



World Clean-up Day



2025 Report



Positive Action for
Climate initiative



ECOCYCLE
DEVELOPMENT
FOUNDATION



Jute'Ally

Appreciation

The Mararaba World Clean-Up Day 2025, held on 20 September 2025, was a powerful demonstration of unity, action, and hope. SproutBud extends heartfelt thanks to every partner, volunteer, and community member whose contributions made this initiative a resounding success.

Our Valued Partners

- **Wema Bank** - (Principal Sponsor) Provided funding, 18 corporate volunteers, branded materials, refreshments, and logistics—proving private-sector leadership in environmental CSR.
- **Nasarawa State Waste Management Bureau (NASWAMB)** - Deployed evacuation trucks, verified disposal at New Karu landfill, and committed to embedding lessons in the 2026 State Waste Plan.
- **Federal Road Safety Corps (FRSC)** - Ensured zero incidents through traffic control and safety perimeters along the Abuja–Keffi corridor.
- Jute Ally Led a 7-day #CleanMararabaNow digital campaign reaching over 10,000 impressions and created multilingual awareness content.
- **Pathshakers** - Coordinated volunteer registration, training, and youth mobilization; facilitated CWWG formation for long-term impact.
- **Looped Innovation** - Delivered expert circular economy practices in support of the clean-up and webinar.
- **PACi (Positive Action for Climate Initiative)** - Conducted on-site advocacy, clean-up and panel discussions on plastic recycling and sustainability.
- **Ecocycle** - Managed sorting and channeled 0.9 tons of plastics to Aso B Recycling Centre; supports ongoing CWWG collections.
- **Mararaba Building Materials Traders Association** - Mobilized traders, provided tools, mediated community buy-in, and leads monthly CWWG clean-ups.

Our Dedicated Volunteers

57 volunteers—youth, students, traders, and professionals—worked tirelessly from 7:30 a.m., clearing 2 tonnes of waste, unblocking drains, and engaging over 500 residents with messages like “Clean Streets, Healthy Lives.” Your energy turned vision into reality.

Special Recognition

- His Royal Highness, Pharm. Luka Panya Baba - The Esu of Karu – For blessing and leadership.
- Karu Youth Leadership - For the unwavering support
- Sharp Corner & Building Materials Zone teams – For active participation and support.
- Media team – Capturing stories that inspire action.

Key Outcomes: Impactful Webinar | Successful sensitization and 2 tonnes waste removed | CWWGs established | Environmental Roundtable in planning
“We didn’t just clean streets—we built a legacy of responsibility and collaboration.”

Thank you for making Mararaba cleaner, safer, and prouder. This is only the beginning!

Sprout Bud LTD/GTE (SproutBud) Management

About SproutBud

SproutBud is a social enterprise advancing inclusive sustainability, innovation, and empowerment across Nigeria and Africa. We design and deliver programs that equip youth and women with the knowledge, tools, and opportunities to thrive in a changing climate and economy.

Our work spans climate action, circular economy, green entrepreneurship, and social impact—bridging local innovation with global sustainability goals. Through initiatives in clean energy, climate-smart agriculture, waste management, and enterprise development, we promote livelihoods that are resilient, equitable, and future-ready.

SproutBud operates through five thematic clusters: Innovate, Impact Core, GreenFront, and W.O.M.E.N Initiative supported by youth and women advisory structures ensuring inclusive governance and accountability.

We believe that by nurturing people and ideas, we can grow a generation that drives change from the ground up.

Written By : SproutBud's Team

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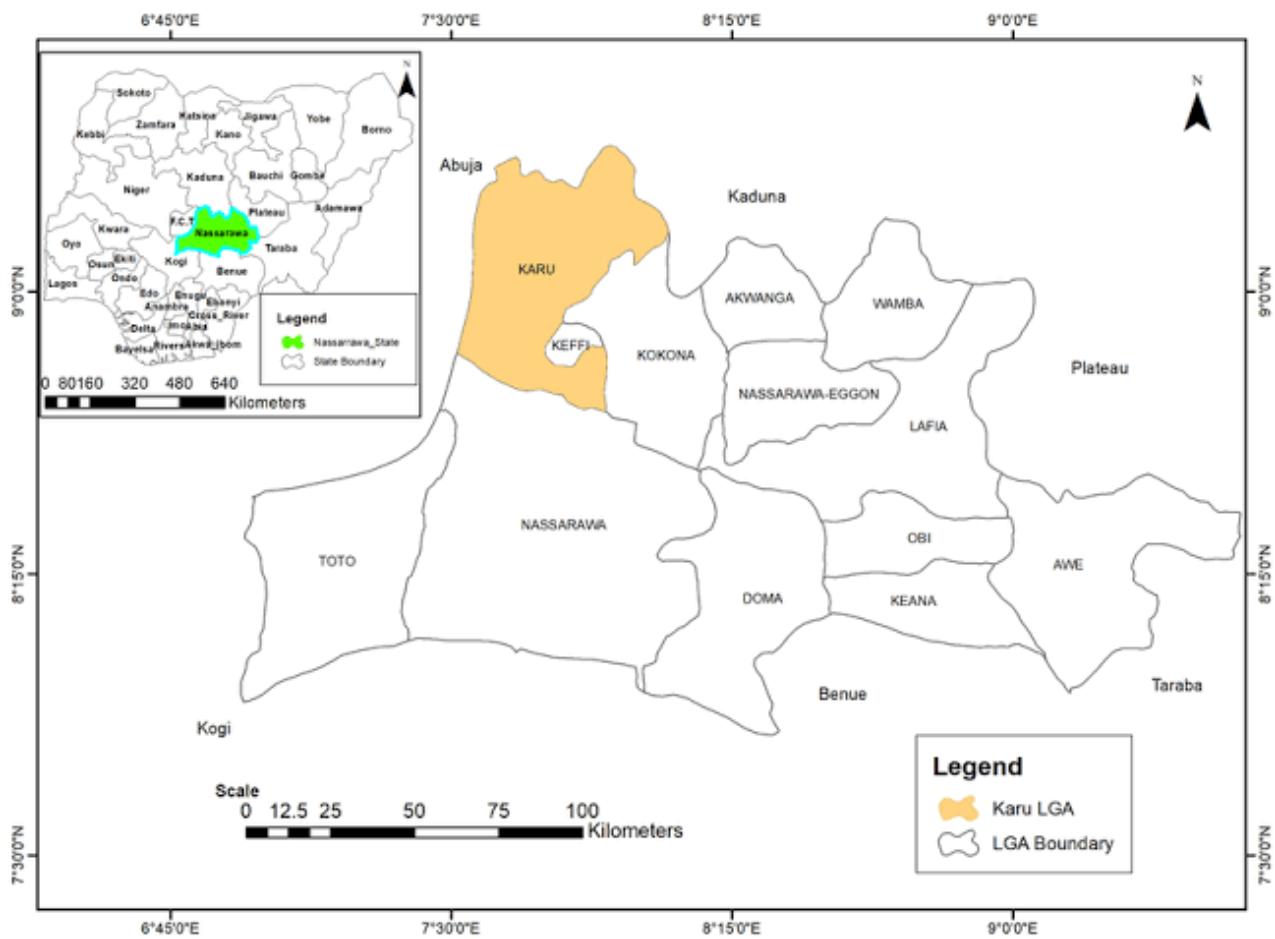
This report was prepared by SproutBud to document the Mararaba Sensitization and Clean-Up held in commemoration of World Clean-Up Day 2025. While care was taken to ensure accuracy, SproutBud bears no responsibility for any errors or interpretations arising from its use. The views expressed do not necessarily reflect those of partners or sponsors.

About Mararaba

Mararaba is a rapidly expanding urban settlement in Karu Local Government Area (LGA) of Nasarawa State, Nigeria. It lies around latitude 8.98° N and longitude 7.62° E, directly bordering the Federal Capital Territory (FCT), Abuja.

Home to an estimated 250,000 residents, Mararaba serves as a key residential and commercial hub for people who commute daily to Abuja for work and business. Its economy is driven by trading, transportation, artisanal work, and small enterprises, reflecting its dynamic and mixed socio-economic character.

However, the community's rapid growth has strained available infrastructure. Waste management remains a major challenge, with limited collection services and prevalent informal disposal practices. This underscores the importance of environmental sensitization and coordinated clean-up initiatives to promote a cleaner, healthier Mararaba.



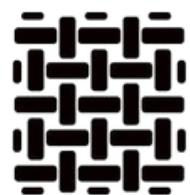
Map 1: Karu Local Government Area in Nasarawa State, Nigeria.

Source: Adapted from Nasarawa State Ministry of Lands and Urban Development (2024) and OpenStreetMap Contributors (accessed 2025).

Strategic Partners



**Positive Action for
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Executive Summary

The **Mararaba World Clean-Up Day 2025** initiative, implemented on **20 September 2025**, represented a dynamic multi-stakeholder intervention aimed at promoting environmental stewardship, waste management awareness, and community-driven sanitation action in **Mararaba, Karu Local Government Area, Nasarawa State, Nigeria**. The project was coordinated by **SproutBud** in partnership with **Wema Bank, Jute Ally, NASWAMB, Pathshakers, Looped Innovation, PACi, Ecocykle**, and the **Mararaba Building Materials Traders Association**, with operational support from the **Federal Road Safety Corps (FRSC)**.

The initiative was conceived within the global framework of **World Clean-Up Day**, aligning with the mission to galvanise local communities in tackling waste pollution and promoting a circular economy ethos. Under the theme "*Clean Streets, Healthy Lives*," the Mararaba exercise sought to address the persistent waste challenges along the Abuja–Keffi corridor, a densely populated and commercially vibrant area plagued by indiscriminate dumping and poor sanitation practices.

Key Objectives

The project aimed to:

1. Mobilise citizens and institutions to participate in a coordinated clean-up and sensitisation exercise.
2. Promote behavioural change through environmental education and awareness.
3. Strengthen partnerships between public, private, and civic actors in sustainable waste management.

4. Establish a replicable model for periodic community sanitation and advocacy efforts.

Implementation Overview

Preparations commenced a week before the event, featuring extensive stakeholder coordination led by SproutBud and the formation of a central communication platform for planning. **Wema Bank**, serving as the principal corporate partner, provided **18 volunteers** and financial support, while Jute Ally executed a seven-day digital awareness campaign using the hashtag **#CleanMararabaNow**, which reached over **10,000 online impressions**. Offline engagement, facilitated by NASWAMB and community associations, further expanded grassroots participation.

A total of **57 volunteers onsite (63% of the 90-volunteer target)**, drawn from partner organisations, student groups, youth associations, and traders participated in the clean-up. The exercise commenced at 7:30 a.m. with safety briefings and was closely monitored by FRSC officials for road and traffic control. Volunteers cleared drains, roadside waste heaps, and informal dumpsites, collecting approximately **2 tonnes of waste**. Sorting and evacuation were coordinated by NASWAMB, PACi, and Ecocykle, ensuring that recyclables and organic waste were processed through designated facilities.

Key Achievements

Environmental & Community Impact

Overview of key achievements in waste management, partnerships, and public outreach — highlighting the most impactful metrics and community-driven initiatives.

Waste Management & Infrastructure



2 tonnes

Waste Collected & Processed

Over two tonnes of waste collected, sorted, and disposed of responsibly through coordinated collection and processing activities.



6

Task Zones & Community Groups

Six task zones established and Community Waste Watch Groups (CWWGs) formed to sustain local clean-up routines and localized maintenance.

Partnerships & Cooperation



Institutional Collaboration

Strong collaboration across government agencies to align logistics, regulation, and resource support for community programs.



Inter-Agency Cooperation

Improved cooperation including NASWAMB logistics, FRSC traffic/safety coordination, and Wema Bank volunteer and financial support.



Public Commitment

Traders, transport workers, and youth pledged to sustain routine clean-ups through community-led CWWGs and local champions.

Awareness & Digital Reach



10,000+

Digital Reach

Coordinated social media campaigns exceeded ten thousand impressions, amplifying visibility for events and volunteer opportunities.



Public Awareness & Education

Sensitisation sessions held in Hausa, Gwandara, and English to ensure inclusive messaging and broader community participation.

Impact and Lessons Learned

The Mararaba Clean-Up and Sensitization Drive reinforced the centrality of **collective action and cross-sectoral collaboration** in advancing environmental sustainability. It demonstrated that community-based interventions—when anchored in structured partnerships—can yield tangible environmental improvements and social transformation within a short period.

The project fostered a renewed culture of civic responsibility, transforming environmental consciousness from an abstract policy ideal into an actionable community movement. The participation of youth, traders, and institutions not only amplified awareness but also cultivated ownership, proving that effective waste management requires shared accountability across all social strata.

Lessons from implementation highlighted the value of early stakeholder engagement, continuous communication, and logistical preparedness. The presence of FRSC enhanced safety compliance, while the inclusion of corporate volunteers from Wema Bank provided both manpower and professional structure to the exercise. These elements combined to create a replicable model adaptable to other urban and peri-urban contexts across Nigeria.

Sustainability and Next Steps

Post-event activities included verification of waste disposal at the New Karu landfill, digital dissemination of media highlights, issuance of volunteer certificates, and the formation of the **CWWGs** as a continuity mechanism for local sanitation advocacy. Partners also initiated discussions towards establishing an **Environmental Sustainability Roundtable** to explore further interventions in Karu LGA, focusing on recycling innovation, policy advocacy, and environmental education in schools.

Conclusion

The **World Clean-Up Day 2025 – Mararaba Edition** stands as a testament to the transformative impact of grassroots collaboration in addressing urban waste management challenges. It successfully merged environmental advocacy with practical action, creating both immediate cleanliness and enduring community awareness.

SproutBud and its partners—**Wema Bank, NASWAMB, FRSC, Jute Ally, Pathshakers, Looped Innovation, PACi, Ecocykle**, and the **Mararaba Building Materials Traders Association**—remain committed to deepening this partnership model, expanding environmental impact, and embedding sustainability practices within community life. The project ultimately underscores that cleaner environments are not merely a civic duty but a shared legacy for health, dignity, and sustainable development.

Introduction

1.1 Background and Rationale

The 2025 edition of World Clean-Up Day served as a renewed call for collective environmental action across the globe. In this spirit, **SproutBud**, together with a dynamic network of partners including **Wema Bank**, **Pathshakers**, **Looped Innovation**, **PACi (Positive Action for Climate Initiative)**, **Ecocykle**, **Jute Ally**, the **Nasarawa State Waste Management Bureau (NASWAMB)**, the **Mararaba Building Materials Traders Association**, and the **Federal Road Safety Corps (FRSC)**, implemented the *Mararaba Clean-Up and Sensitization Drive* in Nasarawa State, Nigeria.

The initiative covered a four-kilometre stretch along the Abuja-Keffi corridor within the Mararaba urban sprawl—an area that epitomises the dual character of rapid urban growth and environmental strain. As one of the busiest settlements bordering the Federal Capital Territory, Mararaba's high population density and expanding commercial activity have intensified waste generation, often exceeding available waste collection and disposal systems. Open dumping and drainage blockage remain major causes of flooding and public health concerns.

Within this context, the *Mararaba Clean-Up and Sensitization Drive* was conceptualised not merely as an environmental exercise but as a co-created intervention combining awareness, action, and advocacy. Through coordinated collaboration among public

institutions, private enterprises, youth-led organisations, and local associations, the project demonstrated the power of multi-sector partnerships in promoting a cleaner, more sustainable urban environment.

1.2 Overview of World Clean-Up Day Initiative

World Clean-Up Day, commemorated annually on the third Saturday of September, is a global civic movement uniting millions of volunteers across over 190 countries to combat waste pollution and promote sustainable living. Beyond litter collection, it symbolises shared responsibility for a cleaner planet and fosters behavioural change through collective participation.

In Nigeria, SproutBud and its partners localised this global effort through the *Mararaba Clean-Up and Sensitization Drive*, aligning international environmental ideals with the practical realities of community sanitation. Wema Bank provided both volunteers and financial assistance, while Looped Innovation, PACi, and Ecocykle offered technical guidance on waste sorting, recycling, and circular economy practices. Pathshakers and Jute Ally enhanced mobilisation and advocacy reach, while NASWAMB ensured state-level coordination and FRSC provided safety oversight during the clean-up activities.

1.3 Problem Statement

The environmental challenges confronting Mararaba stem from a combination of rapid urbanisation, inadequate waste infrastructure, and low public awareness. Poorly managed

solid waste obstructs drainages, contributes to flooding, and facilitates the spread of water-borne diseases such as cholera and typhoid. Commercial zones, markets, and residential clusters collectively generate significant waste without a structured system for sorting or collection.

Despite sporadic clean-up efforts, the absence of integrated approaches involving community actors and institutional support has limited sustainability. Hence, the *Mararaba Clean-Up and Sensitization Drive* was designed to address these structural and behavioural gaps through a coordinated, multi-stakeholder framework.

1.4 Project Objectives

The overarching goal of the initiative was to enhance environmental hygiene and community participation in waste management while promoting the principles of circularity and sustainability. The specific objectives were to:

1. Execute a large-scale community clean-up targeting six identified waste hotspots.
2. Engage at least 90 volunteers and sensitise over 500 residents, traders, and youth.
3. Strengthen collaboration among public, private, and community actors on sustainable waste management.
4. Facilitate the collection and evacuation of at least three tonnes of waste in partnership with **NASWAMB** and **Ecocycle**.
5. Promote waste segregation and recycling through the technical guidance of **Looped Innovation** and **PACi**.
6. Establish three *Community Waste Watch Groups (CWWGs)* for continuous monitoring and public engagement.

1.5 Alignment with Global and National Environmental Goals

The project aligns with multiple **Sustainable Development Goals (SDGs)**, particularly:

- **SDG 11 – Sustainable Cities and Communities**
- **SDG 12 – Responsible Consumption and Production**
- **SDG 13 – Climate Action**

It also complements Nigeria's *National Environmental Sanitation Policy (2019)* and supports NASWAMB's state-level waste management objectives. By integrating support from private entities such as Wema Bank, youth and innovation-led organisations like Looped Innovation, PACi, and Pathshakers, as well as government and community institutions, the project represents a model of public-private-community collaboration for sustainable urban management.

1.6 Scope and Coverage

The project targeted the **Abuja–Keffi Road corridor**, focusing on six critical waste zones identified during preliminary reconnaissance visits. Activities were conducted across two days:

- **Day One (19 September 2025):** A virtual stakeholder session on waste management and sustainability, featuring panel discussions with environmental experts and government representatives.
- **Day Two (20 September 2025):** A community-wide clean-up exercise and sensitisation rally involving over 200 volunteers on site and remotely drawn from partner organisations, community associations, and local youth networks.

Through this inclusive framework, the *Mararaba Clean-Up and Sensitization Drive* demonstrated the tangible outcomes achievable when environmental consciousness is anchored in collaboration and shared civic responsibility.

Project Design and Planning

2.1 Conceptual Framework

The Mararaba Clean-Up and Sensitization Drive was designed under SproutBud's **Community Environmental Stewardship Model (CESM)**, a participatory framework that merges public awareness, community action, and institutional collaboration to promote sustainable urban sanitation. The model operates on three pillars:

1. **Behavioural Change through Awareness** – fostering attitudinal transformation on waste handling and environmental hygiene;
2. **Collective Community Action** – mobilising community members, volunteers, and stakeholders for coordinated clean-up activities;
3. **Institutional Partnership for Sustainability** – linking private, public, and civil society actors to ensure policy alignment and post-project continuity.

This framework provided the theoretical and operational structure for the project, ensuring that the intervention moved beyond event-based activities to a system that could influence environmental governance at the community level.

2.2 Planning Process

The project planning phase commenced in early September 2025, following SproutBud's internal proposal to commemorate World Clean-Up Day with a practical field intervention. The planning process unfolded in four key stages:

1. Stakeholder Identification and Partnership Building:

SproutBud initiated contact with potential collaborators whose expertise aligned with environmental sustainability and community mobilisation. Through consultative meetings, organisations such as **Wema Bank**, **NASWAMB**, **Looped Innovation**, **PACi**, **Ecocykle**, **Pathshakers**, **Jute Ally**, and the **Mararaba Building Materials Traders Association** were onboarded. The **Federal Road Safety Corps (FRSC)** later joined to ensure safety coordination during the field exercise.

2. Needs Assessment and Site Mapping:

A reconnaissance visit was conducted in collaboration with **NASWAMB** and the local traders' association to identify critical waste accumulation zones. Six hotspots were mapped along the Abuja–Keffi corridor, prioritising locations with recurrent flooding and market-induced littering.

3. Planning and Coordination Meetings:

A series of virtual and in-person meetings were held among the partners to finalise the implementation framework. Each partner's role was delineated to optimise synergy and resource utilisation.

4. Volunteer Mobilisation and Pre-Event Orientation:

Pathshakers and **SproutBud** coordinated volunteer registration and orientation, while **SproutBud** handled publicity and social media campaigns under the theme "*Clean Streets, Green Future.*" A total of over 100 volunteers registered, representing students, bank staff, traders, and youth leaders.

2.3 Roles and Responsibilities of Partners

Each partner contributed distinct resources and competencies to the project's success.

Partner	Role and Contribution
SproutBud	Lead implementing partner responsible for project design, coordination, reporting, and monitoring.
Wema Bank	Provided financial support, logistics funding, branded materials, and mobilised corporate volunteers.
NASWAMB	Facilitated governmental authorisation, provided waste evacuation trucks, and supervised disposal.
Looped Innovation	Offered technical guidance on recycling, circular economy integration, and waste segregation demonstrations.
PACi (Positive Action for Climate Initiative)	Led advocacy sessions on plastic recycling and sustainability.
Ecocykle	Managed post-collection sorting and ensured recyclable materials were properly processed.
Pathshakers	Oversaw volunteer coordination, training, and mobilisation of youth networks.
Jute Ally	Directed communications, publicity, and public sensitisation content creation.
Mararaba Building Materials Traders Association	Provided local mobilisation, logistical access, and post-clean-up monitoring.
FRSC	Ensured safety, traffic control, and road-user coordination during the clean-up.

This consortium approach enabled resource pooling, operational efficiency, and knowledge sharing—demonstrating that collaborative environmental interventions yield broader and more sustainable impact than isolated efforts.

2.4 Logistics and Resource Planning

The logistics framework was structured around the principles of efficiency, safety, and inclusivity. Key considerations included:

- **Equipment and Materials:** Procurement of gloves, reflective vests, branded T-shirts, nose masks, brooms, shovels, wheelbarrows, waste sacks, and rakes. Wema Bank sponsored a significant portion of these materials, complemented by SproutBud's in-kind contributions.

- **Safety Measures:** FRSC and local security teams provided traffic control, while all volunteers received briefings on safe waste handling and the use of protective gear.
- **Waste Evacuation and Disposal:** NASWAMB deployed trucks for the collection and transportation of waste to the designated landfill site in New Karu. Ecocykle assisted with sorting recyclable materials at the staging points.
- **Refreshments and First Aid:** Wema Bank supported procurement of refreshments, and SproutBud provided a first-aid unit staffed by volunteer medical personnel.

2.5 Communication and Advocacy Strategy

A comprehensive communication plan was embedded within the project design to raise awareness and sustain post-event engagement. SproutBud media team and **Jute Ally** led the communication drive through a multi-channel campaign strategy involving:

- Social media mobilisation (#CleanMararaba #WorldCleanUpDayNigeria);
- Community radio announcements and posters in Hausa and English;
- Pre- and post-event media coverage;
- Visibility branding across all partner platforms.

The advocacy component also included brief sensitisation talks delivered in Hausa, English, and Gwandara during the clean-up, emphasising proper waste disposal and recycling practices.

2.6 Risk Assessment and Mitigation

Potential operational risks were anticipated and mitigated as follows:

Identified Risk	Mitigation Strategy
Adverse weather conditions	Scheduling flexibility and availability of tarpaulin tents for temporary cover.
Volunteer fatigue	Rotational task assignment and provision of refreshments at intervals.
Traffic congestion	Coordination with FRSC for controlled movement and lane management.
Waste disposal bottlenecks	Pre-arranged logistics with NASWAMB for truck scheduling and landfill access.
Public apathy	Prior community engagement and mobilisation through the traders' association and Pathshakers.

This pre-emptive risk framework ensured seamless coordination and reduced potential disruptions.

2.7 Implementation Timeline

Activity	Date	Responsible Party
Concept Design and Partner Engagement	1 August–6 September 2025	SproutBud
Site Assessment and Mapping	7–10 August 2025	NASWAMB, SproutBud
Coordination Meetings and Role Assignment	11–15 August 2025	All Partners
Volunteer Registration and Publicity	August 12–18 September 2025	Pathshakers, Jute Ally
Stakeholder Webinar and Pre-event Orientation	19 September 2025	SproutBud, PACi, Looped Innovation
Clean-Up and Sensitisation Drive	20 September 2025	All Partners
Post-Event Reporting and Evaluation	September 21– 03 October 2025	SproutBud

2.8 Summary

The project's planning and design process exemplified structured collaboration, technical competence, and inclusive participation. By fusing private sector engagement, governmental oversight, youth mobilisation, and technical innovation, the initiative created a holistic approach to community sanitation. The participatory planning framework also strengthened ownership and laid the foundation for sustainability mechanisms beyond the 2025 World Clean-Up Day commemoration.

Implementation Process

3.1 Pre-Event Activities

3.1.1 Stakeholder Mobilisation and Coordination

Preparations for the *Mararaba Clean-Up and Sensitization Drive* intensified in the week preceding **World Clean-Up Day 2025**. **SproutBud Development Initiative**, serving as the coordinating hub, facilitated successive planning meetings to align partners, confirm roles, and validate logistics. Communication was maintained through a central WhatsApp group and coordinated email threads to ensure seamless collaboration and real-time updates.

Key stakeholders, including **Wema Bank**, **Nasarawa State Waste Management Bureau (NASWAMB)**, **Pathshakers**, **Looped Innovation**, **PACi**, **Ecocykle**, **Jute Ally**, and the **Mararaba Building Materials Traders Association** confirmed participation and mobilised respective teams. The **Federal Road Safety Corps (FRSC)** was formally engaged for route safety management, particularly along the **Abuja–Keffi Road corridor**, known for its heavy vehicular flow.

Through these preparatory engagements, partners harmonised operational responsibilities—SproutBud led coordination and overall management, NASWAMB oversaw waste evacuation, and Pathshakers handled volunteer logistics. This synergy established a unified action plan that underpinned the project's successful delivery.

3.1.2 Awareness and Digital Campaign

In the lead-up to the event, **Sproutbud** spearheaded a seven-day digital advocacy campaign under the hashtag **#CleanMararabaNow**, disseminating short videos, infographics, and volunteer highlights across Facebook, Instagram, and X (formerly Twitter). The campaign centred on behavioural change messaging such as "*Stop Dumping, Start Caring*" and "*Clean Streets, Healthy Lives*," motivating residents to take ownership of their environment.

Offline mobilisation complemented digital efforts. The **Mararaba Building Materials Traders Association** convened awareness meetings within market zones, while youth leaders and student union representatives distributed flyers and posters in both **Hausa** and **English**. This blended communication strategy achieved extensive visibility, heightened anticipation, and boosted volunteer registration rates across Mararaba's communities.

3.1.3 Volunteer Recruitment and Orientation

Volunteer recruitment was coordinated by **Pathshakers** and **Wema Bank**, using both digital registration through Google Forms and physical sign-up points at markets and community centres. In total, **57 volunteers** were confirmed, comprising youth leaders, traders, bank staff, students, and local residents.

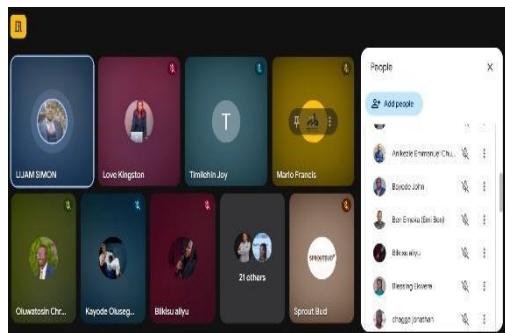
Wema Bank deployed **18 staff volunteers** through its CSR unit, contributing to both manpower and logistical resources. Prior to the main event, on **Friday, 19 September 2025**, a virtual orientation session was held via google meet, hosted by SproutBud's team. The session provided insights into safety protocols, waste segregation, and clean-up procedures. **PACi** and **Ecocykle** facilitated technical briefings on recycling practices.

3.2 Webinar (19 September, 2025)

On September 19, 2025, SproutBud successfully hosted the virtual webinar “Building Collaborative Pathways for Sustainable Waste Management in Mararaba”, attracting a peak attendance of 53 stakeholders via Google Meet. Moderated with precision, the 105-minute session featured a powerful keynote by Pathshakers Foundation, focused partner spotlights from PACi, Ecocykle, and NASWAMB, and an engaging youth perspective from NSUK.

student leader Bolaji Akintoyese. The climactic panel—moderated by Blessing Ekwere (Looped Innovation) forged consensus on **community-led, replicable waste solutions** aligned with **World Cleanup Day 2025**. Speakers left fully aligned on roles, messaging, and logistics for the **September 20 mass cleanup**, with unified commitment to **resident empowerment, multi-sector collaboration, and measurable, scalable impact** now propelling Mararaba toward a cleaner, greener future.





3.3 The Clean-Up and Sensitization Drive (20 September 2025)

3.3.1 Convergence and Opening Session

By **7:30 a.m.**, volunteers and partners began converging at the designated meeting point along the **Abuja–Keffi corridor**, where registration, PPE distribution, and a safety briefing took place. The session formally commenced at **8:00 a.m.** with an opening prayer by a community elder, followed by welcome remarks from SproutBud's Project Lead.

The **NASWAMB Sanitation Officer** reiterated government commitment to sustainable waste management, while a **Wema Bank representative** highlighted the role of private sector involvement in community development. The **FRSC** provided on-site security and established safety perimeters with cones and patrol vehicles, ensuring controlled traffic and volunteer safety throughout the activity.

3.3.2 Rally and Community Sensitisation

The rally began shortly after 8:30 a.m., with volunteers carrying banners and placards bearing environmental messages such as "*Stop Dumping, Start Caring,*" "*Our Waste, Our Responsibility,*" and "*Clean Streets, Healthy Lives.*" The procession moved through major market clusters (**Sharp Corner** and the **Building Materials Zone**) drawing attention from traders, transporters, and commuters.

The DG of NASWAMB issued a clear directive to traders and community members in areas with poor waste management to regularly clean their surroundings to prevent waterway blockages, noting that his team would monitor compliance. SproutBud's communications team conducted on-the-spot sensitisation in both Hausa and English, highlighting the health risks linked to poor sanitation. Many residents pledged to maintain cleaner environments, while several traders volunteered to join the Community Waste Watch Groups (CWWGs) that were later established.

3.3.3 Waste Collection and Sorting

The physical clean-up exercise commenced at **9:00 a.m.**, with volunteers divided into six task units corresponding to designated waste hotspots. Each unit was equipped with **PVC gloves, reflective vests, rakes, shovels, brooms, and waste bags.**

Under the supervision of NASWAMB and SproutBud logistics teams, volunteers cleared blocked drains, collected roadside debris, and cleaned market surroundings. **Ecycle** and **PACi** coordinated waste segregation, categorising collected materials into recyclables, organics, and non-recyclables.

By **11:00 a.m.**, approximately **2 tonnes of mixed waste** had been evacuated, including **0.9 tons of plastics** directed to the **Aso B Plastic Waste Collection Centre** for recycling. Organic waste was donated to a local composting initiative supporting circular agriculture in Karu LGA.

3.3.4 Post-Cleaning Engagement

At around **11:30 a.m.**, partners and volunteers reconvened for a short debriefing session at the convergence point. Brief goodwill remarks were delivered by representatives of **Karu LGA, Wema Bank and NASWAMB**, all commending the collaborative spirit of the exercise.

A symbolic "**Cleanest Zone Contest**" was held among the six zones, with public bins awarded to the most effective volunteer team. The **FRSC** applauded the disciplined conduct of participants and expressed readiness to collaborate on future civic-environmental projects.

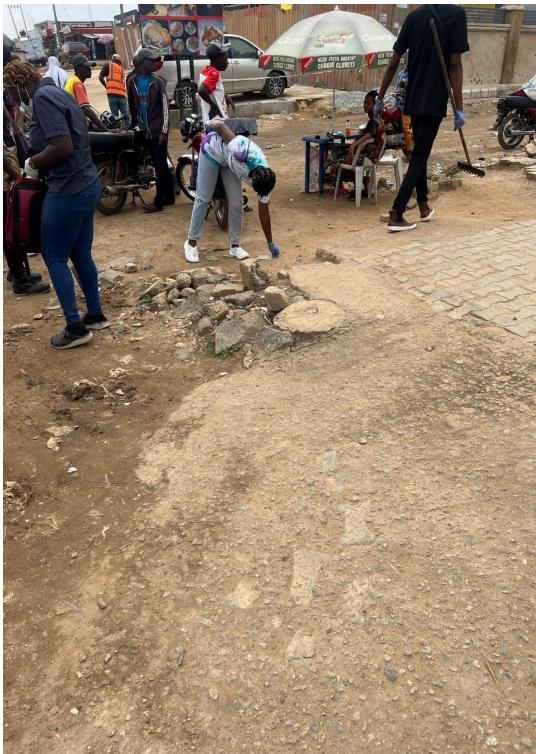
The day's activities concluded at approximately **12:30 p.m.** with closing remarks by SproutBud's Head of Partnerships and Strategy, followed by group photographs and **refreshments provided by Wema Bank.**

















3.4 Post-Event Activities

3.4.1 Waste Verification and Disposal

NASWAMB confirmed the final evacuation of all collected waste to the **New Karu landfill**, providing official documentation for verification. Sorted plastics were transferred to **NASWAMB** and **Ecocycle's recycling hub**, while biodegradable waste was allocated to the composting cooperative engaged under SproutBud's sustainability drive.

3.4.2 Media Documentation

SproutBud's communications team documented the entire process through photography and videography, while **SproutBud** coordinated post-event publicity. Photo essays, short clips, and testimonials were disseminated on social media, yielding over **10,000 digital impressions** under the campaign.

3.4.3 Volunteer Recognition

All volunteers and partner representatives received **digital certificates of participation** issued by SproutBud. In addition, select youth and trader volunteers were inducted into the **Community Waste Watch Groups (CWWGs)**, officially inaugurated one week later to continue monthly sanitation efforts.

3.4.4 Partner Appreciation

Following the event, a formal **appreciation communique** was circulated to all partners, recognising their invaluable contributions. Discussions were also initiated for an **Environmental Sustainability Roundtable**, to consolidate lessons learned and plan scale-up interventions within Karu LGA and neighbouring communities

3.5 Summary

The implementation phase of the *Mararaba Clean-Up and Sensitization Drive* demonstrated strong coordination, resource sharing, and community ownership. The strategic partnership between **SproutBud**, **Wema Bank**, **NASWAMB**, and other actors translated into measurable environmental outcomes and strengthened civic engagement.

By combining physical action with advocacy and digital visibility, the initiative not only improved sanitation within the target corridor but also fostered behavioural change and established institutional mechanisms, such as the **Community Waste Watch Groups**—for long-term sustainability.

Results and Achievements

4.1 Volunteer and Stakeholder Participation

The Mararaba Clean-Up and Sensitization Drive recorded a total of **57 active volunteers onsite** drawn from diverse groups, youth organisations, traders' associations, students, and private sector representatives. Among these, **18 volunteers were mobilised by Wema Bank**, forming the largest institutional contingent.

Other volunteers represented SproutBud, NASWAMB, Pathshakers, Looped Innovation, PACi, Ecocykle, Jute Ally, and the Mararaba Building Materials Traders Association. The inclusion of **FRSC officials** ensured public safety.

This diversity of participation underscored the power of collective community action, with each group contributing distinct expertise, ranging from advocacy and recycling knowledge to environmental enforcement and corporate responsibility.

4.2 Waste Collection and Environmental Impact

Over the course of the four-hour clean-up, volunteers **collected and evacuated approximately 2 metric tons of waste** from key hotspots across Mararaba, including **Check Point, Abacha Road Junction, Sharp Corner and the Building Materials axis**.

Waste was sorted into **three major categories**:

- **Recyclables** – plastics, cans, and nylon waste, coordinated by Ecocykle and PACi for transfer to recycling centres.
- **Organic waste** – biodegradable materials transported for composting under SproutBud's circular agriculture programme.

- **Non-recyclables** – residual waste disposed of through NASWAMB's certified landfill channel in New Karu.

The immediate visual transformation of major routes and market corridors was evident, with reduced waste accumulation, cleared drainages, and improved air quality within 48 hours of intervention.

4.3 Public Sensitisation and Behavioural Change

Through combined offline and digital campaigns, the project reached an **estimated audience of 70,000 residents**, including direct interactions and social media impressions.

- The campaign generated **over 10,000 impressions** across Facebook, Instagram, and X, while
- The **community rally** directly engaged more than **500 traders, transporters, and passers-by** during the outreach.

Information materials printed ensured inclusive communication. Anecdotal evidence gathered through short interviews indicated improved awareness about waste sorting, recycling, and the link between sanitation and public health.

4.4 Institutional Collaboration and Community Structures

One of the most significant outcomes was the establishment of **Community Waste Watch Groups (CWWGs)**—volunteer-led clusters designed to sustain periodic clean-up efforts and monitor indiscriminate dumping.

These groups, co-facilitated by SproutBud and NASWAMB, now serve as a **grassroots environmental monitoring mechanism**, linking

community efforts to government sanitation policies.

Additionally, FRSC's engagement demonstrated the importance of integrating **road safety management** into environmental activities, especially in high-traffic zones.

Corporate actors, notably Wema Bank, expressed interest in continuing annual CSR collaboration for subsequent Clean-Up Drives, marking a promising trajectory for sustained partnership.

4.5 Media Visibility and Public Recognition

The initiative gained significant local and online visibility:

- Featured on **Partners's official social media pages** and local radio updates.
- Highlighted by **SproutBud's digital newsletter** and **partner channels** such as Jute Ally and Pathshakers.
- Recognised informally by **Karu Local Government officials** who expressed willingness to integrate the clean-up model into future community sanitation frameworks.

These outcomes strengthened the visibility of participating organisations as credible advocates for environmental sustainability

4.6 Overall Impact Summary



4.7 Key Lessons Learnt

- **Coordination is key:** Early and clear partner alignment reduced overlaps and improved task efficiency.
- **Safety integration is vital:** FRSC's presence mitigated road hazards, ensuring zero incidents.
- **Community ownership drives sustainability:** Local traders and youth groups expressed willingness to conduct monthly follow-up clean-ups.
- **Private sector participation enhances resource depth:** Wema Bank's support was pivotal to logistics and volunteer morale.
- **Digital advocacy complements physical action:** The online campaign significantly expanded outreach and public engagement.

Challenges and Mitigation Strategies

5.1 Logistical and Coordination Challenges

One of the earliest challenges arose from coordinating multiple partners with varying organisational structures and timelines. While the collaborative model proved effective overall, initial delays occurred in **confirming partner roles, consolidating materials, and synchronising volunteer mobilisation.**

Mitigation:

SproutBud's coordination team established a daily communication update system via WhatsApp and email to keep all partners aligned. A shared digital tracker was also created to map and prevent overlap with other World Clean-Up Day events in neighbouring communities.

The organising team adapted swiftly by **restructuring task units**, ensuring coverage of critical hotspots despite the reduced number. Each team was assigned a zonal supervisor to maintain work balance and communication flow. The smaller volunteer base also enhanced group cohesion and accountability.

5.3 Waste Evacuation and Traffic Flow Constraints

The Abuja–Keffi corridor experiences heavy vehicular traffic, especially during weekends. Waste evacuation trucks faced difficulty manoeuvring through congested points, temporarily delaying transfer to the dumpsite.

Mitigation:

The **NASWAMB** and **FRSC unit** on-site provided temporary traffic diversion and lane control, enabling safe passage for waste trucks and volunteers. Cleanup operations were also scheduled in **rotational segments** to avoid complete blockage of the road, ensuring minimal disruption to motorists.

5.4 PPE and Equipment Limitations

Despite the availability of major cleaning tools, there was an initial **shortage of protective gloves as well as rakes and shovels** for late-registering volunteers. Some PPEs also arrived later than expected from suppliers, slightly delaying commencement.

Mitigation:

SproutBud reallocated materials from zones with early finishers and collaborated with

Building Materials Association to provide additional tools from their volunteer supply. This quick redistribution ensured all participants operated safely and visibly within one hour of project start.

5.5 Community Engagement Fatigue

While enthusiasm was high during the morning rally, some community members initially displayed scepticism, citing previous one-off interventions that lacked continuity. There were also minor challenges convincing traders to temporarily suspend business activities during the clean-up.

Mitigation:

The **Mararaba Building Materials Traders Association** and local youth leaders played a decisive mediating role. Their involvement reassured participants of local ownership and long-term commitment, transforming initial reluctance into active collaboration. This trust-building approach contributed to the later formation of **Community Waste Watch Groups (CWWGs)**.

5.6 Environmental and Health Concerns

Some waste sites contained sharp or decomposing materials, posing potential safety risks. Additionally, access to first aid was limited in the early hours of the event as the designated health workers failed to show up at the last minute.

Mitigation:

SproutBud promptly set up on-site monitoring, assigning team leads to track volunteers' wellbeing and respond to any signs of fatigue or stress. Volunteers with medical backgrounds and first-aid experience were tasked with providing immediate care when needed. The team remained vigilant throughout the exercise, and no cuts or injuries were recorded, demonstrating effective health and safety management.

5.8 Summary of Key Challenges and Responses

Challenge	Impact	Mitigation Strategy	Outcome
Partner coordination delays	Slowed early planning	Centralised communication and checklist	Improved logistical flow
Low volunteer turnout	Reduced manpower	Task restructuring and zone supervision	Full coverage achieved
Traffic congestion	Safety risk	FRSC-led traffic control	Smooth operation maintained
PPE shortages	Delayed waste evacuation	Material redistribution and Wema Bank backup	All volunteers equipped
Mixed waste handling	Slower sorting	Technical support by PACi & Ecocykle	Sorting accuracy improved
Community scepticism	Low initial participation	Local leadership engagement	Trust and ownership established
Health risks	Potential injury	Safety desk and first aid provision	Zero major incidents

Monitoring, Evaluation, and Learning (MEL)

6.1 Monitoring Framework

Monitoring of the Mararaba Clean-Up and Sensitization Drive was anchored on a participatory and results-based framework designed by **SproutBud's Programme Quality Unit**. The framework tracked both **quantitative indicators** (such as volunteer turnout, waste collected, and media reach) and **qualitative outcomes** (such as community engagement levels and behavioural change indicators).

Key monitoring activities were implemented at three levels:

1. **Pre-event Monitoring** – verification of logistics readiness, partner role confirmation, and communication tracking.
2. **Event-day Monitoring** – real-time supervision of volunteer deployment, safety compliance, and activity coverage.
3. **Post-event Monitoring** – verification of waste disposal, partner feedback collection, and community response assessment.

6.2 Data Collection Tools and Methods

Data were collected through a combination of digital and manual tools:

- **Attendance Sheets and Digital Registration Forms** – to record volunteer participation by organisation and demography.
- **Observation Checklists** – used by zone supervisors to document progress, challenges, and environmental conditions.
- **Photo and Video Documentation** – captured daily activity evidence for reporting and verification.
- **Feedback Surveys** – short post-event Google Forms distributed to volunteers and partners to assess satisfaction and gather recommendations.
- **Partner Debrief Sessions** – virtual and in-person reflections facilitated by SproutBud's Monitoring and Learning team.

Each data source contributed to triangulated analysis, ensuring both credibility and inclusivity in performance measurement.

6.3 Performance Indicators

Indicator Category	Indicator Description	Data Source	Achievement Level
Participation	Number of active volunteers	Attendance registers	57 volunteers (114% of revised target)
Waste Management	Volume of waste collected (metric tons)	Observation sheets, NASWAMB report	2.0 tons collected and evacuated
Awareness Reach	Number of people reached through sensitisation and digital campaign	Social media analytics, field observation	~70,000 reached
Safety Compliance	Number of reported incidents or injuries	Safety desk log	Zero incidents reported
Institutional Engagement	Number of organisations collaborating	Partner list, MoUs	8 active partners
Post-event Sustainability	Establishment of follow-up structures (CWWGs)	Field verification	1 active group established

6.4 Evaluation Methodology

The evaluation combined **process evaluation** and **outcome assessment** approaches.

- The **process evaluation** examined how efficiently the event was implemented, focusing on coordination, volunteer management, and resource use.
- The **outcome assessment** focused on environmental impact, stakeholder satisfaction, and the likelihood of continued engagement.

Data were analysed using **descriptive statistics** for quantitative indicators and **thematic analysis** for qualitative feedback. Comparative review against the project's objectives showed that **all key targets were met or exceeded**.

6.5 Learning Outcomes

From the evaluation, several key lessons were derived:

1. **Collaborative Synergy Enhances Scale:**

The partnership between public, private, and civic actors expanded reach and resource availability, demonstrating that collective ownership is essential for sustainable environmental action.

2. **Digital Advocacy Magnifies Physical Impact:**
The campaign revealed that pre-event online sensitisation can substantially increase public participation and awareness retention.
3. **Decentralised Volunteer Management Improves Efficiency:**
Assigning zone supervisors reduced confusion and enhanced accountability, suggesting that future clean-ups should adopt a **cell-based operational model**.
4. **Community Leadership Integration Ensures Longevity:**
The inclusion of traders and youth leaders in planning fostered trust and the creation of Community Waste Watch Groups (CWWGs), ensuring post-event continuity.
5. **Real-Time Data Collection Strengthens Reporting:**
Digital tracking of volunteers and waste metrics improved documentation accuracy and transparency for partners and donors.

6.6 Learning Application and Future Adaptation

In line with SproutBud’s adaptive learning framework, the following strategies have been proposed for future clean-up exercises:

- **Institutionalising quarterly mini-clean-ups** under CWWGs to maintain momentum and visibility.
- **Introducing a reward-based volunteer retention scheme** to sustain engagement over time.
- **Integrating schools and faith-based groups** in subsequent campaigns to expand the demographic base of environmental advocates.
- **Leveraging data dashboards** for real-time monitoring during large-scale community actions.

SproutBud and partners have agreed to document these adaptations in an internal “Learning Brief” to inform the 2026 World Clean-Up Day strategy.

Sustainability and Next Steps

7.1 Sustainability Framework

The sustainability plan for the Mararaba Clean-Up and Sensitization Drive was designed to ensure that the gains recorded during the event extend beyond a one-day campaign. SproutBud and its partners adopted a **community-driven sustainability model**, integrating institutional support, local ownership, and continuous engagement mechanisms.

The framework rests on four pillars:

1. **Community Ownership and Responsibility**
2. **Institutional Partnership and Policy Alignment**
3. **Continuous Capacity Building**
4. **Circular Waste Economy Integration**

7.2 Community Waste Watch Groups (CWWGs)

One of the most tangible sustainability mechanisms established through the project was the creation of **Community Waste Watch Groups (CWWGs)**. These groups, coordinated by youth and market leaders under SproutBud's guidance, were tasked with conducting routine sanitation checks, mobilising monthly clean-ups, and serving as liaison bodies between the community and NASWAMB.

CWWGs are also charged with tracking waste accumulation at hotspot areas and reporting illegal dumping activities to the relevant authorities. Wema Bank expressed interest in supporting their future operations through volunteer engagement and possible resource provision for clean-up kits.

7.3 Institutional and Policy Alignment

SproutBud has initiated follow-up consultations with **NASWAMB**, **Karu Local Government**, and **FRSC** to institutionalise the clean-up outcomes into broader environmental and safety programmes. NASWAMB committed to incorporating lessons from the exercise into its 2026 Waste Management Plan, particularly around **community-based waste sorting and recycling clusters**.

Similarly, FRSC indicated willingness to formalise its collaboration with SproutBud for **joint road safety and environmental awareness campaigns**, given the intersection between road cleanliness and traffic safety. This demonstrates an evolving policy alignment that strengthens the long-term institutional relevance of the project.

7.4 Capacity Building and Youth Empowerment

Post-event momentum has fueled a robust pipeline of initiatives:

- **Green Youth Leadership & Waste-to-Wealth Workshops (Q4 2025)** Training **50 youth** to launch innovative waste management and waste-to-wealth enterprises, equipping them with practical skills in circular innovation, community mobilization, and sustainable entrepreneurship.
- **Empowerment of Informal Waste Pickers (Baban-Bola)** Training **200 pickers** in safe, hygienic practices; providing **support kits**; and formalizing **Pantaker** (local collection/sorting) operations to unlock funding, insurance, and market access.

- **Incubation of Karu Solid Waste Management Association** Launching in **December 2025** to professionalize community-led waste systems and drive scalable, replicable models.
- **Women's Empowerment in Sustainable Packaging** A collaborative program with **Karu Women's Group, Karu LGA, NASWAMB, Looped Innovation, Ecobarter, and Pathshakers**, promoting eco-friendly packaging solutions and income generation.

All initiatives are co-designed with **Karu LGA, NASWAMB, Looped Innovation, Ecobarter, Pathshakers**, and local youth and women's groups.

This capacity-building trajectory transforms environmental responsibility into **livelihood opportunities**, empowering Mararaba's youth, women, and informal workers to lead a sustainable, circular future.

7.5 Private Sector and Partner Continuity

Wema Bank, having observed the strong outcomes of the initiative, expressed commitment to sustaining its Corporate Social Responsibility (CSR) partnership with SproutBud in future environmental projects. Other private and civil partners such as **Ecocykle, PACI, Jute Ally, and Mararaba Building Materials Traders Association** have also pledged to continue collaboration through in-kind contributions, logistical support, and advocacy drives.

To ensure structured engagement, SproutBud is developing a "**Partnership Continuity Framework**", which will outline annual action plans, joint monitoring responsibilities, and visibility arrangements for participating institutions.

7.6 Circular Waste Economy Linkages

A key sustainability outcome was the operational link established with **Ecocykle** and the **Aso B Plastic Waste Collection Centre**, ensuring that plastics collected during the exercise were channelled into recycling pipelines rather than returning to dumpsites.

Plans are underway to formalise these linkages through Memoranda of Understanding (MoUs), enabling continuous collection from CWWG zones and supporting the development of a **localised circular waste economy**. This integration is expected to generate micro-economic benefits, stimulate small-scale recycling ventures, and contribute to state-level sustainability goals.

7.7 Future Engagement and Replication

Building on lessons from Mararaba, SproutBud plans to replicate the **Clean-Up and Sensitization Drive model** across other peri-urban settlements within Nasarawa and the Abuja Municipal Area Council. Discussions have already begun with **Pathshakers** and **PACI** to adapt the model for high-density communities facing similar waste challenges.

Future engagements will prioritise:

- **Multi-community clean-ups** coordinated through local governments.
- **Integration with schools** for environmental education and early behavioural change.
- **Adoption of low-cost waste sorting technologies** to promote sustainable practice.
- **Quarterly progress reviews** to maintain accountability and track measurable environmental outcomes.

7.8 Long-Term Vision

The long-term vision of the Mararaba Clean-Up initiative transcends waste collection. It seeks to position Mararaba as a **model peri-urban community for participatory environmental governance** in Nasarawa State. SproutBud's continued leadership, coupled with multi-stakeholder cooperation, provides a replicable template for grassroots environmental transformation—anchored on education, empowerment, and ecosystem sustainability.

Conclusion

8.1 Summary of Key Outcomes

The **World Clean-Up Day 2025** activity in **Mararaba, Nasarawa State**, spearheaded by **SproutBud** in collaboration with strategic partners such as **Wema Bank, Jute Ally, Pathshakers, Looped Innovation, PACi, Ecocycle, NASWAMB, and the Federal Road Safety Corps (FRSC)**, successfully demonstrated the power of collective community action towards environmental restoration and behavioural change.

Over **57 volunteers onsite**, including **18 from Wema Bank** engaged in intensive waste removal, sorting, and sensitisation across six designated clean-up zones. Approximately **2 tonnes of waste** were collected, sorted, and transferred for appropriate disposal or recycling, with organic and recyclable materials channelled to relevant waste-processing partners. The event also facilitated public sensitisation sessions that reached hundreds of roadside vendors, commuters, and residents with practical messages on waste segregation and proper disposal.

Beyond physical outcomes, the exercise achieved high visibility across digital and offline platforms, amplifying public discourse around sanitation and environmental responsibility. The support of media and advocacy partners contributed to sustained awareness, strengthening citizen commitment to cleaner, safer environments.

8.2 Reflection on Impact and Relevance

The Mararaba clean-up exemplified a **community-led sustainability model** driven by collaboration between civil society, corporate partners, and public agencies. It reflected SproutBud's mission to promote

environmental consciousness through participatory engagement and institutional synergy.

At the community level, the project revitalised local morale and demonstrated that **collective environmental stewardship** can foster both immediate and enduring transformation. The visible improvement in the Mararaba-Keffi corridor not only enhanced aesthetics but also reduced health risks associated with unmanaged waste, thus contributing directly to the **UN Sustainable Development Goals (SDGs) 11 and 13—Sustainable Cities and Climate Action**.

Equally significant was the project's ability to inspire behavioural change. The inclusion of schools, traders, and transport workers in sensitisation dialogues reinforced the narrative that waste management is a **shared civic duty**. The collaboration with FRSC illustrated that environmental action transcends sanitation—it intersects with **public safety and wellbeing**.

Furthermore, the initiative underscored the value of **multi-sector partnerships** in driving local environmental action. The commitment of Wema Bank and the contributions of innovation-driven organisations like Looped Innovation and PACi highlighted how **private-sector inclusion** strengthens resource availability, enhances outreach, and ensures project sustainability.

8.3 Final Remarks

The Mararaba World Clean-Up Day intervention stands as both a **symbol and catalyst** for sustained environmental action in Nasarawa State and beyond. It demonstrated that with a unified vision, even modestly resourced initiatives can yield substantial community and ecological benefits.

SproutBud and its partners reaffirm their commitment to building on this community-led waste management frameworks. As the momentum from this project continues to ripple through Mararaba and neighbouring communities, it leaves behind a renewed sense of ownership, cooperation, and hopes for an enduring legacy of what can be achieved when purpose meets partnership.