Clean Up Ketama

Educating the next generation

What we teach today shapes our Community of tomorrow

We begin with children, but the change reaches homes, streets, and future generations

Ketama is home to breathtaking landscapes, rich biodiversity, and a deep connection to nature. But like many rural areas, it faces growing challenges from litter, illegal dumping, and a lack of environmental awareness.

Clean Up Ketama is a community-led initiative to:

- Teach children how pollution harms nature, health, and their future
- Turn schools into hubs for climate and environmental education
- Inspire long-term change by starting with the next generation
- Support the UN Sustainable Goals, especially Goals 12, 13, and 15
- Build local pride and responsibility for keeping nature clean
- Bring families and communities together around a shared mission

From Classrooms to Communities: Our Environmental Goals

What we teach the children today shapes our Community of tomorrow

The environmental challenges can't be solved in a single day — they require lasting solutions rooted in education, collective action, and long-term community engagement. One clean-up is a good start, but real change comes when knowledge leads to habits, and habits become culture.

Clean Up Ketama sets out to:

- **Protect nature and wildlife** from the dangers of waste
- Teach children environmental values and real-world solutions
- Empower schools to lead local climate action
- Encourage families and citizens to take shared responsibility
- Align with the **UN Sustainable Development Goals 12, 13, & 15**
- Build habits that support a cleaner, healthier future for Ketama

Supporting the UN Sustainable Development Goals

Morocco has committed to the UN's 17 Sustainable Development Goals — a global vision for a better, cleaner, and more sustainable world by 2030. This project supports this commitment by bringing three of these goals to life through education, community action, and environmental care.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and reduce waste

- Teaching children to reduce, reuse, and recycle
- Sorting waste and learning the waste hierarchy
- Promoting long-term behavioral change in families

13 CLIMATE ACTION

Take urgent action to combat climate change and its impacts

- Raising awareness of environmental challenges
- Reducing local pollution and landfill pressure
- Helping understand the link between daily habits and global climate

15 LIFE ON LAND

Protect ecosystems, reduce land degradation, and halt biodiversity loss

- Removing harmful waste from natural areas
- Preventing injury to animals caused by litter
- Encouraging pride and protection of our landscape and biodiversity

The School Program: Learning Before Action

We teach first — so that when we act, we act with purpose

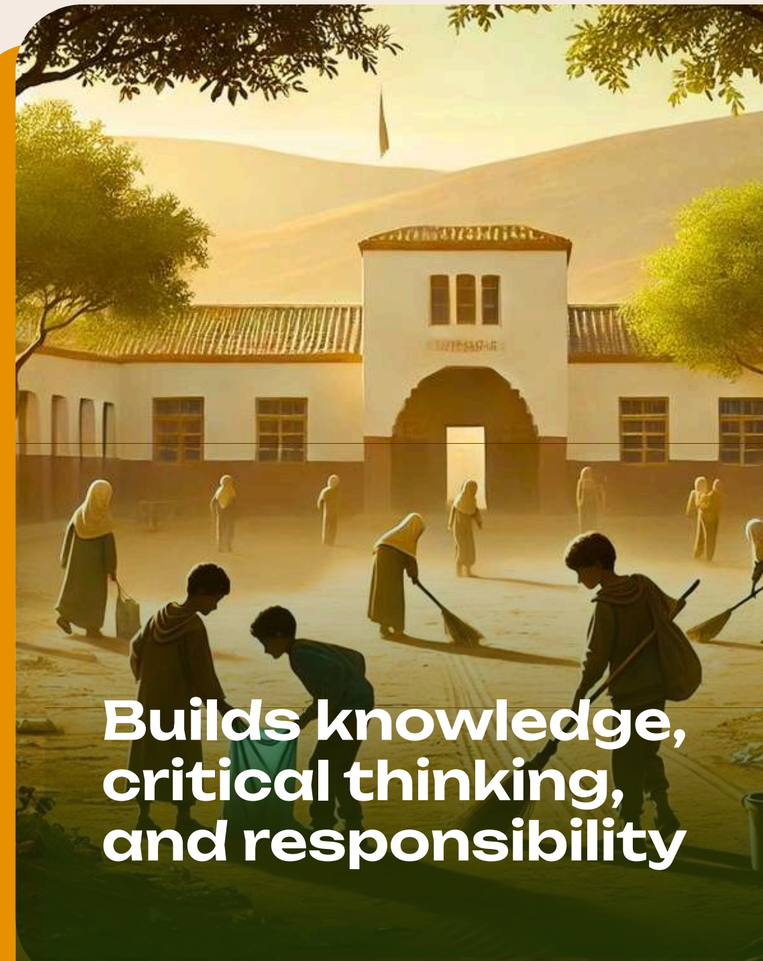
To create real and lasting change, Clean Up Ketama begins in the classroom where knowledge builds understanding, and understanding leads to action.

Education Phase

- 3 classroom modules (2 hours each) over 3 weeks
- Topics - nature and pollution, waste solutions, and student-led change
- Delivered through visuals, discussions, games, and local examples

Action Phase

- 1 clean-up day involving students, families, and the community
- A shared hands-on experience to clean public areas including sorting, reflection, and showcasing student work
- Homework - Quizzes about what they have learned



Module 2: Waste Solutions & Sorting - 2 hours

This module shows the way — when children learn the solutions, they feel empowered to act

Now that students understand the problem, and with this module we will show them the solutions. They learn how waste can be reduced, reused, and recycled — and how their actions make a difference.

What We Can Do About It

What students learn

- Difference between reuse, recycling, & disposal
- The waste hierarchy and why sorting matters
- What types of waste exist (plastic, metal etc.)
- How waste is processed and why it's everyone's responsibility

Activities include

- A sorting game using real-life examples
- Group quiz: “Where should it go?”
- Drawing and explaining a “waste-free school” idea
- Homework - about what they have learned

Community Clean-Up Day

On this day, we clean Ketama — but we also celebrate responsibility, unity, and action.

This day is more than just collecting trash — This day marks a turning point — where knowledge becomes action, and action is honored through recognition. But it doesn't end here. The clean-up is just the beginning.

Event Highlights

- Coordinated clean-up across key areas in and around Ketama
- Active participation from students, parents, teachers, and local volunteers
- Waste sorting, reflection sessions, and documentation of results
- Community gathering with water, cake, and light refreshments
- Inspiring speeches from school and community leaders
- Certificates of appreciation awarded to schools and students

What students **learn today becomes the foundation** for ongoing change in families, schools, and communities.

Why Focus on Children?

Because Real Change Starts Young — and Grows With Them

Children are the heart of every community. They are the link between school and home, between learning and culture, between today and tomorrow.

Why children are at the heart of this project

- They are open, eager to learn, and quick to act
- They bring the message home to parents, siblings, and neighbors
- They set new habits early, creating long-term change
- They are proud to contribute and be part of something bigger
- They grow into the adults who will protect and shape the future
- Their participation inspires hope, pride, and action in the community

We are not just teaching responsibility — we are **nurturing the next generation of environmental guardians**

What We Ask From Local Authorities

Support That Turns a Vision Into Reality

The **vision is clear**, the need is urgent, and the local **motivation is strong**. But to bring Clean Up Ketama to life, **we need your support** to help create, organize, and implement the program together.

We respectfully ask for your support in

- Approving collaboration with local schools
- Helping identify safe and accessible clean-up areas
- Coordinating with waste services for collection and disposal
- Assisting with materials: gloves, bags, safety vests, bins
- Supporting outreach and community awareness
- Assigning a point of contact from your team
- Helping us raise funding, nationally and internationally,
- to develop and sustain the program

With your leadership, we can transform this vision into a movement — one that **educates children**, **unites communities**, and protects Ketama's future for generations to come.

Step-by-Step: How to Get Started

Turning Vision into Action – Step by Step

1. Establish Local Coordination

- Appoint a lead coordinator or working group (from municipality or school)
- Hold an initial planning meeting with key stakeholders
- Define pilot schools and target neighborhoods for the first cycle

2. Design the Program Structure

- Finalize module content: visuals, key messages, activities
- Translate/adapt material into Arabic, French (and possibly Tamazight)
- Create teacher guides and printable resources
- Design posters, certificates, and branding elements

3. Secure Materials and Logistics

- Create a checklist of what's needed: gloves, vests, bags, sorting bins, etc.
- Identify local or regional suppliers for low-cost sourcing
- Arrange transportation and trash disposal (waste management partners)

4. Build Partnerships

- Reach out to International NGOs, Local associations & cooperatives. CSR programs and public/private sector
- Present the project to potential partners and donors
- Request technical input, funding, or resource support

Step-by-Step: How to Get Started

Turning Vision into Action – Step by Step

5. Secure Funding

- Prepare a basic project budget (materials, coordination, events)
- Apply for national/international environmental education grants
- Seek in-kind donations (e.g., snacks, printing, logistics support)

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6. Engage Schools and Teachers

- Finalize module content: visuals & activities
- Translate/adapt material into Arabic
- Create teacher guides and printable resources
- Design posters, certificates, and branding elements

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7. Prepare for Clean-Up Day(s)

- Define zones and assign student/parent groups
- Prepare welcome kits for participants
- Confirm safety measures and community speaker attendance
- Organize media/visibility: photos, banners, social media coverage

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Step-by-Step: How to Get Started

Turning Vision into Action – Step by Step

8. Execute the Program

- Finalize module content: visuals, key messages, activities
- Translate/adapt material into Arabic, French (and possibly Tamazight)
- Create teacher guides and printable resources
- Design posters, certificates, and branding elements

9. Document and Evaluate

- Collect feedback from students, teachers, and parents
- Count waste collected and create a brief report (photos + results)
- Use outcomes to promote the next edition and secure ongoing support

10. Plan for Continuation

- Share results with stakeholders and media
- Expand to more schools or neighborhoods
- Build a long-term local partnership network
- Strengthen collaboration with international NGOs and funders

Clean Up Ketama

Now It’s Time to Act

Let’s start together — and build something that lasts

This is **your opportunity** to help **lead a new generation** toward responsibility, pride, and care for our environment.

visit Ketama

Unlocking a Sustainable Future

Phone: **+212 (0) 663 333 083**

Email: **info@visitketama.com**

@visitketama

www.visitketama.com

House Of Digital Marketing

www.houseofdigitalmarketing.agency