



# Promoting Sustainable lifestyles.



Water



Environment



Food security.



Communicate for a sustainable future.

# Annual Report 2015







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## OUR BLOGS ONLINE

<http://electronicwastechallengecameroon.blogspot.com/>  
<http://cecosda-cm.blogspot.com/>  
<http://image-message-development-cecosda.blogspot.com/>  
<http://wadiccameroun.blogspot.com/>  
<http://camerounpollutantwatch.blogspot.com/>



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### **Dear partners and Eco-favorable citizens,**

Our organization is getting stronger. The strength of CECOSDA is visible through our continually increasing environmental communication activities and the ever growing number of Eco-favorable citizens that we have been able to build. The strength of CECOSDA can also be seen in the quality and dedication of our staff as well as in the solidity of our financial and administrative standing, thanks to our philosophy of transparency and traceability. Our focus in 2015 was promoting Eco-favorable lifestyle, especially in the areas of Water resources, protection of the Environment, and Food security. Projects like Image-Message-for Sustainable development in Cameroon (IMD) were a great success as it enabled CECOSDA to reach out to more than 20 000 youths through social networks and educative talks. Another major achievement by CECOSDA was the setting up of Green Alert Network (GAN) a network of community radios and journalists who will be working to make sure that local population receive relevant environmental education and that key stakeholders receive strategic environmental information from the villages in order to plan better for environmental response. Our participation in the Regional Forum on Nature Conservation in Bamako was a great success, and we are now looking forward to the World Forum on Nature Conservation to be held in Hawaii in 2016. As the world embarks on the Sustainable Development Goals (SGDs) I would like, to express our gratitude to all our partners and advisors for their constant support. We wish you an Eco-favorable year 2016.

Sustainably yours!





**Center for Communication  
and Sustainable Development**  
*Communiquer pour un développement durable*



Information



ENVIRONMENT

FOOD SECURITY

WATER



The Centre for Communication and Sustainable Development for All (CECOSDA) is an apolitical and non-governmental organization established in 2011 by a multidisciplinary group of volunteers in order to contribute to the construction of sustainable and eco-favorable world.

### Our strategies

- Environmental -Communication;
- Communication For behavior change (BCC);
- Information, Education, communication (IEC);
- Training, Capacity building;
- Networking, Research and publications;
- Partnership, Advocacy;
- Monitoring and evaluation.

### CECOSDA is grateful to :

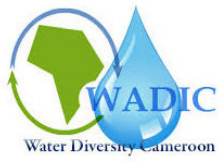
- The Ministry of Environment, Nature Protection and Sustainable Development (MINEPDED);
- Ministry of Water Resources and Energy (MINEE)
- The International Union for Conservation of Nature (IUCN);
- The Global Water Partnership (GWP);
- The International POPs Elimination Network (IPEN)
- Pesticides actions network (PAN);
- Forest Stewardship Council ( FSC);
- Agriculture Organization of the United Nations ( FAO).

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## Promoting integrated water resources management.



CECOSDA 2015



Water Diversity Cameroon (WADIC) is a project launched in 2014 by the Center for Communication and Sustainable Development for All (CECOSDA). This project promotes an integrated approach for a better Water resources management in Cameroon. It is our belief that better Water governance in Cameroon will tremendously contribute to the sustainable development of the Country. The WADIC project sees water as a broad issue with regards to the way people use and maintain water resources.

The project focuses on three main dimensions of water resources: Water in the nature, Water for our usage, and Water that we reject (used water). The main objective of this project is to promote best practices, research results, experience and knowledge sharing among water resources professionals.



WADIC project in 2015

20 field studies, 25 topics covered.

The main thrusts of the WADIC project : WADIC-Water Diversity Cameroon

1

**Water in the nature:** That is, water streams, rivers, lakes, seas etc ...



2

**Water for our daily usage:** That is, water for households (drinking, laundry, dishes), water for agriculture, for companies etc...



3

**The water that we reject (used water):** That is, waste water (water from households, factories, farms etc ...)



**CECOSDA REACHES OUT TO FARMERS TO REDUCE EXPOSURE**

**Fighting pesticides and other Persistent organic pollutants (PoPs) .**

With in the framework of CECOSDA's campaign called "O EXPOSURE TO HAZARDOUS PESTICIPES", and to support the action of PAN and IPEN, CECOSDA sensitized and trained the farmers and local population of Ekoumtick village of Lekie Division in the Centre Region of Cameroon. Field studies carried by the Center for Communication and Sustainable Development for All (CECOSDA) has proven that; the farmers of this region make use of a very wide range of agricultural chemicals including pesticides and insecticides, but they have very limited or no idea on the different types and effects of these pesticides. Most of them have very clear signs and symptoms of the effects of these Highly Hazardous Chemicals such as chronic respiratory tract infections, red and swollen eyes (like we can see in the picture), dry and itching skin, and other chronic health problems. The aim of the educative talks was also to raise awareness about the difference between Highly Hazardous Pesticides (HHP) and other Eco Favourable pesticides, and the proper method of using pesticides which also employs the proper use of self-protective equipment like boots, thick clothing, gloves, eye shades, head protective and occupational hygiene before using pesticides.



**Fighting against POPS.**

2 training workshops, 2 practical sessions in the farms, 5 educational talks, 100 farmers trained



**Fighting the destruction of the Environment in mining villages.**

Some communities living in the mining sites of the Adamawa region of Cameroon have gained from a sensitization carried out within the framework of the environmental rehabilitation project sponsored by The Department of Foreign Affairs and Trade (DFAT) of the Australian Government. The Centre for Communication and Sustainable Development for All (CECOSDA Cameroon) in partnership with Mr TONANG ZEBAZE ARNAUD from the Regional delegation of the Ministry of Mine, Industry and Technological Development of Adamawa, contributed to educative talks, donation of materials to curb ecological disruptions, and capacity building activities on how to fill the holes in the mining sites.

The field visit was from 11 to 15 March 2015 in the mining sites in the villages of Fell (Subdivision of Meiganga), Legal Goro (Subdivision of Galim-Tignere) and Maloum (Subdivision of Banyo).

Sensitization activities were carried out by a team of experts made of officials of the Adamawa Regional delegation of the Ministry of Mines, Industry and Technological Developments of Cameroon, the local team of CAPAM, the focal point of CECOSDA, which is a specialist in Education and Communication.



The team of cecosda mobilizes for the project sponsored by the department of foreign affairs and trade of the Australian government.



The project, whose main objective was to “Rehabilitate the Environment and Promote Education in the Mining villages for a Sustainable Development”, targeted close to 950 traditional miners for behavior change towards youth education and ecological sustainability.





**Promoting renewable energy**

In rural areas and even cities, access to electricity remains a serious challenge for Cameroon in particular and Africa in general. Indeed for poor population electricity is often expensive. As part of the project to promote solar energy among students, CECOSDA conducted awareness raising campaigns to encourage families to use solar lamps which are less expensive and more reliable. During the year 2015, 100 solar lamps were distributed and the evaluation of the usage shows that users were satisfied as children had improved their performance in school.

**Through the project «access to lighting for students», CECOSDA aims at popularizing the use of good quality solar lamps with 24 hours of battery.**

**CECOSDA SUPPORTS RURAL WOMEN'S COLLECTIVE INITIATIVES (GIC)**

**Increasing food security and sustainable agriculture.**

In Cameroon, rural women produce 80 percent of the food for their families. In order to increase food security and sustainable agriculture, the team CECOSDA worked with associations of rural women and collective initiative groups run by women in order to strengthen their capacity. It was all about sharing with rural women on the theme of food security and the main objectives were to:

- make the concept of organic farming more accessible and understandable by rural women;
- To facilitate the understanding of food security issues through more effective communication strategies geared towards rural women;
- Improve access to information and knowledge exchange to ensure that rural women take relevant actions for food security and sustainable agriculture.



**Support provided to rural women in 2015**

60 farmers trained, two educational talks organized on the theme of sustainable agriculture.

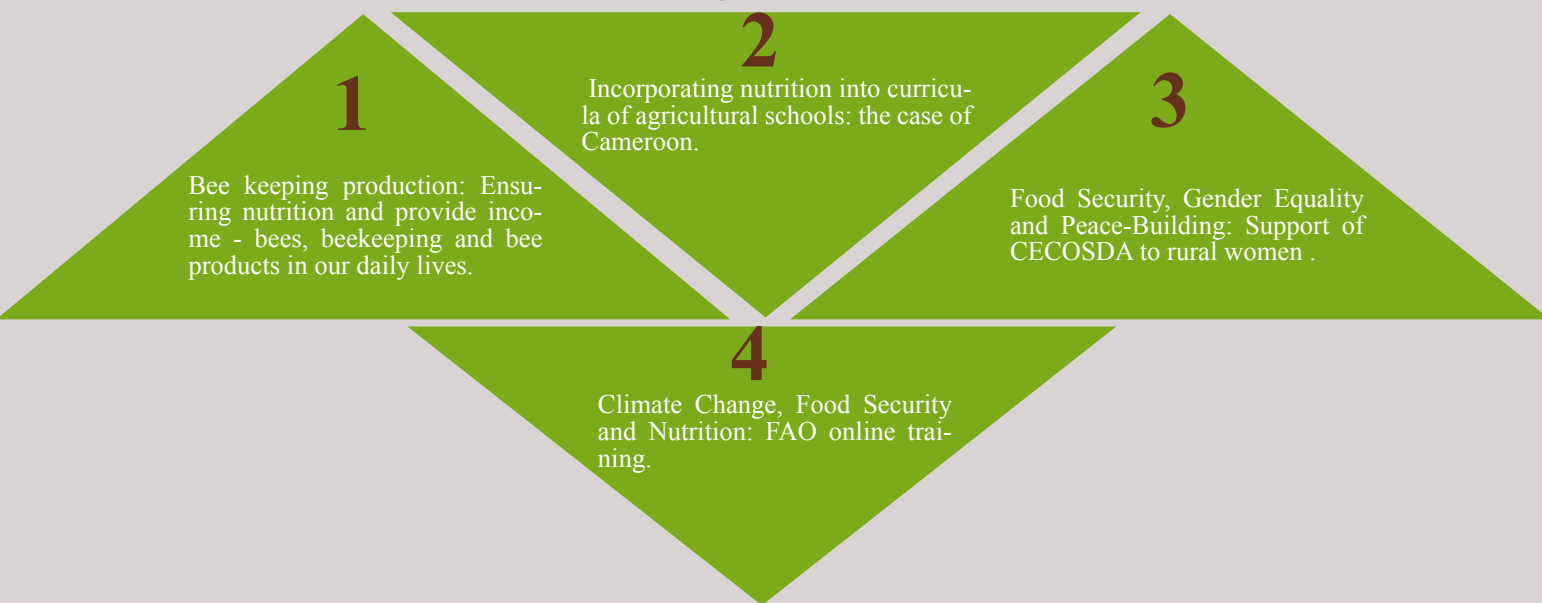


**Sustainable agriculture :  
CECOSDA supports knowledge sharing in international  
debates.**

During the year 2015, the team of CECOSDA participated in online learning events and webinars on climate change, food security and nutrition jointly organized by The Global Forum for Food Security and Nutrition (FNS Forum) and the Mitigation of Climate Change in Agriculture (MICCA) Programme. Since Food security, nutrition and climate change are interconnected, the objectives of the team of CECOSDA was to understand exactly how and why climate change is making it harder to feed the world’s growing population and take a look at action already underway preparing farmers globally to face the impacts of climate change..



**Overview of the contribution of CECOSDA to FAO forum on Sustainable agriculture.**



**GREEN ALERT NETWORK (GAN)**

**A network of for ecological alert and monitoring by and for community medias.**

The Green Alert Network (GAN) is an initiative of the Center for Communication and Sustainable Development for All (CECOSDA) involving 42 Community radios and journalists from the 10 regions of Cameroon. GAN is a dynamic network for reaching rural populations and for informing stakeholders on the ecological situation of remote villages, especially in the field of the environment, water resources, and food security. The objective of Green Alert Network (GAN) is to set up a dynamic platform of community radios and journalists who will be working to make sure that local population receive relevant environmental education and that key

stakeholders receive strategic environmental information from the villages in order to plan better for environmental response.



**Green Alert Network (GAN) :**  
**52 journalists and community radios networking for ecological information and integrated management of the environment.**



## BUILDING ECO-FAVORABLE YOUTHS AND ARTISTS

As part of its activities, CECOSDA, with the help of its team of volunteers launched the “BIO STARS PROJECT - CAMEROON: Cameroonian Stars and sustainable development for impact by 2020”. This project aims at encouraging Cameroonian stars and artists to engage in the promotion of sustainable development. CECOSDA wished to build up models who can inspire their fans and make them to develop positive attitudes towards sustainable development.

The overall objective of this project is to make 80% of the project targets increase their knowledge on sustainable development, adhere to the messages and adopt positive behavior with regards to sustainable development in Cameroon.



## EDUCATION AND AWARENESS RAISING PROJECT FOR YOUTHS AND CHILDREN ON SUSTAINABLE DEVELOPMENT

The «SUSTAINABLE FUTURE -Cameroon» project aims at involving Cameroonian youths and children in Cameroon sustainable development efforts. Educating on sustainable development issues is a communicative process that aims to provide elements of thoughts and decision-making for children and young people on various aspects of sustainable development: water and environment, health and food security. The overall objective of this project is to change attitudes and encourage people to adopt behaviors in favor of sustainable development.



## IMD Project- Image-Message for Sustainable Development in Cameroon

### Anthropology of image at the service of environmental communication

In order to increase the impact of its communication activities on sustainable development in Cameroon, the Center for Communication and Sustainable Development for All (CECOSDA) launched the project called “IMD : Image-Message for Sustainable Development in Cameroon!».

IMD project consists of weekly field activities including snap shots of environmental scandals. The photos collected during field visits aimed at raising critical issues with regards to sustainable development in Cameroon, especially water resources, the environment and food security. These photographs bear awareness messages. Communication channels currently used for the IMD project are social networks. Communication channels currently used for project are mainly social networks (facebook, twitter, YouTube, blog and messaging). The aim of the IMD project is to show the realities and raise awareness of the targets on critical environmental issues and convince them to adopt eco-friendly behaviors.



**OVER 20,000 YOUTHS SENSITIZED WITHING THE FRAMEWORK OF THE IMD PROJECT - Image - Message for Sustainable Development**





# MOST COMMENTED IMAGES OF THE IMD PROJECT ON OUR SOCIAL NETWORKS IN 2015

If each of us stop consuming prohibited species , poaching will be eradicated.

**Fighting against poaching.**

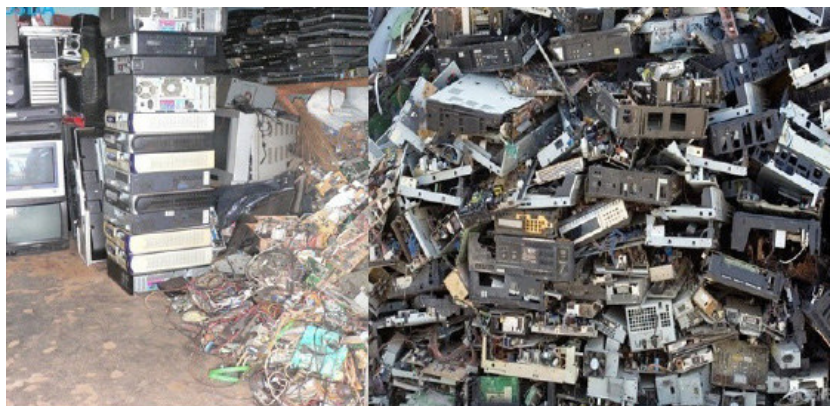


Water is life, but non potable water is death!



**Awareness raising activities on water treatment.**

**Environnemental Protection: Electronic waste management.**



**To contribute to IMD project, join the group of the eco-favorables on: <https://www.facebook.com/CECOSDA/>**

## IUCN Cameroon National Committee

The IUCN National Committee and Secretariat meeting held on 4th September 2015 at the conference hall of IUCN premises was attended by about 12 members representing 10 organizations: the Centre for Communication and Sustainable Development for All (CECOSDA), Young Volunteer for the Environment Cameroon (JVE-C), Forêts et Développement Rurale (FODER), Centre Africain de Recherches Forestières Appliquées et de Développement (CARFAD), Cameroon Environmental Watch (CEW), the International Union for Conservation of Nature (IUCN) Secretariat, CAFER, CIPRED, OPED, and CHAIR. The meeting was a fruitful one and the environmental partners make the promised to increase their collaboration in order to contribute to a sustainable Cameroon. The Committee's objective is to facilitate cooperation between IUCN Members in Cameroon, develop strategies to increase the membership, capitalize on the expertise and experience of its Members to encourage capacity building of Members and establish joint projects and initiatives in order to achieve the strategic objectives of IUCN.





**IUCN regional Nature Conservation Forum-Bamako 2015**

The Centre for Communication and Sustainable Development for All (CECOSDA) was honored with an invitation to attend the Regional Nature Conservation Forum - PACO 2015, held from November 2 to 5, 2015 in Bamako, Mali. This important meeting gave the opportunity to International Union for the Conservation of Nature (IUCN) partners and members for Central and West Africa, to rule on the guidelines of 2017-2020 IUCN programme and to prepare the upcoming major meetings on climate and on the environment.

Represented by Mabel Tsanga (Performance and network manager) and assistants recruited in Bamako, CECOSDA marked the event with its stand with special attractions. In addition to gadgets representing the nature and the biodiversity, hostesses wore CECOSDA's communication tools and messages on youth engagement for the protection of the environment. These singularities were highly appreciated by visitors and by other delegations. Members of IUCN PACO are now looking forward to the world forum in Hawaii.





Environmental communication was a major component of the forum in Mali.



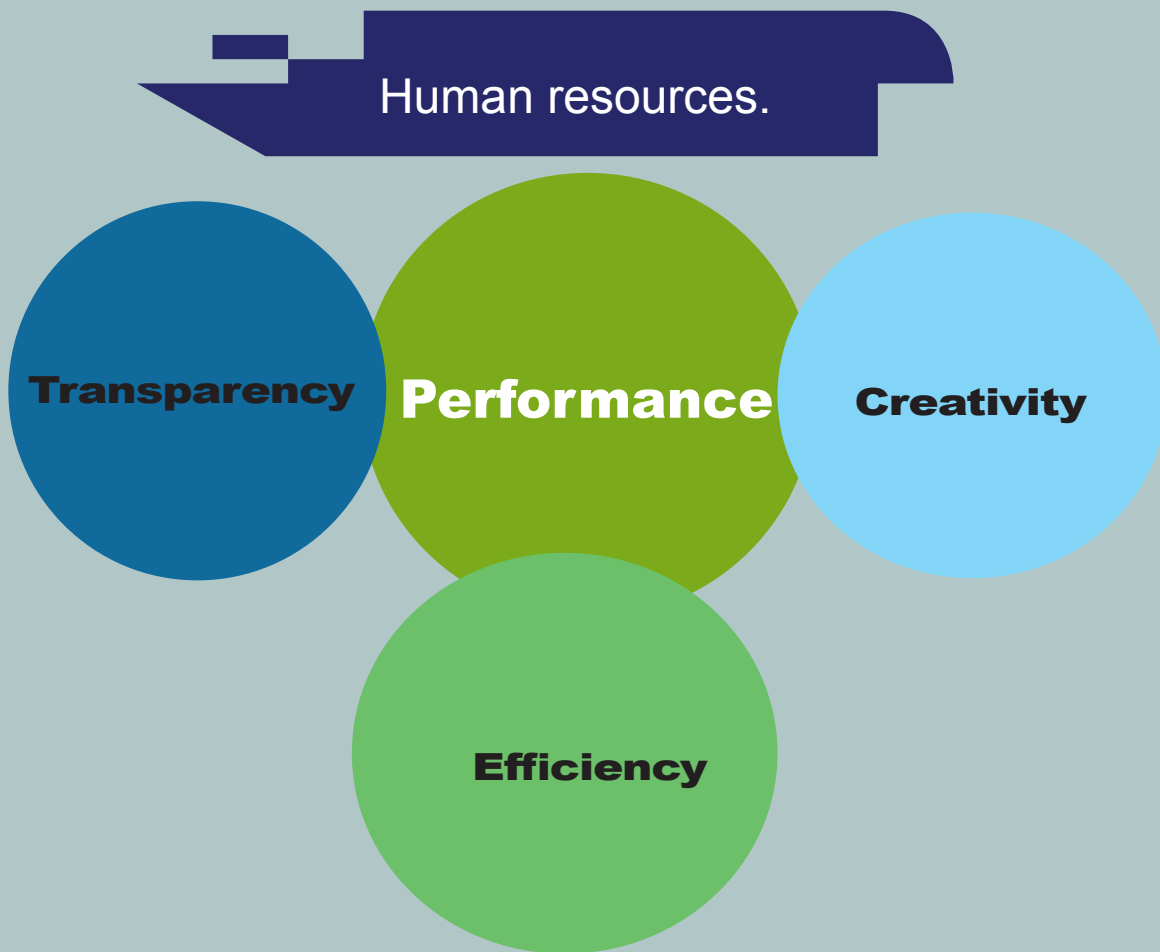
The exhibition stand of CECOSDA was point of attraction

In addition to gadgets representing the nature and the biodiversity, youths wore CECOSDA's communication tools and messages on youth engagement for the protection of the environment. These singularities were highly appreciated by visitors and other delegations. The stand of CECOSDA was naturally a special attraction.



The memories of the Forum (notes, photos and workshop resources) collected by CECOSDA are available on our website dedicated to environmental events. <http://environmentalevents.cecospa.org/en/>





## TRAINING AND CAPACITY BUILDING

CECOSDA marked the year 2015 with the training of its human resources. During the year, both the administration and programs departments benefited from professional training in order to increase productivity and improve quality of service. While two staffs in the program department undertook training courses in ICT and website management, and social media environmental communication, the administrative staffs on the other hand benefited from a two month training class software accounting with a goal to automate CECOSDA accounts and improve the financial and administrative tractability of the organization.

## THE CECOSDAPRO NETWORK AT THE SERVICE OF THE ENVIRONMENT



To strengthen its capacity in terms of human resources, CECOSDA also added to its human resources, the professional network of experts in water resources, food security and the environment, CECOSDApro (less than five years' experience) and CECOSDA PRO+ (more than five years of experience). These are CECOSDA's C4D Networks of professionals ready to make a change and contribute to building a sustainable

world, and particularly a sustainable Cameroon through Communication in the domain of water, the Environment and food security. The main objectives of these networks is to improve the impact of Sustainable development programs through professional and strategic communication, help professionals achieve and acquire knowledge and competence in innovative and lucrative fields of Communication for Development, advocate for more consultancy opportunities/jobs for experts in the domain of C4D, Water, Food security and the Environment.

## Focus

### DR MARTIN YEMEFACK : THE EXPERT OF YEAR 2015 IN CECOSDAPRO+ NETWORK

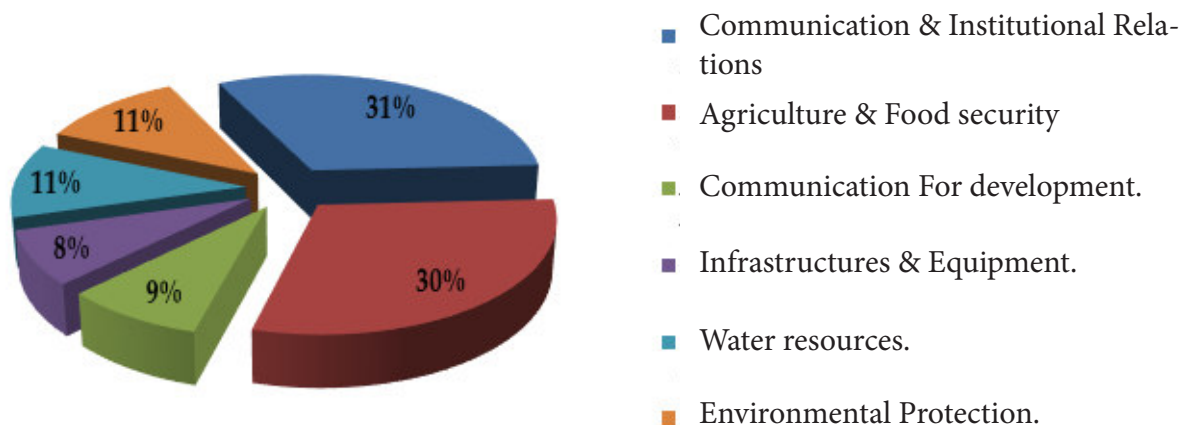


Dr. Martin Yemefack has been appointed by the Bureau of the Committee on World Food Security (CFS) as one of the 15 world-renowned experts to serve as members of the Steering Committee of the High Level Panel of Experts on Food Security and Nutrition (HLPE). His research interest focuses on soil dynamic and carbon sequestration within the shifting agro-systems in the forest zone of Cameroon as well as the impact of climate changes on agricultural productivity in Sub-Saharan Africa. He is also member of the Intergovernmental Technical Panel on Soil (ITPS) within the Global Soil Partnership (GSP), and the President of Africa Soil Science Society (ASSS).



## financial resources

### Financial resources allocation chart of cecosda in 2015



The resource allocation chart shows details of the use of the financial resources of CECOSDA in 2015. The total amount of the budget amounted to 20 000 000 CFA francs. The financial service of CECODDA is regularly controlled..

### How to support our projects

**CECOSDA welcomes all organizations and individuals interested in making an impact in sustainable development in the areas of water resources, environment and food security.**

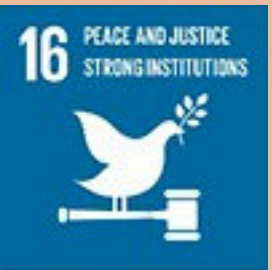
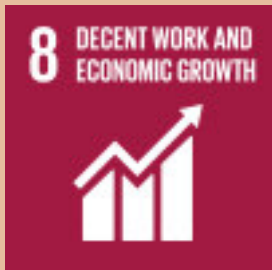
### Who can support CECOSDA?

**Governments,  
International organizations,  
Private companies;  
Associations,  
Individuals,**

**Please write to CECOSDA at  
infos@cecosda.org or call (+237) 222 31 18 75 to:**

**Propose a project  
Support us financially  
Support us technically  
Volunteer for sustainable development**

**CECOSDA communicates and supports an integrated management of the environment.**



**ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS (SDGs).  
Let's meet the challenge.**