



Project Overview

DEPLOYING THE POWER OF IT-ENGAGED YOUTHS IN EFFECTIVE PLASTIC AND PLASTIC WASTE MANAGEMENT

▶ KEY OBJECTIVES

- ✓13,000 tons of plastic waste diverted from environment
- ✓Digital App Prototypes developed
- ✓3-4 million indirect beneficiaries are reached through campaigns, school programs and media
- ✓Job opportunities created (direct & indirect)
- ✓500,000+ social media engagement, 1.5m reached

▶ INNOVATIONS

- 📱Youth-led design of mobile apps
- 🎮Gamifications of recycling behaviour
- ♻️Upcycled products: eco bricks, tiles, plastic furniture
- 🎓Integration of environmental education in 3 schools in FCT

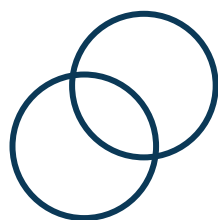
▶ COMMUNITY ENGAGEMENT

- 👥302 direct participants (172 males, 130 females)
- 🤝Inclusive approach: Indigenous people, women leaders, and persons with disabilities
- 🤝Partnered with AEPB, University of Abuja, Impulse Recycling and schools

▶ KEY RECOMMENDATIONS

- ➔ Scale digital innovations for plastic waste tracking and community recycling
- ➔ Integrate ICT-based waste management training into school curriculum
- ➔ Support community-led recycling hubs with sustainable funding
- ➔ Strengthen policy enforcement on plastic usage and segregation at source

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