



## ACTING SUSTAINABLY IN CAMEROON

**MORE THAN 3000 PEOPLE REACHED IN 2014**



- WATER
- ENVIRONMENT
- FOOD SECURITY

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## FOREWORD

Dear readers and partners, three years ago, a group of volunteers, experts in International Communication and Public Action, worked together to give birth to the Centre for Communication and Sustainable Development for All (CECOSDA). So doing, we came to realize the importance of our interwoven environmental, social, and economic challenges, especially within the context of a world increasingly geared towards Sustainable Development Goals.

The creation of CECOSDA is a contribution to a movement for change with the ultimate goal of building a world, especially a Cameroon capable of responding to contemporary and future development issues. This report outlines the results achieved by CECOSDA during 2014 and reflects the dynamism of the organization with regards to communication for Sustainable development in Cameroon.

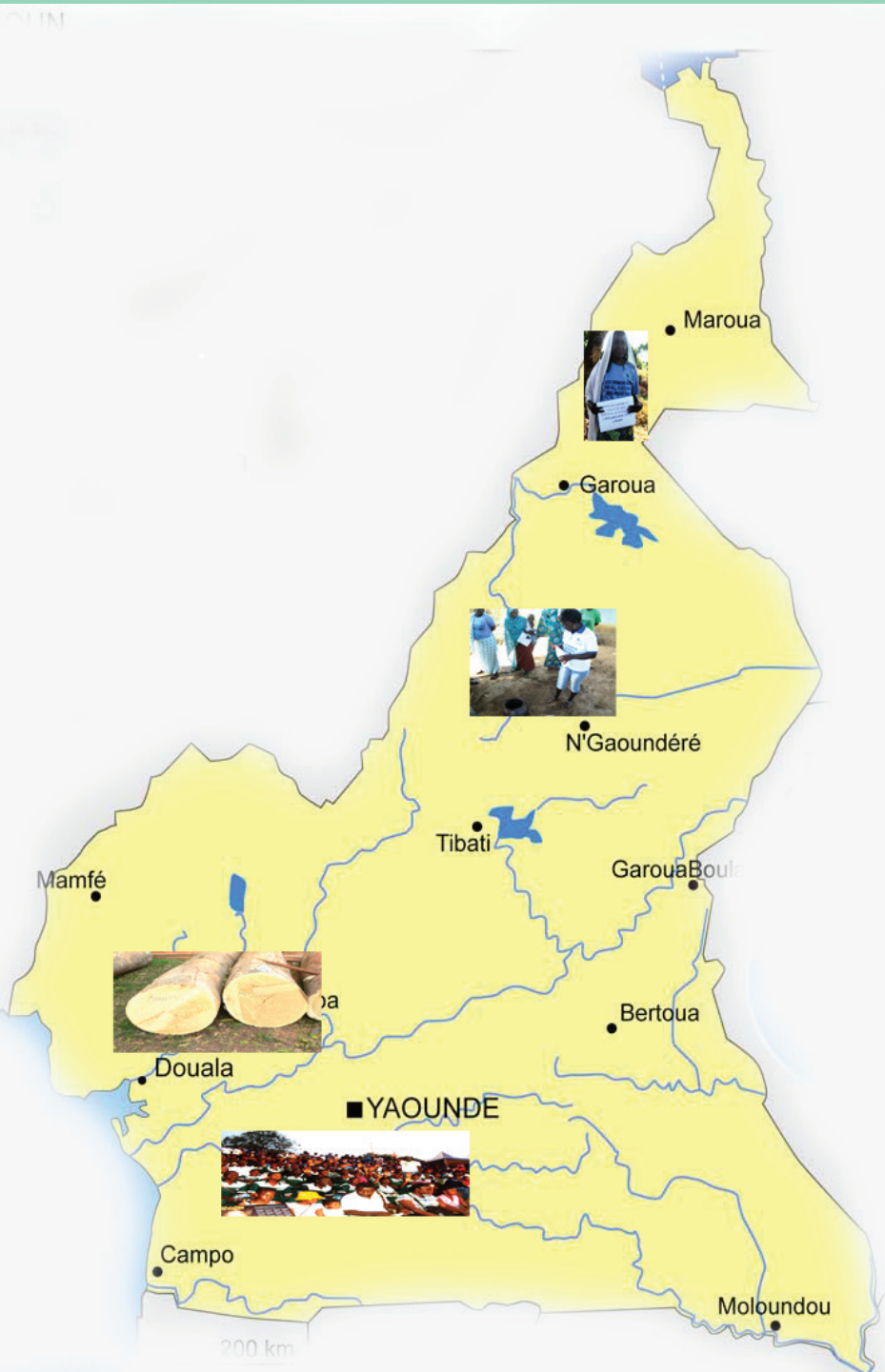
It is our belief that communication for sustainable development and environmental protection can encourage behaviour change in the general public, especially for the preservation of natural and water resources, landscape and food security.

The up-coming year will be an opportunity for us, and hopefully with your support, to complete the structuring process of our organisation and to strengthen our priority thrusts in order to make environmental communication a well-known and commonly-used tool by all groups working for the development of Cameroon.

For the board

*Mabel Tsanga Ebotte*  
*Performance and network manager*

## IMPACT ZONES



CECOSDA operates mainly in Cameroon. Specifically, the Centre, Adamawa and Far-North where CECOSDA is represented. The Adamawa and Far-North regions, located in the northern part of the country, are covered by focal points and groups of volunteer teams. Nevertheless, CECOSDA, for specific activities, may also involve in other Regions of Cameroon (South, West, Littoral and East). Depending on specificities of new projects, the creation of focal points in the various regions will be effective in up-coming years.

## Vision

The vision of CECOSDA is to use communication as a reference tool in the building process of a sustainable Cameroon, ready to respond to contemporary and future development issues.

## Objectives

- Making sustainable development more accessible and understandable, through publications, knowledge sharing and communicative skills;
- Improving action for sustainable development's governance through increased access to information and knowledge sharing;
- Ensuring a pertinent exploitation of findings in order to develop and evaluate relevant approaches of a sustainable future;
- Focus on education for sustainable development.

## Priority Thrusts

Water Resources;

Food security;

Environment;

## Management principle of CECOSDA

Transparency in operations is a key to efficient management for any organization. In that vein, CECOSDA is governed by two management structures: A Board and an operational team.

*communicate for a sustainable future!*

YES!

TO A SUSTAINABLE CAMEROON

«Sustainable development meets our own need

without compromising

the ability of

future

generation

to meet their needs»



The Center for communication and Sustainable Development for all





**WATER:  
QUALITY FIRST**



## Ngaoundere: training women on drinking water treatment-methods

**W**ater quality is a major public health concern in Cameroon, especially in the northern regions of the country. Though it is considered as the “water supply tower of Cameroon”, the populations of the Adamawa region still face difficulty having access to quality drinking water. In 2014, two training sessions and educational talks on the treatment of water collected from rivers and wells were organized by CECOSDA. The women of Bamyanga and

Hamadjangui in the Ngaoundere outskirts were the host of these activities. This was an opportunity for the focal point of CECOSDA to train these women on water treatment process using sedimentation methods with Moringa powder, filtration (using a very fine cotton fabric) and chlorination. The evaluation session was an opportunity to emphasize on the need to combine the three methods to efficiently treat water before drinking.



**Drinking Water for All: 50 women trained and engaged in water treatment for their households**





## The risks in non potable water : MAROUA primary school pupils sensitized by CECOSDA

In general, children are the first victims of waterborne diseases. To remedy this situation, CECOSDA targeted pupils within the framework of the “Sustainable Future” project. Thus, an awareness campaign was carried out in some primary schools in Maroua. CECOSDA held educative talks and reached about 2000 pupils. The overall aim was to raise awareness of children on the importance of drinking potable water and the respect of basic hygiene. During exchanges, emphasis was laid on drinking water control, washing of hands, and cleaning of raw vegetables. The team of CECOSDA therefore went on with practical exercises and gave encouragement prizes to the best hand washed, the cleanest fruits and vegetable , the best idea on good conservation



of domestic water and the best awareness raising message on waterborne diseases. As they were satisfied with this initiative, school Headmasters requested CECOSDA to popularize such experiences throughout the Region, to encourage the pupils of the Far-North Region, to become ec-citizens, actively involved in the construction of a sustainable Cameroon.

**Against water borne diseases: potable water is the key!**

NO TO  
POLLUTION



## Migration to digital and environmental threats of E-waste in Cameroon: CECOSDA chooses prevention



**30 Electronic devices technicians in yaounde were sensitized by cecosda on the risks of persistent organic pollutants contained in electronic equipments**



With the goal of reducing the probability of the creation, at the national level, of large landfills full of out-dated and polluting electronic devices, CECOSDA has implemented a social communication strategy. This strategy on awareness activities with the media and electronic devices repairers on the question. The messages communicated during these activities aimed at:

- Encouraging users to change their consumption behaviours by repairing their devices rather than changing them;
- Encourage users, during the shift away from analogic, to purchase decoders rather than throwing away their cathode-tube TVs;
- Encouraging repair services to increase their awareness of their role in the elimination process of POPs found in electronic devices.

These solutions, which seem pertinent, are part of the Cameroonian reality. In reality, as much as it would be appropriate to encourage users to take their old electronic devices to recycling centres rather than to a landfill. The lack of these types of structures in Cameroon makes this almost impossible.

## Celebration of the ozone layer day : CECOSDA on the frontline

Under the theme “Preservation of the ozonelayer: the mission continues,” CECOSDA marked its commitment to sustainable development by celebrating, on Tuesday, September 16, with the Ministry of Environment Nature Protection and Sustainable Development (MINEPDED), the 2014 edition of the International Ozone Layer Preservation Day. Supervised by the Coordinator of CECOSDA, the team had a strongly appreciated participation. The team of volunteers distributed to the participants various basic educative materials on ozone layer. CECOSDA received congratulations and words of encouragement from the Representative of the Minister of Environment Nature Protection and Sustainable Development. For all stakeholders, “The Mission continues ...”



## Environmental treaths of Persistant Organicpollutants(POPs): young farmers of Lobo village sensitized by CECOSDA

In 2014, CECOSDA carried out educational talks to train and sensitize the young farmers of Lobo on the proper use of pesticides. These activities which took place in Lobo, focused on pesticides in general and the risks of Persistent Organic Pollutants (POPs) in particular. The village of Nkolmelen hosted the educative talks with farmers of the subdivision. Exchanges then focused respectively on the knowledge of POPs, the identification of agricultural products containing them, the presentation of hazards related to their exposure, the measures of conservation of pesticide in domestic environment and the alternatives to chemical pesticides. After the talks, the CECOSDA team assessed the sessions, then, a demonstration of how to properly handle phytosanitary products was conducted. This activity was followed by the distribution of fliers on POPs and on local bio pesticides and the presentation of some samples of such pesticides.



**The 25 farmers trained understood that “The pesticides may be helpful to farming in terms of productivity; the fact is that, these products when misused can be highly toxic and dangerous for the environment”**

## Exploitation of non-timber forest products: CECOSDA and COPAL support the implementation of norms and certification



*Ricinodendron Heudelotii*, commonly known as the “ndjansang”: non-timber forest product

In Cameroon, non-timber forest products are being exploited without proper controls. For a sustainable development and increase in the revenue of communities surrounding forests, CECOSDA encourages stakeholders to draft, popularize and apply norms for the exploitation and commercialisation of non-timber products.

A man with a grey beard, wearing a red jacket and dark pants, is kneeling in a rural, outdoor setting. He is holding a young plant with a thick, brown stem and several long, green, lanceolate leaves. The background is filled with dry, brown branches and some green foliage. A semi-transparent green box is overlaid on the upper right portion of the image, containing the text "YES TO FOOD SECURITY" in white, serif, all-caps font.

YES TO  
FOOD SECURITY

## Food security versus quality: sensitization of roadside food vendors in Yaoundé

Besides the issue of food availability, quality remains critical in roadside food. Indeed, the business practice realities are slightly emphasising on hygiene. If food cooking conditions remains a mystery, drinking spots neighbourhoods, made with temporary materials, preferred frames of roadside food consumption, offer slight security guarantee. On one hand, an aerobic and disparate aspect of business frames exposes its stakeholders to various health risks. On the other hand, the relative availability of drinking water, lead to question whether dishes are washed



or how drinkable is the water consumed by customers. To provide an outline solution to this public health major concern, CECOSDA

took the initiative to educate some roadside food vendors on some food security aspects of their business. If at first appeared among vendors, an underestimation of the risks to food security of their business; extensive exchanges were then donated

to vendors. It is proud of their new knowledge and knowhow that vendors promised to guarantee quality roadside food, at least at their level.

**30 Vendors engaged in promoting food availability and quality**



## World food day celebrations: CECOSDA and the population of Nkol-Evodo in synergy

**W**ithin the framework of the celebration of the World Food Day, CECOSDA paid a visit to farmers of Nkol-Evodo (Centre). This visit hosted by the Lékié Peasants Cooperative (COPAL) was based on knowledge sharing with community-based organizations (CBOs) on food

security and organic farming in the practice of family farming. Thus CECOSDA visited the farms of COPAL, while having a talk with members of the community based organisation. Discussions focused on a set of processes related to the multiplication of banana seedlings for more productivity.



**On the occasion of the celebrations of World food day, the two-day visit in NKOL-EVODO aimed at sharing experience with farmers on sustainable agriculture.**



## Promotion of sustainable agriculture

The team of CECOSDA held an educative talk on food safety issues and on sustainable agricultural practices that respects the environment. The implementation of the messages of the training session was supported by practical exercises. As such, an operation to gather a Non-timber Forest Product was organized, aiming to highlight the possibilities for diversification and enrichment of local food practices with

local biological products. Also, the *Ricinodendron Heudelottii*, commonly known as the “ndjansang”, was chosen as the product for study, given its well-known flavour and therapeutic values. These activities encouraged the farmers of Nkol-Evodo to develop interest in sustainable farming practices, in order to contribute to the protection of the environment and the conservation of the forest and its biodiversity.

VOLUNTEERING  
PARTNERSHIP  
SOCIAL NETWORK  
COMMUNICATION  
DEVELOPMENT



## CECOSDA in South Africa: networking for capacity building

As a C4D civil society organization, CECOSDA represented by its volunteer, Nfor Kingsley, conducted a 5-day visit to South Africa as part of the international conference on “Investigative Journalism, the ‘China/Africa Investment Report on Digital Health and Safety’”. In addition to allowing CECOSDA to strengthen

its capacity in terms of communication on sustainable development, the meeting was beneficial in terms of increasing partnership opportunities with organizations and key stakeholders in the area of C4D. CECOSDA also seized the opportunity to present true Cameroonian realities, how C4D could be used as a means to favour

communities and authorities synergy for sustainable development. In terms of gifts, CECOSDA T-shirts were distributed to participants, who in turn pledged to explore partnership opportunities with CECOSDA, and to be ambassadors in their countries.



## CIFOR and IUCN support CECOSDA with documentation

In order to strengthen its efficiency in the promotion of sustainable development, CECOSDA networked with CIFOR and IUCN for documentation to be used to strengthen the capacity of the resource centre of CECOSDA for students and volunteers. These organizations donated to CECOSDA many relevant scientific documents that will increase knowledge sharing in the domain of environmental protection in Cameroon. In his thank you message, CECOSDA highlighted areas of common interest to both organizations, namely the implementation of sustainable development policies by governments, the adoption of ecofavourable behaviors by the public and the elimination of POPs.



The Documentation specialist of IUCN and the representative of CECOSDA



CIFOR and the team of CECOSDA

## Updating the implementation of the stockholm protocol: CECOSDA advocated for communication

**D**uring the follow-up and updating workshop on Stockholm Protocol implementation, organized by the National Ozone Bureau and the Ministry of Environment, Nature Protection and Sustainable Development (MINEPDED), CECOSDA as civil society organization actively engaged in communication for sustainable Development, took the opportunity to advocate for communication activities increase. With other partners in the field of communication, CECOSDA team was to contribute to the setting-up of communication strategies able to operationalize POP's elimination in Cam-

eroon. Recommendations were then made to MINEPDED's international consultant in communication, amongst them:

- The involvement of interpersonal communication for efficient awareness of relevant actors of the domain (refrigerator repairs' visits, training and awareness of customs agents);
- The use of mass communication for a more relevant impact on the general population;
- The organisation of advocacy sessions with business leaders and Cameroonian authorities for a strict application of POP's international conventions.



## Outreach and mass communication: more than 2,000 people sensitized

In 2014, two very popular events took place: PROMOTE and YAFE. CECOSDA seized the opportunity of these events to mobilize “ECOFAVORABLES” volunteers to sensitize visitors on the protection of environment. Flyers on five simple actions for sustainable development were distributed. Thus, more than 2,000 people were directly sensitized through these outreach activities with promises that messages received will be implemented.



## Social networks: an efficient outreach and mass communication tool

In order to increase the impact of its activities on sustainable development, CECOSDA embarked on social networks. Through its blogs, website, and google pages, CECOSDA believes that communication channels should be diversified for more impact. Via Twitter, and facebook CECOSDA directly interacts with other relevant actors of sustainable development.

**Social networking : a large effective communication strategy !**

Cameroun Pollutant Watch

FRIDAY, 28 NOVEMBER 2014

Les polluants organiques persistants



Ministère de l'Environnement, de la Protection de la Nature, et du développement durable (Cameroun)



Communicate for a Sustainable Development

QU'APPELLE-T-ON POPS ?

Les polluants organiques persistants (POPs) sont des substances chimiques organiques à base de carbone. De par leur combinaison particulière en propriétés physiques et chimiques, ils sont capables, une fois libérés dans l'environnement, de:

- Rester intacts pour des périodes exceptionnellement longues (de nombreuses années);
- Se déplacer facilement dans l'environnement suite à des

ABOUT ME

 CECOSDA Cameroun

 Following 3

The Center for Communication and Sustainable Development for All (CECOSDA) is an apolitical non-governmental organization. It is a communication for development (C4D), public policy, sustainable development and document resource center. The work of CECOSDA is focused on three specific areas, notably: supporting institutions, governments and other development partners involved in sustainable development, leading short and long term communication and outreach operations, including communication campaigns. CECOSDA also seeks to carry out, encourage, support and lead research, as well as to promote the use of scientific, technical and other types of communication knowledge to achieve economic and social progress in Cameroon and Africa in general.

Franglais

Le Centre pour la Communication et le développement durable pour tous (CECOSDA) a été créé par un groupe d'experts spécialisés dans la communication pour le développement. C'est une organisation apolitique et non-gouvernementale qui souhaite apporter sa pierre à l'édifice de construction d'un monde durable. C'est un centre de communication pour le développement (C4D), un centre de promotion de l'action publique en faveur du développement durable, et un centre de ressource documentaire. Compilé lenu de l'étendu du champ du développement durable, le CECOSDA se focalise sur trois thématiques essentielles : l'eau,

Cameroun Electronic Waste Challenge

CAMEROON ELECTRONIC WASTE CHALLENGE

Communicate for a Sustainable Cameroon

WHAT IS ELECTRONIC WASTE?

Electronic Waste (E-waste) is any refuse created by discarded electronic devices and components as well as subunits involved in their manufacture or use. The disposal of electronics is a growing problem because electronic equipment frequently contains hazardous substances. In a personal computer, for example, there may be lead in the cathode ray tube (CRT) and soldering compound, mercury in switches and housing, and cobalt in steel components, among other equally toxic substances. E-waste is a term used to cover almost all types of electrical and electronic equipment (EEE) that has or could enter the waste stream. Although e-waste is a general term, it can be considered to cover TVs, computers, mobile phones, white goods (e.g. fridges, washing machines, dryers etc.), home entertainment and stereo systems, toys, toasters, kettles - almost any household or business item with circuitry or electrical components with power or battery supply.



Electronic Waste recycling in Maroua, Yaounde - Cameroon

Why is e-waste growing?

E-waste is growing exponentially simply because the markets in which these products are produced are also growing rapidly as many parts of the world cross over to the other side of the Digital Divide. Cameroon just like India and other African developing countries is being used by Europe and the United States as a dumping ground for Electronic waste. About 29.38 Metric kilo tonnes of E-waste was deposited in Cameroon in 2012 in the form of personal electronic devices ranging from computers, mobile phones, refrigerators, TV sets and others (CCTV, Fax Machines).



Cameroon Agreement of UN and Europe into Cameroon with 20 waste

An estimated 50 million tons of E-waste are produced each year. The USA discards 20 million computers each year and 100 million phones are disposed of in Europe each year. The Environmental Protection Agency estimates that only 15-20% of e-waste is recycled, the rest of these electronic go directly into landfills and exported to India, and other African Countries Cameroon. According to a report by UNEP titled, Recycling - from E-Waste to Resources: the amount of e-waste being produced - including mobile phones and computers - could rise by as much as 100 percent over the next decade in some countries, such as India and the African. The United States is the world leader in producing electronic waste, losing away about 3 million tons each year. China already produces about 2.3 million tons (200 estimate) domestically, second only to the United States.

CAMEROON

Overview of e-waste related information

IMPACTS OF E-ELECTRONIC WASTE Disposal: Toxic substances Released to Biop...





## Involving volunteers: a great impetus to the activities of CECOSDA

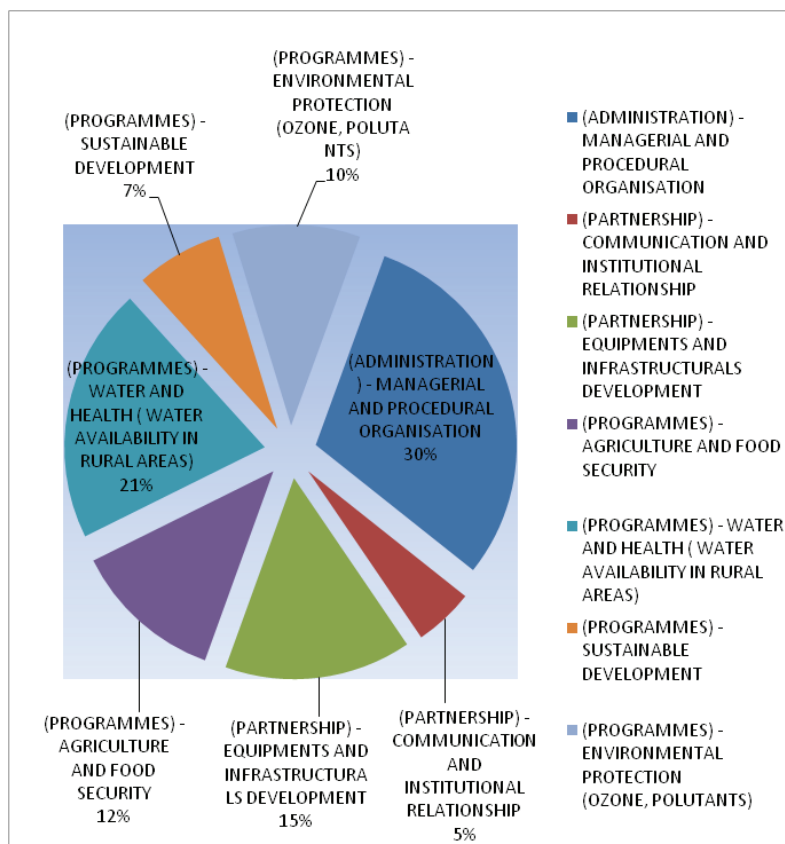
In the field of sustainable development, the role of volunteers has gained international public recognition. Volunteerism appears henceforth as a dynamic and creative resource that can be put at the service of the environment. It is from the above backdrop that CECOSDA, has chosen to set up a Volunteer Program. CECOSDA's volunteers comprise stars, youths and women of good will, sharing and adhering to the organization's values and dedicating their free time to the protection of the environment. Conse-

quently, daily or occasionally, this dynamic group of volunteers, share knowledge and know-how, for a noble cause; that is ensuring environmental sustainability, food security and full and free access to water resources. Being a volunteer at CECOSDA requires a lot, but also provides many advantages. Besides the satisfaction for having contributed to the progress of Cameroon into a place where life is good, the volunteers of CECOSDA receive training related in the domain of C4D, for professional experience.

## THE OPERATIONAL STAFF

The Human resources of CECOSDA is made of the board of directors and the operational team. The board of directors is presided over by a Counselor, and the operational team is headed by the Coordinator. Presently the operational team is made up of ten staff members. For the complete list of the staff of CECOSDA, please visit our website: [www.cecocda.org](http://www.cecocda.org).

## FINANCIAL RESOURCES



The resource allocation diagram here presents the details of posts justifying the use of resources in the 2014 exercise. For this exercise, CECOSDA put priority in administrative structuring, partnership (infrastructure, Exchange Relationships) and programmes (Water, environment and food security). The total amount of contributions collected amounted to 21 000 000 CFA francs, with regularly audited financial structure.