BOOK YOUR TOUR THROUGH [SAFARIBOOKINGS.COM](https://www.safaribookings.com) AND ENJOY A SEAMLESS ECO-TOURISM EXPERIENCE. WITH PRICES RANGING FROM \$1,688 TO \$1,861 USD PER PERSON, YOU CAN EMBARK ON AN UNFORGETTABLE 4-DAY TOUR OF ESWATINI, COMBINING ADVENTURE AND SUSTAINABILITY IN ONE HASSLE-FREE PACKAGE.

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THE FUTURE OF CITIES: WHY URBAN BIOECONOMY MATTERS NOW MORE THAN EVER – ACCRA, GHANA AS A CASE STUDY

As Africa's cities expand, sustainability is no longer a luxury, it's a necessity. With over 70% of the world's population projected to live in urban areas by 2050, cities like Accra must rethink how they use and manage their resources. One powerful, emerging solution is the urban bioeconomy, a model that transforms organic waste into economic and ecological opportunity.

FROM WASTE TO WEALTH

In Accra, urban and agricultural waste like food scraps, market refuse, and cocoa husks are often discarded, adding pressure to landfills and contributing to greenhouse gas emissions. But these materials hold untapped potential. Through bioeconomy models, this waste can be transformed into clean energy, compost, bioplastics, and even construction materials.

This circular approach doesn't just reduce environmental impact; it creates jobs in waste processing, innovation, and green manufacturing. These opportunities are especially valuable for youth and informal workers, who are often excluded from traditional employment sectors. Urban metabolism models, which analyse the flow of materials and energy through city systems, can also help policymakers and planners optimise resource use and investment strategies.



Leadership, Science and Strategy in Action

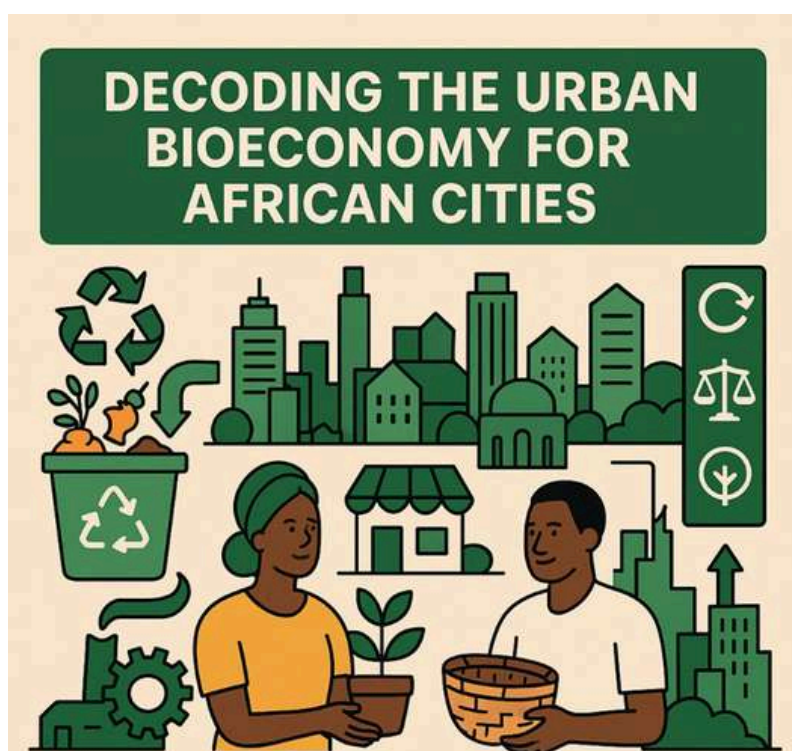
In Ghana, organisations like ReWaste Africa are already putting these principles into practice. The non-profit champions circular economy practices and the professionalisation of the waste sector, particularly by empowering informal waste workers, especially women, through capacity building and enterprise development. ReWaste also supports research and policy advocacy to drive sustainable change in solid waste management and climate resilience.

These grassroots efforts complement broader scientific research. For instance, doctoral research led by Zipporah Asiedu at the University of Rostock focuses on mapping the urban bioeconomy metabolism of Accra. Her work involves identifying key actors, material flows, and innovation potential across the city's bio-based resource streams. By integrating tools like Material Flow Analysis (MFA) and Life Cycle Assessment (LCA), her project offers a data-driven roadmap for scaling sustainable solutions within Ghana's capital

A Blueprint for African Cities

What's happening in Accra is a snapshot of a much broader opportunity. Across the continent, African cities face shared challenges: waste management crises, unemployment, over-reliance on imports, and environmental degradation. The urban bioeconomy offers a pathway to address these through local resource regeneration, job creation, and industrial innovation.

Critically, bioeconomy models also align with global sustainability targets, including SDG 11 (Sustainable Cities and Communities) and SDG 12 (Responsible Consumption and Production).



By promoting the reuse of biological materials and reducing dependency on fossil-based inputs, they help cities build resilience to climate change and economic shocks

Turning Vision into Reality

Realising the full potential of the urban bioeconomy will require investment, inclusive governance, and capacity building. But the building blocks are already there, anchored by community-based organisations like ReWaste, supported by rigorous research, and strengthened through cross-sector collaboration.

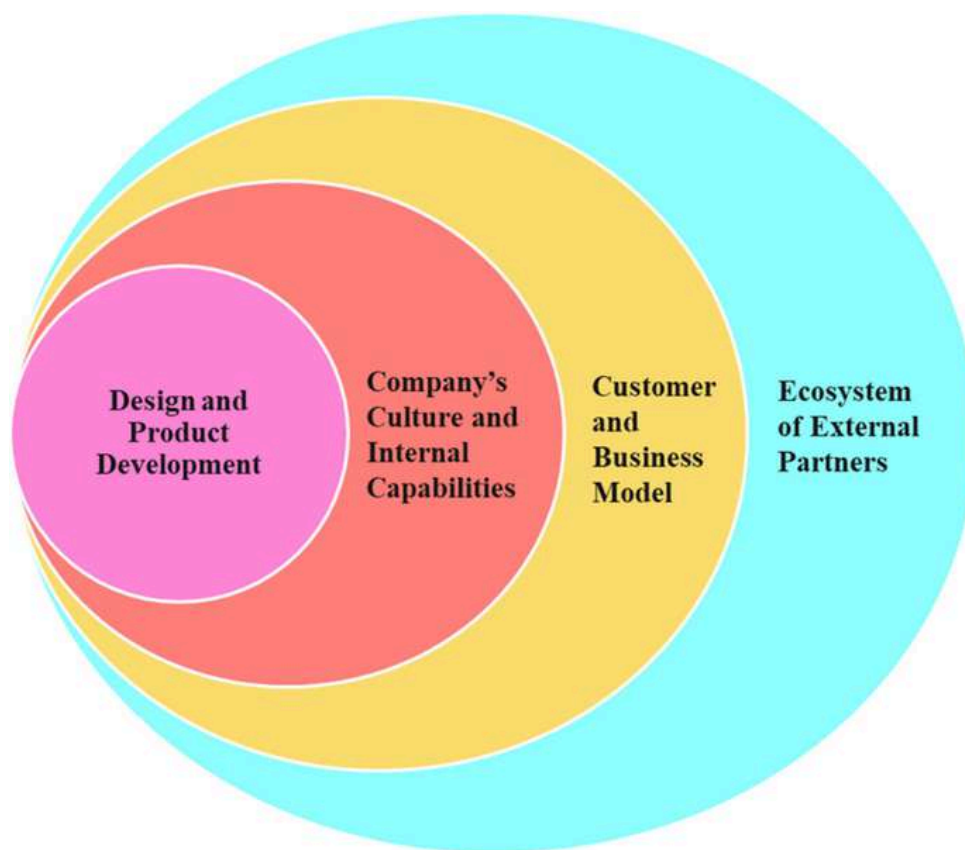
The future of cities lies in regeneration, not just growth. Let's move from surviving cities to thriving, circular cities, where waste becomes wealth, and sustainability fuels opportunity.



By Zipporah Asiedu,

Zipporah is the Co-founder of ReWaste Africa and founding member of ISWA YPG (International Solid Waste Association, YPG) African Chapter. She is championing Africa's Green Transition through circular economy and climate-resilient systems..

FUTURE-READY SKILLS FOR A CIRCULAR ECONOMY: CLOSING THE GAP

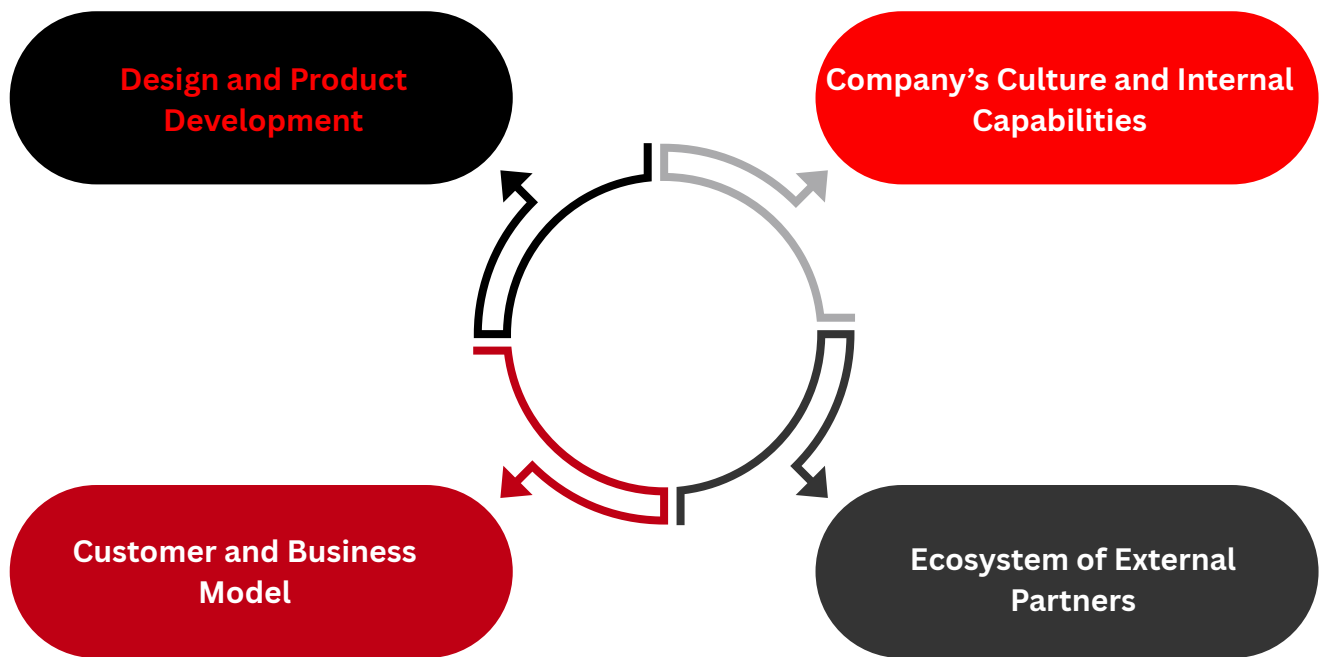


The future is circular, but the skills to get us there are still in short supply. As companies and governments worldwide double down on sustainability - investing in infrastructure, technology, and new business models - the glaring gap in skills is becoming impossible to ignore.

It's time we address the challenge head-on. There is an urgent need for sustainability expertise within entities – big and small – starting from the leadership lever and filtering down throughout the organisation to review all aspects of the business through a circularity lens and determine how finite resources can be reduced, reused and repurposed. Undoubtedly, circularity skills are key to being future-ready.

MOST-WANTED: SKILLS FOR A CIRCULAR FUTURE

The transition to a circular economy requires more than good intentions. Its processes are skill-intensive - these include repair, refurbishment, and recycling, reverse logistics, advanced resource sorting and so on. The transition compounds megatrends such as digitalisation that have also been reshaping the geography of jobs and the world of work. As such, the transition to a circular economy calls for a general upskilling of the workforce in line with wider labour market trends.



The Circular Jobs Initiative highlights a critical need for a diverse skill set spanning:

- Engineering, Science, Technology
- Operations Management, Monitoring
- Essential Soft Skills like Creativity & Collaboration

And yet, the reality is sobering:

“Without proper vocational up- and re-skilling, we risk not only leaving workers behind but also hampering the transition to a circular economy.”

- Circle Economy Report

Proof in the Numbers

**Growth in demand for green skills
is outpacing the increase in supply**

Between 2022 and 2023



+12.3%

Share of green talent
in the workforce

+22.4%

Share of job postings requiring
at least one green skill

The International Labour Organisation (ILO)

estimates a global net increase of jobs between seven and eight million by 2030 due to shifting towards a circular economy, as compared to business-as-usual. It further estimates that 2% of workers will require reallocation and reskilling.

LinkedIn reports that between 2022 and 2023, the share of talent with the skills to help address the climate crisis grew by 12.3%. However, the share of jobs posted over the same period that required at least one green skill increased by nearly twice as quickly, at 22.4%. Not surprisingly, job seekers with green skills were nearly a third more likely to be hired (29%) than the workforce average.

Currently, skills mismatch is evident: many companies report difficulties in finding skilled workers for essential circular, green activities, like repair, waste management and reuse. A study revealed that 57.84% of circular startups anticipate needing additional or different skill sets in the future, indicating a pressing need for workforce development to support circular business models

Skills That Will be in Demand

Industries like fashion, electronics, and construction are seeing rapid growth in roles focused on upcycling, refurbishment, and second-hand markets. According to the ILO, the most promising job growth will be in:

- Reprocessing secondary steel (30.8 million jobs)
- Retail trade and repair of goods (21.5 million jobs)
- Reprocessing secondary lead, zinc, and tin (+15%)
- Reprocessing secondary precious metals (+11.2%)

On the flip side, sectors like coal-powered electricity and basic iron production are expected to experience a decline in job demand. **The message is clear: *Skills need to evolve as the economy evolves.***



IMAGE FROM UNEVOC UNESCO

The transition to a circular economy is creating demand for jobs across waste management, design, manufacturing, and data-driven roles. Key positions include recycling plant operators, circular product designers, repair technicians, and sustainability consultants. Emerging roles like blockchain specialists for supply chains and material flow analysts are also gaining traction. Industries such as fashion, electronics, and construction are seeing a surge in upcycling, refurbishment, and second-hand market jobs.

Why Upskilling Can't Wait

While new jobs will be needed, companies should also work towards transforming existing jobs, utilising many skills already present in the workforce. Vocational education and training can play a key role in adapting the workforce to anticipated skills demand, as many occupations in the circular economy require practical and technical skills. Vocational training can promote sustainable development by empowering individuals, organisations, enterprises and communities, and fostering employment, decent work and lifelong learning so as to promote inclusive and sustainable economic growth and competitiveness, social equity and environmental sustainability.

Other Key Steps

Bridging the skills gap for a circular future requires a multi-pronged approach involving governments, businesses, and educational institutions. Here are the key steps:

1. Circular economy curriculum should be integrated in schools and colleges. The institutions should offer vocational training programs, focusing on sustainability, repair, remanufacturing, and waste management.
2. Governments, businesses, and academia can collaborate to offer skill-building initiatives tailored to industry needs.
3. Governments should offer tax breaks, subsidies, and grants for businesses investing in circular economy workforce development.
4. Circular thinking should be promoted through awareness campaigns, encouraging young professionals to pursue careers in sustainability-driven fields.



A Cross Section of Students at the Sustainovation Challenge

Catching Them Young

The Ellen MacArthur Foundation emphasises that the education sector, from primary school to postgraduate study, should ensure students of all ages are equipped with the key skills and knowledge to apply circular thinking in their chosen careers. By incorporating circular economy principles into early childhood education, we can teach children the importance of sustainability and encourage them to become responsible global citizens. Teaching children the concept of “reduce, reuse, and recycle” is a great starting point for introducing circular economy principles. Early childhood educators can incorporate activities and games that teach children the importance of reducing waste and reusing materials. Equipping the next generation is vital to shape policies and drive action that is necessary to enable a transition to a circular economy.



Sustainovation Challenge Finals

Ehfaaz's Role in Building Circular Skills

At Ehfaaz, we take this approach seriously. Our ReThink Solution serves as a platform for our flagship program, the Sustainovation Challenge® workshop, and the Food IS NOT Waste® Workshop. We are not only advocating for circular skills but actively building them.

ReThink, Remodel the Future

One of the biggest barriers to circularity is mindset. ReThink Solution, Ehfaaz's educational arm of its fledgling ecosystem of circularity solutions, empowers individuals and organizations to embrace the circular economy and drive positive change. Through expert-led workshops, the solution provides participants a comprehensive understanding of circular economy principles, waste management best practices, and sustainable product design. The workshops transform behavior, helping organizations rethink waste as a business asset. They drive a culture shift towards sustainability.

The Sustainovation Challenge®: Inspiring Young Minds

Now in its second edition, the Sustainovation Challenge® is a flagship program of Ehfaaz in collaboration with DeMontfort University Dubai, where it taps into the creative spark of young ecowarriors. It specifically targets and inspires high school students to create innovative solutions for upcycling discarded materials. This unique challenge invites teams to develop innovative solutions to real-world sustainability problems. Participants gain valuable experience working together to design and pitch circular economy solutions. Winning teams receive recognition and prizes, showcasing their commitment to sustainability.



Sustainovation Challenge on DMUD Campus

To drive further impact and to embed circular skills wider, this flagship program was Expanded into a fully-fledged workshop of the same name. The Sustainnovation Challenge® Workshop serves as a structured innovation lab where corporate staff, customers, and other stakeholders can co-develop creative solutions to repurpose waste materials into new, functional products.

Circular economy skills will soon be essential—not only in our daily lives but also increasingly in our professional careers.

Food IS NOT Waste® Workshop

Along the same lines, Ehfaaz turned its budding food waste initiative into a fully-fledged workshop for Corporate teams, organizations, and businesses seeking to enhance their sustainability knowledge and problem-solving skills. The objective is to inspire creative solutions for reusing and repurposing common waste items, in this case, food, fostering a circular economy mindset.



Food IS NOT Waste Session at AUD Campus

Learning to Earning: Youth-led Pathways to a Sustainable Future

Last year's collaboration with the Global Compact Network UAE Chapter at the World Green Economy Summit brought together young professionals, entrepreneurs, and students to discuss youth engagement in sustainability. The insights from this gathering continue to shape our evolving youth platform.



At the Learning to Earning Focus Group

The F Word in the Climate Conversations

The UN Environment Programme (UNEP) released an Emission Gap Report 2024 recently and it warns that unless countries increase ambitions in their Nationally Determined Contributions (NDCs), the Paris Agreement's 1.5°C goal will be thrown out of the window. It recommends that nations commit to cutting 42% off annual greenhouse gas emissions by 2030 and 57% by 2035. With the current level of commitment, the world is on course for a temperature increase of 2.6-3.1°C over the course of this century. And in a worst case scenario, a business as usual attitude will lead to a catastrophic temperature rise of up to 3.1°C, it warns. These alarming details highlight the urgency of collective action, vision and more importantly an increased investment in climate solutions.

While the impacts of global warming and climate change are felt across the globe, it is the poor and climate vulnerable nations such as those in Africa, Latin America, Asia and Asia Pacific that are hit with the heaviest blow. Despite contributing little to climate change, they bear the brunt of its devastating impacts. While fighting poverty, food security and political instability, the nations will struggle to adapt to the climate crisis.

Adaptation measures such as building sea walls or creating drought-resistant crops could cost developing countries anywhere from US\$160-US\$340 billion annually by 2030. That number could swell to as much as US\$565 billion by 2050 if climate change accelerates, found the UNEP's 2022 Adaptation Gap Report. In fact, the UN estimates that climate change could drive an additional 100 million people into poverty by 2030.

The bar is high

An estimated \$6 trillion is now needed to implement climate action plans in low-income countries alone by 2030 – a figure that does not fully account for the adaptation measures required in these areas. The Kyoto Protocol and the Paris Agreement call for financial assistance from Parties with more financial resources to those that are less endowed and more vulnerable.

After years of pushing, countries reached a historic decision to establish and operationalize a loss and damage fund at COP27, which meant developed nations, who also make up most of the largest emitters, must put forth much more finance to fill the loss and damage fund.

The COP28 in Dubai set the fund in motion on the very first day. While the \$700 million pledged at COP28 is a start, vulnerable countries may face as much as \$580 billion in climate-related damages by 2030. The Loss and Damage Fund requires an estimated \$100 billion by 2030 to fulfill its mission, but high-income countries had only contributed \$679.7 million. Increasing this funding commitment will be high on the agenda of COP29, which is touted as the Climate Finance COP.

**by Aliyu Mohammed Ali,
CEO & Co-Founder, Ehfaaz.**

aliyu@ehfaaz.ae

 **www.ehfaaz.ae**

 **Dubai Science Park Warehouse Complex
Block A Unit 1&2. P.O. Box 500767**

SUSTAINABILITY OR SHOWBIZ?

The Performance of Going Green

Without mincing words, sustainability, climate change, and the circular economy have become the latest goldmine in Nigeria. After all, the World Bank has estimated that alone, if Nigeria transits into a circular economy, it can create 3 million new jobs in recycling, remanufacturing and service by 2030. NGOs to startups and even government agencies, everyone seems to be riding the green wave while those who did not catch the memo early, this wave presents a chance to retrofit sustainability into their mission statements.

Lagos, the nation's commercial nerve centre, leads this movement and as always the norm in Nigeria, once something gains momentum in Lagos, other states follow. This wave or trend is increasingly visible: companies, nonprofits, and even state governments are branding themselves as sustainable, climate-forward, and circular economy-conscious.

This awakening is commendable, after all, Nigeria is a signatory to major international treaties like the United Nations Sustainable Development Goals, Paris Agreement, Kyoto Protocol, United Nations Framework Convention on Climate Change etc. The world says we must achieve net zero by 2050 and a sustainable future by 2030, and we nod in agreement.

But here's the million-naira question: beyond the branding, what is the real impact?

From observation, our allegiance to sustainability seems less like a deep commitment and more like a performance. Something we do to say "yes" when the global sustainability roll call is taken.

The noise is deafening. It is louder than the impact. The impact is still struggling to speak.

Take Lagos as a case study: The state has witnessed a proliferation of waste management organisations, in private, public, Nonprofit settings despite the city was ranked the second most polluted city in Africa in a 2024 report by Business Day Media. In the same report, it was explained that Nigeria produces 32 million tons of solid waste yearly which if stacked together can build a tower higher than Mount Kilimanjaro.

On a national level, the country generates an estimated 2.5 million tonnes of plastic waste annually, and less than 12 percent is recycled while 88 percent remains. On a national level, the country generates an estimated 2.5 million tonnes of plastic waste annually, and less than 12 percent is recycled while 88 percent remains unrecycled. This unsettling data places Nigeria as 9th globally for plastic pollution according to the World Bank.

Sustainability is not a costume, it's a behaviour

We can blame the government, of course. Poor policy implementation, weak enforcement, and underfunding are valid concerns. But let's look inward. What about us, the people? Are we different? Are our environmental concerns just hashtags and hashtags alone? Lagos is still dirty. Nigeria is still dirty. How many Nigerians sort their waste at home? How many compost their kitchen waste? How many say no to plastic bags at shops or consciously return recyclables like PET bottles, e-waste, or fashion items to collection centres? Even some organisations at the forefront of sustainability are guilty of contradiction.

At conferences and workshops, you'll often see "eco-leaders" distribute writing materials wrapped in cellophane—one of the problematic plastics that its collection is like attempting to count grains of rice. Refreshments are served in single-use plastics and polybags, and bottled water and drinks are freely shared with no reflection. Are we demonstrating what we advocate for? Are we being sustainable? How do we promote sustainability in our events?

We often think the answer lies in policies and funding, and yes, they matter. But so do the "little" things. The daily decisions. Behaviour change.

At the 2.0 EKO Waste Summit 2025, organised by the Waste Management Society of Nigeria (WAMASON) Lagos Council, attendees were asked to bring their own reusable water bottles. PET bottles were unavailable. Food was served in reusable plates, and those who could not eat on-site had to bring their own takeaway containers. That's how you lead by example. Other organisations can and should follow suit: ask attendees to come with their reusable water bottles and if someone opts not to dine in, provide a reusable food container.

Gift items should be packaged in reusable bags, not single-use polybags. And under no circumstances should publications or writing materials be wrapped in cellophane. That is over-packaging, and it offers no benefit to the product, your budget, or the environment. You cannot claim to promote sustainability while polluting at your events. Let's work the talk!

Also, another "little" thing we can do inwardly is to communicate our goals in local languages. Language is a barrier to impact. How do we reach the average citizen who is not exposed to this growing industry?

At the same EKO Waste Summit event, a speaker asked the audience to translate "climate change" into Yoruba language. After several attempts, it was tricky to find a translation that fully captured the meaning of the term. What is "sustainability" in Igbo, or "circular economy" in Hausa languages? We need to look inward and draft expressions that

accurately represent these goals in our indigenous languages. Communicating these concepts must be inclusive; not reserved for experts or those already knowledgeable in the field.

Lastly, we need data tracking. Our lack of data betrays the real impact. With proper documentation, organisations can measure whether they are truly making a difference or merely parading around in green coating. This allows for checks and balances.

As a sustainability or climate change-focused organisation, you must rethink and adopt these changes because ultimately, what will fast-track the environmental impact we seek in Nigeria is a change in human behaviour. Your events and initiatives are opportunities to drive that change.

Human behaviour is core. Nigeria could potentially become the cleanest city in Africa if citizens stop littering, avoid patronising unofficial waste collectors, and begin disposing of waste properly at recycling facilities. If vendors stop using the popular black poly nylon bags for point-of-sale packaging and more customers carry their own takeaway containers, the consumption of these polluting materials will drop significantly.

Complementing these simple yet powerful actions with the on-going push for policies like Extended Producer Responsibility (EPR), improved waste management infrastructure, and incentives for recycling businesses will multiply the impact.

Sustainability should not become like religion in Nigeria-many churches and mosques, but few true followers. Let us not become a nation of climate, sustainability or circular economy preachers with no concrete environmental action.



By Genevieve Aningo
Content Curator,
Circular Economy
Innovation Partnership
(CEIP).

TOO MUCH TALK, TOO LITTLE ACTION: *Who is Really Saving the Environment in Nigeria?*

Let me start with this: if I had 100 naira for every new NGO or association formed in the name of “environmental sustainability,” I’d be doing giveaways by now.

Everywhere you turn, someone is launching a new climate initiative, writing a policy, or holding a conference. But let’s look around—are our streets cleaner? Are people separating waste? Is the average Nigerian any more aware of what “climate action” even means?

We’ve become experts in talking, but allergic to doing.

There’s SDG this, climate that, circular economy here, waste-to-wealth there. Beautiful concepts—no execution. Meanwhile, our gutters are blocked with plastic, and the average market woman has never heard of the phrase “eco-conscious.”

Let’s be real, many people are now in the environmental space not out of passion—but because grant dey. We’re seeing more climate influencers than climate impact. Projects are becoming **photo ops, not people-driven.**

So.....What Should We Do?

1. Government: From Document Launch to Enforcement

Let’s stop launching policies like it’s an album drop. Start enforcing what already exists.

Learn from Rwanda: Banned plastic bags in 2008 and enforced it fully. Kigali is now one of the cleanest cities in Africa. Ref: UNEP (2020) – Rwanda’s Plastic Ban Success Story

2. NGOs/Associations: From Talkshops to Action

If your NGO has hosted 10 webinars but hasn’t cleaned one street or trained one school, it’s time to rethink.

Learn from the Philippines: The Mother Earth Foundation partnered with local governments to implement zero-waste cities—successfully. Ref: GAIA (2021) – Zero Waste

3. Donors/Funders: From Proposals to Proof

Stop disbursing funds based on fancy PowerPoints. Fund real, on-the-ground results. Follow up. Evaluate.

Learn from India: The Swachh Bharat mission tied funds to actual sanitation improvements per state. Ref: World Bank Report (2019) – Swachh Bharat: Transforming Sanitation in India

4. Individuals: Start With Your Own Dustbin

You don’t need a grant to sort your waste. Reuse plastic. Teach your kids. Clean your street.

Learn from Sweden: Recovers 99% of its waste—because recycling is a daily habit, not a campaign. Ref: Swedish Waste Management Association Report (2021)

Final Thoughts

We can’t afford to keep deceiving ourselves. Climate change is real. Environmental decay is real. This is not the time for endless meetings with no movement.

Let's move from:

- PowerPoint to Pavement
- Panels to Practical Action
- Climate Talk to Climate Work

The environment is watching. Nigeria is watching. And most importantly, the next generation is watching.

There are too many environmental NGOs and associations in Nigeria—but how many are actually doing the work?

We're drowning in policies, frameworks, and conferences, yet our streets are dirtier, our drainage is worse, and waste segregation is still a myth. It's time we ask the hard questions and shift from grammar to ground-level impact.

This is not a call-out BUT a call-to-action.

#ClimateAction#Sustainability#EnvironmentalJustice#WasteManagement
#CircularEconomy#Nigeria#ImpactOverNoise#EnvironmentalSustainability
#StopTheTalkStartTheWork



**By Dr. Bakare Rasheed Oluwafemi, President,
Lagos Recyclers' Association (LAGRA)**

KOBBY KYEI, MAN BEHIND THE MOVEMENT FOR POSITIVE CHANGE IN GHANA'S MEDIA SPACE:

Showcasing hands-on approach to storytelling with impact

In a fast-paced world and digital age often saturated with sensationalism, the phenomenal Augustus Koranteng Kyei, known to many as Kobby Kyei, is a refreshing force of purpose and positivity. From the town of Agona Duakwa to becoming one of Ghana and Africa's most respected bloggers, Kobby has redefined the power of media by choosing to amplify voices of change, compassion, and community.

With a background in music education and a trumpet always within reach, he seamlessly blends creativity with advocacy, using his platform to inspire for Excellence. His work continues to inspire a new generation of socially-conscious youth and highlights the powerful role of media in driving positive societal change.

An Award-winning blogger in Ghana, Kobby Kyei has clinged prestigious honours such as National Communications Awards (Online Media Personality), Youth Excellence Awards (Best Youth Blogger of the Year), Ghana Tertiary Awards (Tertiary Star Role Model of the Year), and Ghana Web Excellence Awards (Best Blogger of the Year)

In this brief personality interview, we delve into his journey, his vision, and the stories that continue to shape the storyteller in Ghana and Africa.



You're widely known for using your platform to highlight positive, humanitarian stories in Ghana in particular and Africa in general. What motivated this paradigm shift from lifestyle and entertainment to social impact content?

“

Honestly, it came from a place of deep reflection. I realized that while entertainment gets attention, impact gets remembered. I wanted to use my voice and platform for something that would go beyond trends, something that would touch lives and highlight the incredible work people are doing quietly across Ghana and Africa. There are so many unsung heroes out there, and I wanted to shine a light on them.

”

You have been recognized as one of the top 50 Ghanaian Youth – what does the recognition mean to you personally, and how has it influenced your journey as a changemaker?

“

Being recognized among the top 50 Ghanaian youth is a huge honour. It's both humbling and motivating. For me, it's not just about the title; it's a reminder that people are watching, and that impact matters. It encourages me to keep pushing boundaries, and to never lose sight of the mission to inspire, uplift, and create space for meaningful conversations.

”



KOBBY KYEI

Being named among the top 50 Ghanaian youths, in a youth landscape driven by visibility and influence, how do you ensure that your impact goes beyond just recognition, but truly creates lasting change?

That's a great question. Visibility without substance is empty. I make sure that every project, story, or campaign I take on is backed by tangible outcomes, whether it's raising funds, starting conversations, or changing mindsets. I also collaborate a lot with NGOs and youth groups because sustainability happens when there's community behind the message.

As someone with a formal background in music, particularly as a trumpeter, how has your musical training influenced your approach to blogging and storytelling?



Music taught me discipline, patience, and the power of emotion. As a trumpeter, you learn to listen, feel, and communicate deeply without words. That has shaped how I write and present stories—I try to strike a chord with people's emotions. Just like music, storytelling can uplift and heal.



Do you remember the moment or story that made you realize your blog could be a tool for national or social development?

Yes, I do. It was when I told the story of a small school in a rural area that lacked furniture. After the story went viral, people mobilized and supported the school with desks, books, and supplies. That's when I saw the power of storytelling not just to entertain but to transform. It was a turning point for me.

Many bloggers chase trends and viral moments, what drives your commitment to telling meaningful, underrepresented stories?

I always say: trends fade, but truth remains. What drives me is the desire to give a voice to the voiceless. Every time I see someone's life change because their story was told, it reaffirms my purpose. For me, the fulfilment is in the impact, not just the views.

The digital media space in Ghana is competitive. How do you stay true to your niche while remaining relevant and influential?

Staying authentic is key. I don't try to be everything to everyone. I've carved out my space by staying consistent and passionate about humanitarian and social impact content. Relevance comes when people trust your voice. I let my work speak, and I constantly evolve without compromising my values.

What are some of the biggest challenges you've faced as a blogger who focuses on humanitarian work, and how have you overcome them?

One major challenge is funding, telling humanitarian stories doesn't always come with sponsorship. Also, sometimes people don't immediately see the importance of the work. But I've learned to build partnerships, stay persistent, and trust the process. Over time, impact attracts support.

Beyond blogging, you've become an influencer for change. How do you handle the responsibility that comes with such a public role?

It's not always easy, but I see it as a calling. I remind myself that it's not about fame, but about service. I stay grounded by surrounding myself with real people, and I keep learning. When you understand that lives may depend on your voice, you take the responsibility seriously.

How do you balance your personal life, creativity, and public image while staying mentally grounded in this fast-paced industry?

It's a conscious effort. I take breaks when needed, spend time with family, and keep my spiritual life strong. Mental health is a priority for me, especially in this space. I also make time to just enjoy life without the pressure of content creation. That balance fuels my creativity.

Ghana has a rich pool of young creatives. What advice would you give those who want to use their voices for social good, rather than just for showbiz?

I'd say: know your why. When you understand your purpose, you won't be easily swayed by popularity. Start with what you're passionate about and look for problems you can help solve. Use your platform not just to be seen, but to make others feel seen.

What are your thoughts on the current state of Ghana media and how it covers social development and humanitarian issues?

We've made progress, but there's still work to do. Too often, the media focuses on sensationalism rather than substance. I believe media can be a powerful force for change if we shift our focus to solutions-based journalism. I hope to see more stories that inspire, not just entertain.

Tell us about your "Boys Lives Matter" campaign.

"Boys Lives Matter" is a campaign I launched to address the emotional and mental health needs of boys and young men in Ghana. Society often tells boys to be tough, to suppress their emotions, and that leads to long-term issues. The campaign provides safe spaces, workshops, and mentorship programs. It's about redefining masculinity and reminding boys that their lives, feelings, and futures matter.

Looking ahead, what's next for Kobby Kyei? Are there any projects, campaigns, or future projections for Africa you're already excited about?

There's so much ahead! I'm working on expanding the "Boys Lives Matter" campaign across West Africa. I'm also launching a digital documentary series that highlights unsung heroes in local communities. Ultimately, my vision is to build a media hub that trains young storytellers to lead with impact. Africa has stories the world needs to hear, and I'm committed to helping tell them.



THANK YOU FOR YOUR TIME!

YOUTHCONOMICS: A Philosophy for Sustainable Youth Empowerment and Economic Development for Africa

The global landscape is rapidly changing, and the future belongs to the youth. However, for this future to be prosperous and equitable, we must intentionally invest in the development, empowerment, and inclusion of young people. This is the core principle of Youthconomics, a philosophy I have developed, combining the words "youth" and "economy" to advocate for the creation of sustainable programs that empower youth and enable them to become catalysts for economic growth in Africa.

Youthconomics recognizes that the potential of any nation is directly tied to the potential of its youth. It is not enough to simply acknowledge the importance of young people; there must be a conscious effort to actively engage them in economic development.

This means creating a system where:

- Youth are empowered: Through access to quality education, mentorship, and opportunities for entrepreneurship, young people can acquire the skills and knowledge needed to thrive.
- Youth are included: By involving youth in the design and implementation of economic programs, we ensure that these programs are relevant and responsive to their needs and aspirations.
- Youth are developed: By providing a platform for skill development, training, and practical experience, we enable youth to contribute meaningfully to the economy and become drivers of change.

Youthconomics: A Shared Responsibility

Youthconomics is not just a philosophy; it is a call to action. Every member of society – governments, businesses, educators, and individuals – has a role to play in creating a world where young people are empowered, included, and developed. The government must create enabling environments through policies and programs that support youth entrepreneurship, education, and skills development. Organizations and businesses must invest in youth-centric initiatives, mentorship programs, and employment opportunities. Parents and families must encourage their children's aspirations, provide them with the necessary resources, and instill a sense of responsibility and ownership.

Beyond External Support: The Power of Individual Initiative

While external support is crucial, Youthconomics also emphasizes the critical role of individual responsibility and self-reliance among youth. The concept of "Youth Economists" underscores this.

Investing in Personal Development: Every young person must recognize the value of continuous learning, skill acquisition, and personal growth. They must actively seek out opportunities for development and not passively wait for them to come.

Taking Ownership: Young people must be proactive in shaping their future. Instead of passively accepting challenges, they must embrace opportunities to take initiative, lead, and contribute to their communities.

Creating Opportunities: Youthconomics encourages young people to become creators rather than just consumers. They must identify unmet needs in their communities and be willing to create solutions, innovate, and become entrepreneurs.

The Importance of a Collective Effort

Youthconomics recognizes that sustainable youth development requires a collective effort. It's like taking a horse to the stream, but then encouraging it to drink. While external support is necessary, it's ultimately up to the young people themselves to actively embrace the opportunities and develop their skills.

Youth Economists: A Global Movement

The philosophy of Youthconomics is a universal concept, applicable to any nation and any community. Wherever you are, there is a need for programs dedicated to youth development, empowerment, and inclusion.

Youthconomics: A Catalyst for Change in the African Economy

The African continent faces a critical challenge: youth unemployment. According to the International Labour Organization (ILO), over 60% of Africa's youth are unemployed, with some countries experiencing rates exceeding 70%. This has devastating consequences for individuals, communities, and the overall economy.

The high rates of youth unemployment in Africa are fueled by several factors, including a lack of access to quality education, limited job opportunities, and inadequate skills training. This situation further exacerbates poverty, inequality, and social unrest, hindering economic growth and development in Africa.

The success of Agenda 2063, the African Union's blueprint for a prosperous and equitable continent, hinges on empowering its youth. Similarly, achieving the United Nations' Sustainable Development Goals, which aim for a sustainable future for all, requires a global focus on youth development. Youthconomics offers a powerful solution to these challenges. By focusing on empowering young people through education, entrepreneurship, and skill development, we can unlock their potential and create a more dynamic and inclusive economy. The Youthconomics approach, through its emphasis on individual responsibility, collective action, and sustainable programs, can help address the root causes of youth unemployment and create a brighter future for Africa.

Youthconomics: The Path to a Brighter Future

By fostering a culture of youth empowerment and encouraging individual responsibility, Youthconomics provides a framework for a brighter future. It empowers young people to become not just beneficiaries of development but active participants in building a more prosperous and equitable world for themselves and generations to come.

Key Elements of Youthconomics:

- **Intentional Youth Development:** Prioritizing investments in education, skills development, and mentorship programs.
- **Empowerment Through Opportunity:** Creating opportunities for entrepreneurship, internships, and apprenticeships.
- **Inclusive Economic Participation:** Ensuring youth are actively involved in the design and implementation of economic programs.
- **Sustainable Solutions:** Developing programs that are long-term, impactful, and responsive to the evolving needs of youth.
- **Individual Responsibility:** Encouraging young people to take ownership of their personal development, create opportunities, and contribute to their communities.
- **Collective Action:** Recognizing that sustainable youth development requires a collaborative effort from governments, organizations, families, and individuals. Finally, the time for action is now. We must move beyond rhetoric and embrace Youthconomics as a practical blueprint for a brighter future. Investing in our youth is not just a moral imperative, it is the key to unlocking a more prosperous and equitable world.

Let us work together governments, organizations, families, and individuals - to empower our young people, unleash their potential, and create a world where every young person has the opportunity to thrive and contribute to a brighter future for all. This is the legacy we must leave for generations to come.



Dr. Faith Nwaobia is a seasoned education economist with a deep passion for addressing youth unemployment and the skills gap in Africa. He is the founder of Youthup Global, Utidia, and the Utidia Apprenticeship Institute (UAI), all of which are dedicated to empowering young people through education, skills development, and entrepreneurship. His work embodies the principles of Youthconomics, a philosophy he developed to guide the creation of a brighter future where young people are active agents of change, leading the way to a more prosperous and equitable Africa.



The AFRICAN BUSINESS PROFESSIONALS AND ENTREPRENEURS CONFERENCE/AWARDS & SPECIAL MAGAZINE UNVEILING

Unleashing the potential of young Business Professionals and Entrepreneurs of African descent as drivers of job creation and economic growth is not only desirable but critical at this material time for the sustainable development of Africa.

The African Business Professionals and Entrepreneurs Conference (formerly Boot Camp) is an initiative of City Scope Africa.

It is packaged to be a unifying entrepreneurship, networking, research and innovation conference in Africa and for Africans.

It aims to bring together about 1000 budding and successful Business Professionals and Entrepreneurs in Africa and from around Africa, who are aspiring business owners, existing entrepreneurs in various sectors and a team of highly successful and accomplished faculty and mentors to trigger significant momentum for youth-led job creation in Africa to reduce unemployment in the continent.

The 2022 edition was tagged “Expanding Business Horizons: Capacity Building and Reliability In The Human Capital.”

The conference provides an array of opportunities to exchange ideas, explore new businesses, discuss emerging technologies, share growth strategies, and obtain insight from global business leaders, community leaders and global experts.

The 2022 edition was tagged “Expanding Business Horizons: Capacity Building and Reliability In The Human Capital.”

The conference provides an array of opportunities to exchange ideas, explore new businesses, discuss emerging technologies, share growth strategies, and obtain insight from global business leaders, community leaders and global experts.

The conference hosts successful business professionals and entrepreneurs, mentors, innovators, potential investors, startups, policy makers, socioeconomic influencers & more.

AfPEC 9 THEME RATIONALE:

TRAVERSING CLIMES:

Leveraging African Business Models and Environmental Sustainability Solutions for Regional Impact

Africa stands at a transformative juncture, uniquely positioned to lead the world in innovative, sustainable business practices. With business models deeply rooted in the continent's rich cultural heritage, environmental diversity, and social systems, African enterprises are blazing trails in tackling global challenges.

The theme for this year's 2025 African Business Professionals and Entrepreneurs Conference/Awards (AfPEC 9) and Special Magazine Unveiling underscores the continent's potential to redefine how businesses operate, blending economic growth with environmental sustainability to create a lasting regional and global impact.

We have four distinguished guest speakers delivered keynote addresses focusing on innovation, sustainability, circular economy, and entrepreneurial leadership. These sessions were complemented by a highly interactive Q&A session that created a vibrant knowledge-sharing environment.

The event reached a pivotal moment with the unveiling of the 2025 City Scope Africa Magazine (AfPEC/Awards 9 Special Edition) by Mr. John Fatanmi, Founder/Visionary of City Scope Africa. The magazine celebrates Africa's transformative thinkers and visionaries.

Prestigious awards were conferred upon notable eco- gladiators and green advocates, recognizing their outstanding contributions to environmental stewardship and entrepreneurial leadership.

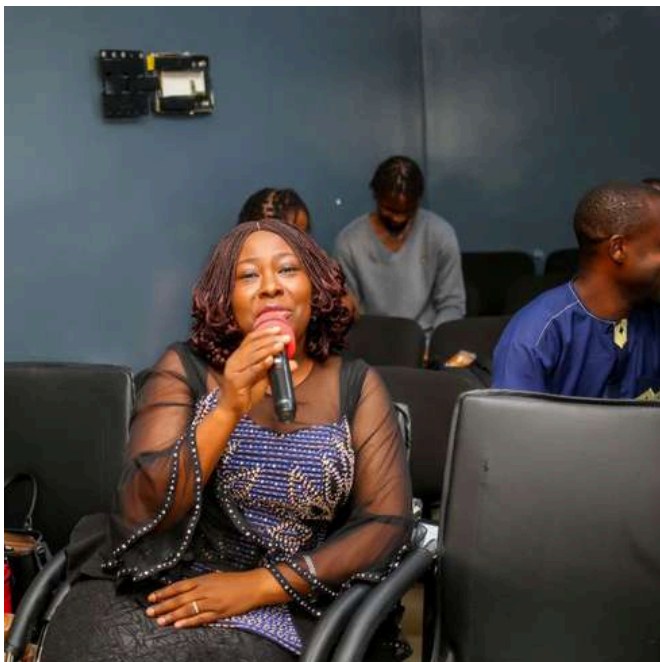
Inspirational goodwill messages were delivered by an esteemed panel of continental leaders and environmental champions:

- Dr. Alex Akhigbe (Founder, ACI)
- Mpendulo Gininidza (Chairperson, ISWA Africa Regional Chapter)

PHOTOREEL









INNOVATIONS AND SOLUTIONS FOR SUSTAINABILITY AND ESG REPORTING



OUR VALUE PROPOSITION

-  Data-Driven Sustainability Reporting
-  Customized Reporting Frameworks
-  Integration of Circular Economy Practices
-  Comprehensive Waste Management Solutions
-  Enhanced Community Engagement
-  Support for Green Entrepreneurship

We help cities, businesses, and governments boost **sustainability, optimize waste collection, reduce environmental impact, and track progress**