

# Cape Verde WCD Awareness Activity

Olympafrica Center – Santa Cruz  
17 of September 2022

**WORLD  
CLEANUP  
DAY** 2022  
17 SEP







# WHAT IS PLOGGING?

Select the image





# Justification

- 1 World Celebration of the WCD
- 2 NOC Comitement of cumplying with the Sport Climate Action Agreement with UFCCC and IOC
- 3 No environmental protection awareness sports activities in Santa Cruz – Achada Fazenda



# Objectives



1. Have 100 participants on a Sport Activity for Environmental Protection Awareness
2. Have 50 Kilos of picked up trash from Santa Cruz – Achada Fazenda
3. Have 30% female Participation
4. Have 50% participants under 14 years old
5. Have 5 High Profile Guests (athletes or community representatives) in the Activity.
6. 90% conscience of the participants for the need to protect the environment.



# Benefits

1. Environmental Awareness by the population of Santa Cruz- Achada Fazenda
2. Understanding the possibility of recycling materials collected for community civil construction.
3. Differentiated form in the practice of physical activity.
4. Use of the role of the athlete to encourage the promotion of a more environmentally friendly community.



# Product and Requirements

**PRODUCT** – A **PLOGGING** Activity with the participation of the Youth of Achada Fazenda in The Olympafrica Center

## **REQUIREMENTS**

- Event must happen in 17<sup>th</sup> of September (Saturday);
- Minimum of 100 participants;
- The pathway of the event needs to **Start** or to **End** in the Olympafrica Center





# Stakeholders



- Students at the primary school of Achada Fazenda
- Athletes that attend the Olympafrica Center
- Teachers at the Primary School of Achada Fazenda
- Santa Cruz Municipal Chamber
- Cape Verde Olympic Committee and Academy
- Media
- Santiago North Athletics Association
- Olympafrica Center
- Cape Verde Athletes Association

# Premises

- Students at the primary school of Achada Fazenda participate in the event
- Athletes that attend the Olympafrica Center participate in the event
- Teachers at the Primary School of Achada Fazenda support the organization with gathering the students for the participation
- Santa Cruz Municipal Chamber make the logistical arrangements of transportation of materials and dissemination of the event
- Cape Verde Olympic Committee and Academy finances the event and disseminates the event
- Media disseminates and covers the event
- Santiago North Athletics Association conducts the planning of the event
- Olympafrica Center supports the Planning of the event
- Cape Verde Athletes Association participates with athletes as key speakers of Environmental protection



# Delivery team and groups



**Project Manager -  
Leonardo Cunha**

Project coordination and  
control



**Logistics Responsible -  
Ivete Rosa**

Purchase of necessary  
materials;  
Transportation of materials  
and people to the event site;  
Space organization;  
Accommodation and travel  
appointment (if necessary)



**Communication and Protocol  
Responsible - Edmilson Barros**

Makes contact with  
stakeholders;  
Send Invitations;



**Event Organizer – Lúcio  
Nagana**

Responsible for the preparation of  
the path of PLOGGING activity.  
Responsible for ensuring the  
safety of the activity.

## RESTRICTIONS

- No more than 300 people may participate
- Event to be held in the morning at a time of lower heat.
- Water needed in quantity.
- Garbage collected must be used in environmental education program for children and country (community construction and construction of adapted sports equipment).

## RISKS

- New state of calamity or emergency due to covid-19;
- Non-adherence of schools and local population;
- Existence of rain;
- Selected route to be prohibited.

# Risks and Restrictions





# TIMELINE



## 1st phase (D-30 days)

Contact with stakeholders

Sending invitations

Event Announcement

Route recognition

Financial proposal submitted

## Phase 2 (D-17 days)

Sponsorship Collection

Acquisition of materials

Performance of plastron of the event with stakeholders

## Phase 3 (D Day)

Event Realization

## Phase 4 (D+20 days)

Production of the final event report and quality control

# WHAT ARE WE GOING TO DO WITH THE TRASH?

Select the image



LET'S FINISH OUR CENTER!



# WORLD CLEANUP DAY 2022 17 SEP



# THANK YOU

Leonardo Cunha



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