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Ethiopian Environmental Protection Authority

# A SIX-MONTH ADVOCACY CAMPAIGN

**EPA** | ETHIOPIA  
INITIATIVE

**#BEAT POLLUTION**



**United  
Nations**

APRIL 2024

PLASTIC  
POLLUTION



MAY 2024

AIR  
POLLUTION



JUNE 2024

WATER  
POLLUTION



JULY 2024

SOIL  
POLLUTION



AUG 2024

SOUND  
POLLUTION



SEP 2024

ENVIRONMENTAL  
AND SOCIAL  
IMPACT ASSESSMENT





# Environmental Protection; Advocacy Campaign Program Launching Event

**29<sup>th</sup> March 2024**





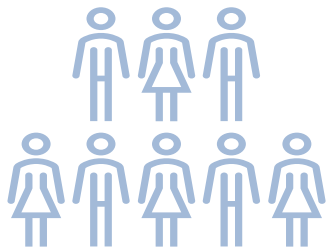
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**Act Clean  
Clean Future  
Go Green  
Together We Can!**



# Target Audience

## Campaign Target



- General public
- Students
- Policymakers/Practitioners
- Businesses/Industries
- Youth and Women
- Farmers



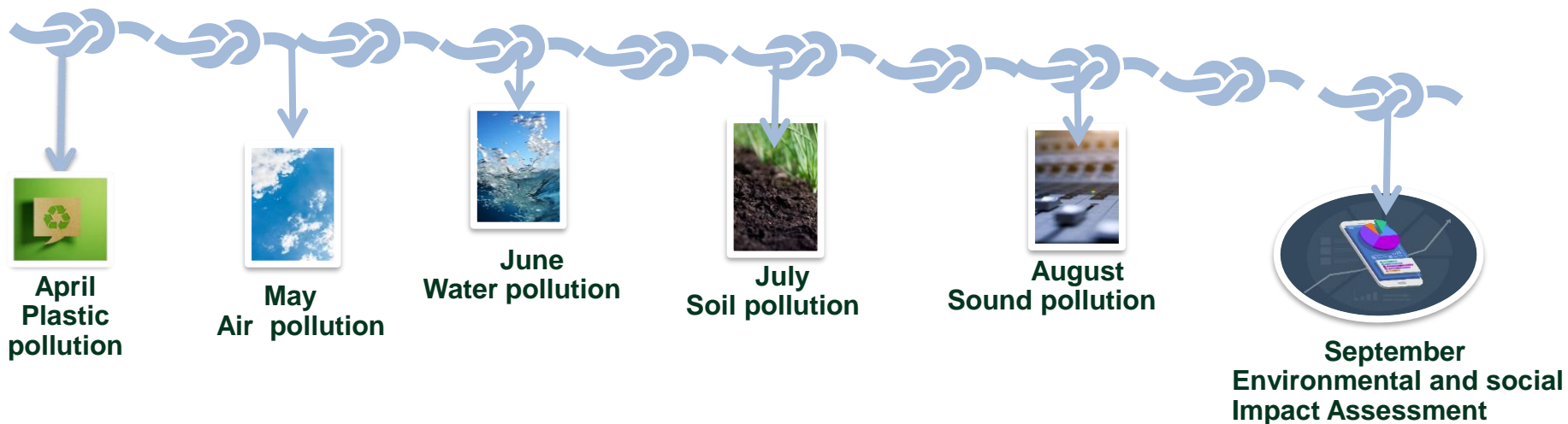
**3 million - direct face to face**



**30+ million -media mainstream and social medias**



## Campaign Timeline





# Campaign Goals



**Raise awareness about environmental issues in Ethiopia.**



**Encourage individual action and behavior change.**



**Advocate for stronger environmental enforcement policies and laws.**



**Promote sustainable practices and enforcement system**





01

## Plastic Pollution

**April Month Campaign Theme;**

**"Beat the Plastic Habit"**



# Cause of Plastic Pollution

- **It will take ~ 500 years** to break down into smaller and smaller pieces, depending on the type of plastic and environmental factors Even then, these microplastics never truly disappear and can cause problems for wildlife and potentially even human health.
- **It is significant concern, impacting our soil, water, and ultimately, our health.**
- **Every year, a massive amount of plastic ends up in our environment, harming wildlife, disrupting ecosystems, and even entering the food chain.**







## Cont...

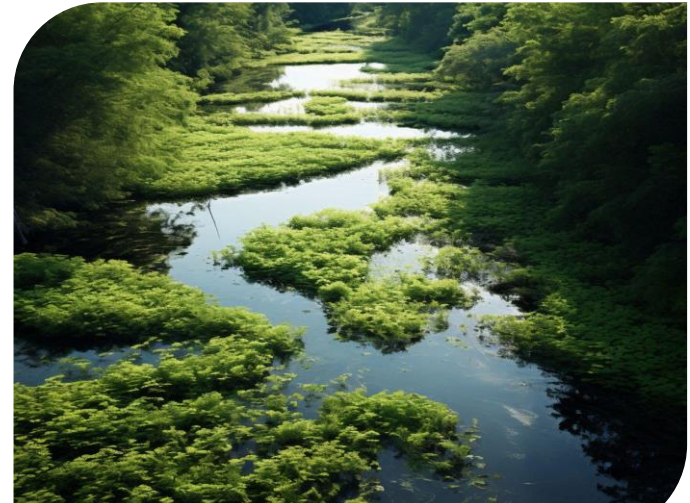
- In Ethiopia Evidences showed that several types of plastic waste were generated:
  - Plastic bags/festal (46%),
  - Water and soft drink bottles (34%),
  - household utensils (16%) and
  - others (4%) including plastic shoes, cooking oil and detergent containers.





# Solutions....

- Reduce our reliance on single-use plastics. (below 0.003mm banned according to our proclamation )
- Choose reusable alternatives whenever possible.
- Support businesses and policies that promote plastic reduction and recycling.
- Participate in beach cleanups and other community initiatives to remove plastic pollution from the environment.





# Cont ...



- **Requires a multi-pronged approach.**
- **Reducing our reliance on single-use plastics.**
- **Opting for reusable water bottles, shopping bags, and food containers are simple yet impactful choices.**
- **Supporting prioritize plastic reduction reuse and recycling**
- **Participating in community cleanups and raising awareness.**





## 02 Air Pollution

**May Month Campaign Theme;**

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Clean Air for Healthy Environment**





# Air pollution

- **Air pollution is a major health concern, causing respiratory problems, heart disease, and even cancer.**
- **Globally, approximately 6.7 million deaths annually attributed to exposure air pollution.**
- **Equivalent to 8.3% of the 2019 GDP and 38,972 deaths per year in 2019 were attributable to House Air Pollution .**







## Major sources of air pollution

- **Vehicle emissions,**
- **Industrial facilities, and**
- **Agricultural practices.**
- **Open burning of garbage waste,**
- **Biomass use for energy, etc**





# Solutions

- Invest in cleaner energy sources such as solar, wind, and geothermal power.
- Promote sustainable transportation options like public transport, cycling, and walking.
- Implement stricter regulations on industrial emissions.
- Use Energy efficient cooking technologies.
- Advocate for policies that support cleaner air and sustainable development.





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## 03 Water Pollution

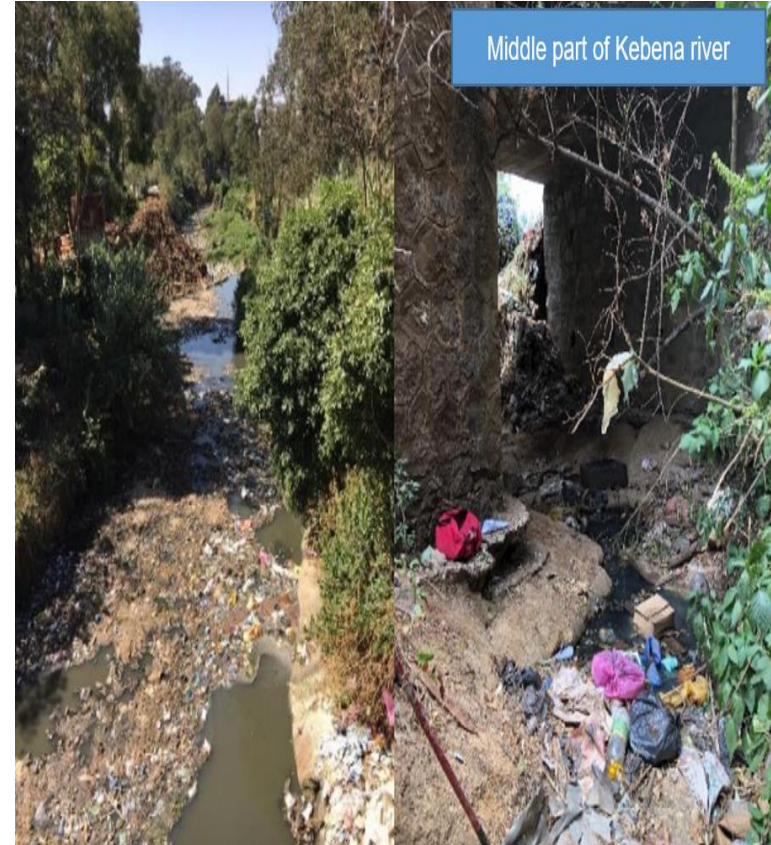
**June Month Campaign Theme;**

**Protect Our Water: Every Drop Counts  
!**



# Water pollution

- Water pollution contaminates our freshwater and saltwater resources, posing a threat to human health, ecosystems, and economic activities.
- Reports revealed that in Ethiopia, 60% to 80% of communicable diseases are associated with unsafe water, cause 25,000 < 5 years annually due to water pollution.







# Sources

- **Industrial waste,**
- **Agricultural runoff,**
- **Improper sanitation practices**
- **Liquid discharges from hotels and tour areas**

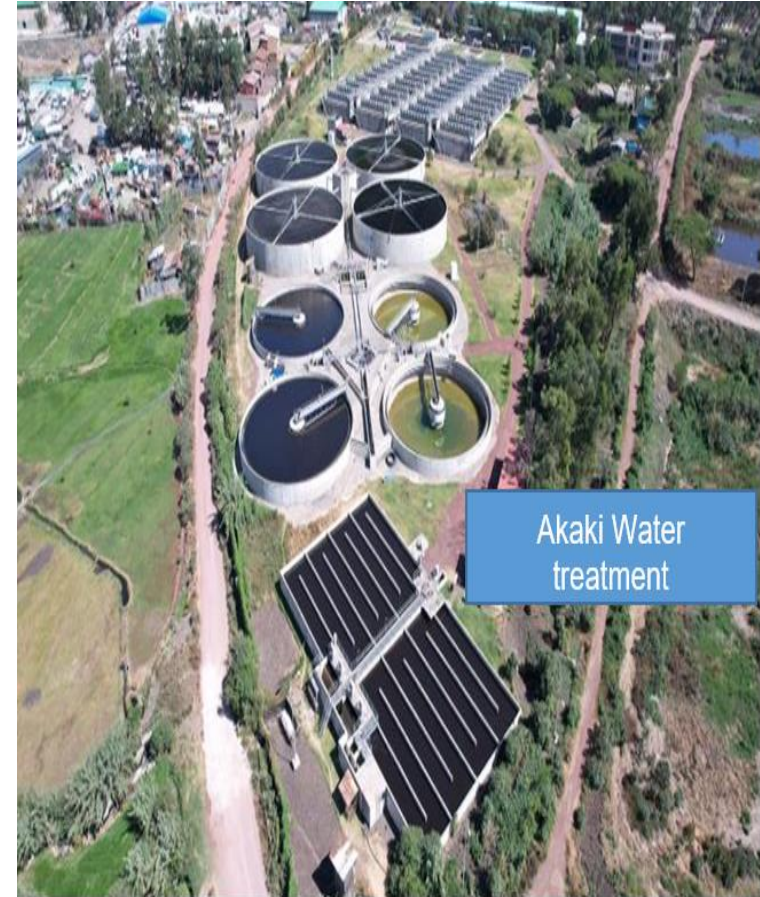






# Solutions

- Invest in waste water treatment infrastructure.
- Minimize the use of pesticides and , reducing agricultural runoff.
- Promote proper sanitation and hygiene practices .
- Support policies and regulations that protect water resources and hold polluters accountable.





# 04 Soil Pollution

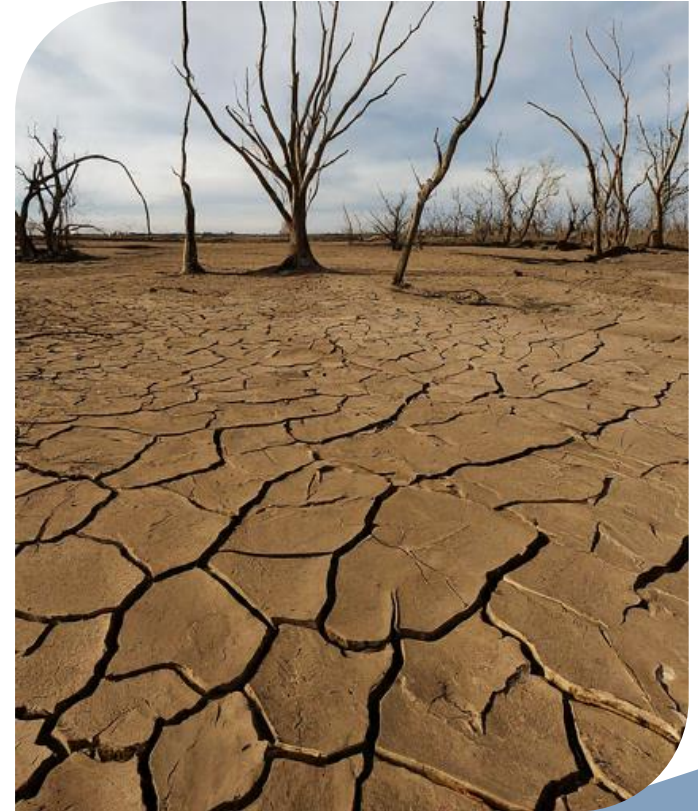
**July Month Campaign Theme;**

- **Soil health , our wealth**



# Soil Pollution

- Soil pollution involves the contamination of soil with harmful substances, including chemicals, heavy metals, and plastic debris.
- Soil pollution can impact agricultural productivity, disrupt soil ecosystems, and pose a threat to human health through contaminated food and water.
- Sources of soil pollution include agricultural practices, industrial waste disposal, and improper waste management.







# Solutions

- **Promote crop rotation, cover cropping, and composting to improve soil health and reduce reliance on harmful chemicals.**
- **Implement proper waste management practices to prevent the contamination of soil with plastic debris and other waste.**
- **Advocate for regulations on the use of harmful chemicals in agriculture and industry to minimize soil pollution.**
- **Support initiatives that promote soil conservation and restoration.**





## 05 Sound Pollution

**August Month Campaign Theme;**

- **Are you aware of how sound pollution impacts our health ?**





# Sound Pollution

- It is defined as sound that is undesirable or detracts from one's quality of life or an excessive amount of sound in the surrounding area.
- In Ethiopia, sound pollution is frequently an overlooked problem among other environmental pollutions.





# Effect of Sound Pollution

- Decrease the efficiency and quality of work of human beings.
- Reduces concentration level as high level of sound causes fatigue and tiredness.
- Hugely affects the pregnant women and cause irritation and abortion.
- Cause temporary or permanent deafness because sound level.
- Cause communication problems and lead to misunderstanding.





# Solution

- **Social awareness creation on causes, effects, and solutions of sound pollution.**
- **Use equipment's such as ear plugs and earmuffs for hearing protection.**
- **Factories and industries should be located far from the residential areas.**
- **Planting bushes and trees for effective solution for sound pollution.**





# 06 ESIA

**September Month Campaign Theme;**

**Empowering Informed Decision: Make**

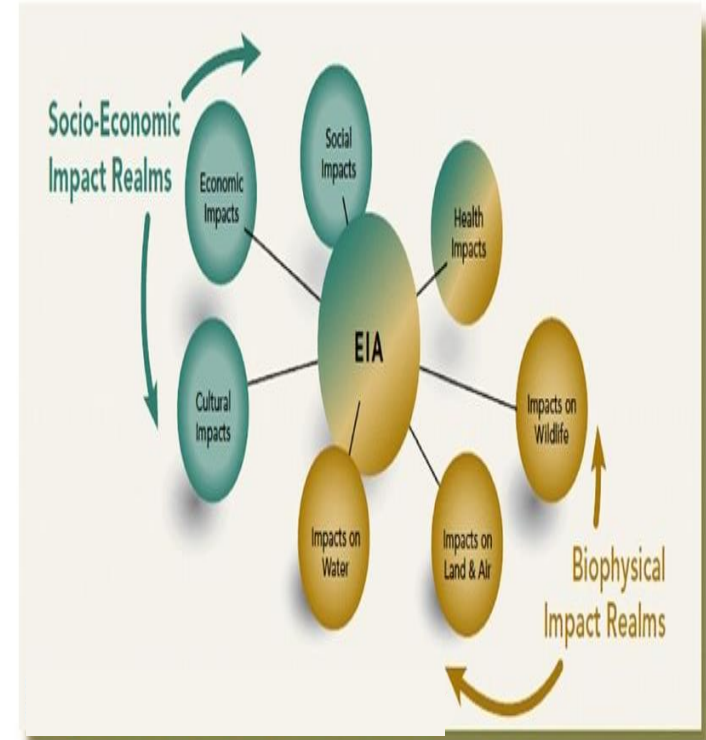
**ESIA Counts**

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ለዘላቂ የልማት!!**



# Why ESIA?

- It is a systematic process of identifying, predicting, and evaluating the environmental impacts of proposed projects or developments.
- It aims to:
  - Minimize negative environmental impacts.
  - Enhance project benefits.
  - Ensure informed decision-making by considering environmental factors alongside economic and social aspects.







# ESIA

- **ESIA protects our environment by:**
  - Identifying potential environmental issues early in the planning process.
  - Implementing mitigation measures to minimize negative impacts.
  - Promoting sustainable development by ensuring projects are environmentally responsible.
- **ESIA benefits communities by:**
  - Encouraging public participation.
  - Increasing transparency and accountability.
  - Promoting environmental justice by ensuring all voices are heard.





# Next key actions

- **Campaigning using mainstream and social medias.**
- **Conducting Seminars, workshops and panel discussions.**
- **Public forums and debates at village and school level and community based conferences**
- **Massive face-to-face awareness creation (Schools, markets, public transports, mega projects, public gathering areas etc)**
- **Field based demonstration and visits**



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