



**Plogging Kenya,
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PLOGGING KENYA

ORGANIZATION'S PROFILE

PLOGGING KENYA

Plogging Kenya is a youth initiative established in May 2019. Our main focus is to organize for out-door workouts (walking, jogging and cycling) while collecting waste along the trail for a cleaner and healthy environment. We also carry out other environmental conservation activities and run programs that contribute to the set out Global Sustainable Development Goals (SDGs) to be achieved by year 2030. Our emphasis is on the following SDGs;

- **SDG 3-Good health and wellbeing**-By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.
- **SDG 5- Achieve gender equality and empower all women and girls**- End all forms of discrimination against all women and girls everywhere. This also includes youth, the aged and people living with disability by ensuring that they are all involved in matters of environmental conservation.
- **SDG 6-Clean Water and Sanitation**- By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials
- **SDG 13-Take urgent action to combat climate change and its impacts**-Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.
- **SDG 14-Conserve and sustainably use the oceans, seas and marine resources for sustainable development**- By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution
- **SDG 15-Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss**- By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and dry lands
- **SDG 17-Partnerships for the Goals** (Get support through Finance and Capacity Building)-Strengthen domestic resource mobilization, including through international and national support to implement all the Sustainable Development Goals.

What is “Plogging”?

Plogging is an English version of Plogga a mash – up of jogging and the Swedish term Plocka upp meaning ‘pick up’. In simple terms it is jogging, walking or cycling while picking trash/litter along the trail. For example,

runners are expected to carry trash bags to pick up trash along their route. Plogging can essentially be done anywhere you find litter, whether you live in a city, near a beach, or even in a suburb.

Mission: To make Kenya clean and healthy by eradicating waste both for the current and future generation.

Vision: Make plogging as an event that brings people of all cadre despite race, colour, age, gender, nationality, religion under one viral global event that strives for behaviour change in reference to waste for a happy, healthy community and sustainable environment.

Core Values:

- Transparency
- Accountability
- Leadership
- Trust
- Partnership

Main Objective

To promote environmental conservation by collecting waste and creating awareness using outdoor events like jogging, walking or cycling while picking trashes along the trail through circular economy model and other environmental conservation programs.

Specific Objectives

- 1.1 Organise for a national awareness on plastic waste through outdoor events like jogging, walking or cycling as we pick trashes along the trail.
- 1.2 Focussing on gender mainstreaming and waste management
- 1.3 Partner with learning institution to introduce Plogging Clubs as part of behaviour change campaign tool for a responsible current and future generation.
- 1.4 Introduce Plogging activities to the hospitality industry e.g. Hotels, lodges among others as an outdoor activity for their visitors.
- 1.5 To increase community awareness in partnership with national and county governments to perceive waste as wealth
- 1.6 Capacity building environmental groups and community-based organizations to adopt Plogging concept for clean and responsible citizens.

- 1.7 To introduce Plogging as part of CSR activities to the corporate world.
- 1.8 Introduce Plogging to the athletics world for a responsible waste management during their events like Standard chartered marathon, Lewa Marathon and Matter Heart Run among others.

Location:

Plogging Kenya main offices are located on 680 Building, 5th Floor-Room 520 along Muindi Mbingu Street in Nairobi Kenya.

Historical Background

This movement was started in Sweden in the year 2016 by a Swedish - American named Erik Ahlstrom. While running he realized the huge amount of trash that was left behind by athletes and this compelled him to make a change by organizing a workout with likeminded friends for the benefit of their health and environment.

Plogging In Kenya

In May 2019, one fine morning Zablon Ogolla (Now the Founder Plogging Kenya) was taking an American tourist for a tour in Ngong forest. During the tour the American tourist was busy picking trash as we walked up the the hill, that was strange because have never seen anybody doing such. From that day interest grew and we organised a joint first Plogging Edition that was held on 26th May, 2019 in Ngong Hills Nairobi Kenya through a partnership between Plogging Kenya and children athletes who train every weekend at Ngong Hills.

Others that followed are as below:

- ❖ Naivasha/Longonot Edition-11th Aug 2019
- ❖ Namanga Edition-8th Sept 2019
- ❖ World Clean-Up Day – 21st Sep 2019
- ❖ Nairobi Edition-12th Oct 2019

We Plogging Kenya, have also participated in a number of activities including but not limited to World Clean-Up Day that was held at Karen Shopping Centre in partnership with Karen Langata District Association, and also fully involved in the World Plastics Free Day held in Nairobi's CBD in partnership with Swedish embassy and Swedish Institute Alumni Network in Kenya (SIANK) among others.

Plogging Kenya in Achieving SDG 13&15 (Forest Restoration)

In the spirit of restoration of our forests in line with the SDG 13 (Take urgent action to combat climate change and its impacts) and SDG 15 (Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss) Plogging Kenya and like-minded partners organizes for major tree planting and growing activities.

Deforestation has reduced Kenya's forest cover to 6%, with the country losing approximately 12,000 hectares of forest a year despite the government's attempts to alleviate the problem. We want to actively

advocate for environmental sustainability through tree planting to achieve the forest cover of 10% set out by the Kenyan Government.

The overall goal of the project is to ensure personal and corporate responsibility in the conservation, restoration and tree growing and to contribute to safeguarding long-term environmental sustainability by planting and growing trees.

Organizations Plogging Kenya has interacted and partnered with to date

- SilAfrica – **Our Sponsor**
- Karen-Lang’ata District Association
- Nairobi City County
- Swedish Embassy
- Swedish Institute Alumni Network in Kenya
- UN-Habitat
- UN-Environment
- The Journey ICC
- Town and County Planners Association of Kenya
- KENSJA, Kenya Wildlife Service, Kenya Forest Service, World Wildlife Fund, Kenya Forest Research Institute, Net Fund etc.

Problem Statement and Solutions

Despite the constant support and push to have a good implementation on waste management, worldwide mostly in the developing countries the waste management issue is still alarming. Negative attitude of visitors and natives do not feel responsible of their own waste probably because of the social norm. There is need to look into advocacy, awareness creation, sensitization, education and trainings will be done to provide solutions and ensure best practices towards waste management.

Therefore, Plogging Kenya in partnership with our likeminded partners will adopt the carrot and stick theory of motivation by attaching monetary value to waste, bench marking, campaigns while also pushing for policy and legal implication for proper waste management making. The aim is to make cleaning and waste collection fun and enjoyable by introducing jogging, walking or cycling for a clean and healthy environment.

Partnership Areas and Strategic Plan

- Many cooperate organizations have been holding CSR events like tree planting and visiting children's home but Plogging Kenya brings in a new idea of Jogging, walking or cycling while collecting waste under a slogan; keep fit for a sustainable environment.
- As plogging Kenya, we are advocating for behavior change on proper waste disposal while upholding 'my waste my responsibility' slogan. This can be done within learning institution right from primary to Universities by introducing Plogging Clubs in each likeminded institution. For Example, French School which has shown a lot of interest to work with us.
- We plan to adopt a street for cleaning and also provide branded waste bins within the same street
- Planting and growing of trees with likeminded partners and this will help to increase the 10% forest cover by 2022.
- We plan to organize for a *beach plogging event along the beach*, we also intend to partner with Kenya Wildlife Service to organize an event to clean National reserves and parks.
- There is room to partner with hotels to introduce a Plogging Club as a new activity to be done by guests during their free time.
- We also plan to introduce plogging as a flagship activity during County major events and festivals

Pictures of Previous Events

First Ever Plogging Event held in Ngong Forest Nairobi Kenya



Namanga Plogging Edition – Getting ready to hike (Boarder of Kenya and Tanzania)



Nairobi CBD Plogging Edition (World Plastic Free Day) - Sorting of waste materials



Second Plogging Event at Ngong Hills Nairobi Kenya (99%- Plastic)





Tree Planting at Ngong Hills-Lenana Zone



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