



WORLD CLEANUP DAY 2026

RAINBOW BEACH (MBEZI BEACH) CLEANUP REPORT DAR ES SALAAM, TANZANIA.

1. INTRODUCTION

In commemoration of **World Cleanup Day 2026**, held under the theme “*Strive for Five: From Clean Plates to Clean Cities*,” communities across Tanzania demonstrated the profound impact of collective action. Local government authorities, youth, media, volunteers, and diverse partners united to translate this global call into meaningful grassroots progress.

To sustain this momentum, **UNESCO Tanzania**, in collaboration with **Weka Mazingira Safi (WEMASA Organization)**, organized a targeted beach cleanup at Mbezi Beach, Dar es Salaam, on September 21, 2026. The five-hour event (7:00 AM to 12:00 PM) drew more than 45 active participants, resulting in the collection of 50 bags of waste weighing a total of 250 kg.

In partnership with local Mbezi Beach community volunteer groups, a **Waste and Brand Audit (WABA)** was conducted on a 5% sample (5 full bags) of the recovered trash. The audit identified plastic Bags as the predominant waste type, accounting for 150 of the total items analyzed across the sample bags. This was followed by other plastic bottles (67 items) and baby diapers (35 items). Furthermore, the brand analysis revealed **MeTL**

as the leading contributor—driven primarily by *Mo Extra* drinks—followed by *Mango Juice* by U-Fresh Food Ltd and *Tanga Fresh* by Tanga Fresh Limited as the top three products identified during the cleanup.



The picture of mixed waste as a sample of the leading waste type found and collected during cleanup.



UNESCO team, WEMASA and community volunteers during cleanup.

2. KEY TAKEAWAYS FROM WORLD CLEANUP DAY 2026

- I. **Communities are willing to engage:** The participation of 50 people and many more from different parts across the globe including children and young people, demonstrates the willingness of communities to take part in practical environmental action when meaningful opportunities for engagement are created.
- II. **Cooperation and togetherness make collective action possible:** The strong collaboration among partners across different locations was one of the defining features of this year's campaign. Organisations worked alongside communities, LGAs, volunteers, Youth Ambassadors, media, and other stakeholders toward a shared objective.
- III. **Local ownership strengthens the movement:** The partners who organised activities in their own locations demonstrated the importance of local leadership. Sustainable environmental action requires communities and local organisations to be active owners of the solutions, not only participants in campaigns.
- IV. **Data can turn cleanup into evidence for change:** The waste quantities, waste categories, and branded waste observations collected through the campaign provide valuable evidence that can inform future programmes, advocacy, policy discussions, and engagement with producers and local authorities.
- V. **Cleanup is a starting point for longer-term action:** The scale and composition of waste collected remind us that cleanup alone cannot address the root causes of waste pollution. The momentum generated through World Cleanup Day needs to connect with year-round work on education, awareness, prevention, source segregation, recovery, community capacity building, and **Zero Waste systems**.

3. LOOKING BEYOND WORLD CLEANUP DAY

In conclusion, WEMASA remains deeply committed to sustaining and strengthening the community and beach cleanup movement well beyond World Cleanup Day. Our efforts will focus on year-round education, public awareness, capacity building, community mobilization, data generation, and practical environmental interventions.

We extend our heartfelt gratitude to the Local Government Authorities (LGAs), community leaders, organizers, volunteers, youth, media partners, and every participant who contributed to the success of World Cleanup Day 2026. Together, we have proven that when communities and partners unite, a global call to action creates powerful, lasting local change.

ASANTE SANA!

