

Drastic steps to fight illegal dumping

City of Joburg Mayor Parks Tau and Pikitup have declared war on the owners of illegal dumping sites after a recent tour of the city.



Pikitup, the City of Joburg's waste management entity, has tried numerous times different methods, adopting radical approaches in an effort to fight illegal dumping and littering. Often these were met with resistance and distaste because the seriousness of what was being communicated was not properly conveyed or there was a total disregard for the law. When all else fails, the only choice left is to up the ante and make every citizen of Joburg get their hands dirty.

"As part of the mayoral project, we have heeded the call by the mayor and the MMC to make sure that separation at source becomes a voiced dialogue in media houses, households, businesses, schools, taxi and bus ranks, and on the street," Musa Jack, executive director of Waste Minimisation Strategy and Programmes at Pikitup says.

Mayor Parks Tau has declared war on the owners of illegal dumping sites after a recent tour of the city. The mayor with his mayoral committee went to see for themselves the true extent of development challenges the city faced and health concerns that arise with illegal dumping.

'Protest' marches

Pikitup staff will be embarking on friendly 'protest' marches to alert residents of the City of Joburg on the dangers of littering and illegal dumping as well as of the benefits of recycling. The teams will be visiting all seven regions on a seven-week 'protest' blitz, spending five days per region. They will be engaging with the communities, residents and businesses in creating a better, healthier and more sustainable city that is free of litter, illegal dumping, where children can play in clean parks.

"This is truly a testament to our commitment as a company. We are turning the City of Joburg into a recycling economy. These demonstrations are aimed at radically increasing awareness around illegal dumping and recycling. We are taking the war into the heart of the communities and in their own back yard," says Jack.

The first region to be visited by the team will be Region A on Monday, 14 October until 18 October. The areas that will be targeted are Kya Sands informal settlement, Rabbi Ridge, Ivory Park and Diepsloot.

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