



General Presentation  
Project Clean Africa  
April 2019

# About Esprit de Sport

Esprit de Sport is a charity organization that works to ensure that more children and young people in poor areas of Africa can participate in organized sports activities and to help develop the sports movement in Africa.



Europe: Sweden and Denmark

Africa: Cote d'Ivoire, Ghana and Guinea Bissau



# Clean Africa - Background

Many parts of West Africa and Africa in general are very dirty.

People still through garbage everywhere.

Since Esprit de Sport has its origin in Scandinavia, which is one of the parts of the world that is most developed regarding waste handling and recycling, we see it as obvious that this will become a natural part of our operations in Africa.

Environmental awareness and stopping the litter will be an important and integrated part of our entire operations.

We are convinced that it is through the children and young people that we can achieve a change in attitude that is absolutely necessary for our existence on this planet.

By reaching the youth through the sport and our cooperation with the schools, we have a unique opportunity to achieve a sustainable change of attitudes.

Every sub-goal is short-term, but it is the long-term change of attitude that is our objective.



# Clean Africa - Concept

Esprit de Sport will help the sport community with competence and resources but our philosophy is that you get nothing completely free of charge. We plan that every active athlete in clubs that we help will work for 10 - 20 hours a year in different projects that will benefit the sport or the whole community.

Clean Africa is our most important such project

Examples of activities:

- ✓ Information activities in schools and sports club
- ✓ In cooperation with local authorities
  - ✓ Pick up trash in the streets and in the nature
  - ✓ Set up waste baskets and empty them regularly



# Clean Africa - Campaign

Together with local authorities and media we will produce a campaign about non littering and use the sports community as the good example.

- ✓ Instead of throwing things in the streets or the nature – pick up one thing every day and through in a waste basket.
- ✓ Inform what happens to the waste you through in the nature and how it effect our life
- ✓ Create a proudness of a clean community
- ✓ Use local sports stars as carrier of our message

