

EVENT REPORT

POWERED BY  
**MOUNTAIN  
HUB**

# GREEN DAY

**BEAT PLASTIC POLLUTION**

COMMEMORATED BY MOUNTAIN HUB | JUNE 9TH AND 10TH, 2023.





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# INTRODUCTION

World Environment Day (WED) is celebrated annually on 5 June with major objectives to encourage awareness and enforce action for the protection of the environment. Supported by many non-governmental organizations, businesses, government entities, WED is the United Nations primary outreach day supporting the environment.

First held in 1973, it has been a platform for raising awareness on environmental issues such as marine pollution, overpopulation, global warming, sustainable development and wildlife crime. World Environment Day is a global platform for public outreach, with participation from over 143 countries

This year, Mountain Hub joined the movement to protect the environment by celebrating and commemorating the 2023 World Environment day themed **“Beat Plastic Pollution”** with a 2 day green initiative; Green Hack and Green Day, which took place in Cameroon’s capital city, Yaounde, on the 9th and 10th of June 2023 respectively.

# OUR OBJECTIVES

- To raise awareness on the problem of plastic pollution.
- To generate innovative solutions on the problem of plastic pollution.
- To build a community of people who are committed to protecting the environment.

# DAY 1 GREEN HACK

The Event Begins  
Mountain Hub, Yaounde,  
Pharmacie Efoulan  
Friday, June 9, 2023. 7 A.M.



The Green Hackathon was held on the first day of the event - 9th June 2023. The Green Hackathon registered 50 teams of 5 (members). 12 teams were selected to participate in the 24-hour hackathon after a review of the registered applications, with the goal to seek innovative solutions to combat plastic pollution.



Each team was required to be composed of 3-5 members, at least one female, and a member who is less than 21 years old. Participants were required to be onsite as early as 7 A.M for proper induction Before the Hackathon began.





At 8:30 A.M, after a brief welcome address from the Hub Manager in Yaounde, the hackers were well seated and ready for their two training sessions which centered on “Why beat plastic pollution and Startup Hacks”.



**The First Training Session: 9:A.M**  
**Topic: Why Beat Plastic Solution**  
**Facilitator: Patu Ndango Fen**





Patu Ndango Fen is the Co-Founder of Game Changers, a youth-led movement championing the fight against climate change locally by mobilizing businesses to make bold concrete commitments to the climate agenda towards a zero-emission future. The environmental and climate awareness activist drilled the young and innovative hackers on the danger at hand and why it is crucial to solve the alarming rise of plastic pollution.



The facilitator discussed deeply on: the problem of plastic pollution, the root cause of plastic pollution, the wide adoption rate of plastics, the challenges most communities face when disposing of plastic waste and the importance of bringing sustainable solutions to plastic pollution





She equally explained the environmental and health impacts of plastic pollution, noting that over 380 million tons of plastic waste is produced each year.

At the end of her training, Patu emphasized that though the Government has to take actions towards solving this problem, it is equally everyone's collective - individual responsibility to take actions to promote a safer and cleaner environment. Patu finally closed her training by encouraging hackers to be creative and innovative as they get on with the Green Hackathon.

# The Second Training Session: 10A.M

## Topic: Startup Hacks

### Facilitator: Effansa Simon





The second training session, led by Effansa Simon, CEO of BOHIKOR an on demand early wage startup, focused on how to develop startup ideas.

As much as the goal of the Hack was to bring sustainable solutions to plastic pollution, we equally dwelled on building the entrepreneurial capacities of these hackers in order to help them scale and sell their solutions.

Effansa taught the teams on how to identify a problem, come up with a solution, and create a business plan.

Both trainers were well-informed and engaging, shedding light on the importance of preserving the environment and being innovative about solutions for plastic pollution.



# THE HACKATHON BEGAN



After the training sessions, the Hackathon began at 11 A.M with teams hacking for 24 hours to create viable solutions to plastic pollution.





# LUNCH BREAK 2 P.M

After a few hours, hackers used 30 minutes for a lunch break during which they decided to network with other teams participating in the hackathon.



# HACKATHON CONTINUES 2:30 P.M

Back in place to defeat the monster  
called "Plastic Pollution"





# **DINNER BREAK 6P.M**

It was evening already, and the hackers took another break and were left with 16 more hours to go.

# HACK ALL NIGHT 7.P.M

Few more hours to go



# DAY 2 GREEN DAY

Saturday,  
June 10th 2023  
11 A.M.

This was the Green Day celebration proper. The day started with an early breakfast by the hackers at about 7:30 A.M. Thereafter, they proceeded to round off with their solutions. Other guests for the Green Day celebration started coming in later for the official debut at 10 A.M.



# THE HACKATHON ENDS



At exactly 11 A.M, the 24hrs Hackathon ended with an opening speech from Ayuk Etta the CEO and Founder of Mountain Hub emphasizing on the importance of innovative solutions in the fight against plastic pollution.



**Following suit was a speech from our 1st keynote Speaker, Ndimuh Bertrand, a conservationist, NatGeo Explorer and Executive Director of Voice of Nature. Mr. Bertrand spoke about the importance of reducing plastic pollution.**

# 1ST KEYNOTE SPEECH NIDIMUH BERTRAND



He began by extending his heartfelt thanks to Mountain Hub for organizing the event and inviting him to join the green initiative. He continued by saying “The GREEN DAY” comes at a critical time when countries the world over are grappling with the menace of plastic pollution and related environmental challenges.





The rapidity with which plastics are produced today outpaces population growth, most especially in our major towns and cities in Cameroon.

Statistics from MINEPDED indicate that 600,000 tons of plastic waste are produced every year in Cameroon, with only 20 % recycled.

This means that about 1.5 million kg of plastics are produced every day in this country with only about 300,000 kg recycled. What then happens to the unrecycled 1.2 million kg of plastics produced daily?”



The dangers of plastic pollution are many and varied, and have no plans of leaving us any time soon. Cognizant of this, the Cameroon Government banned the manufacturing, importation, sales and use of single use plastics in April 2014. Though the effectiveness of this ban has left much to be desired, “beating plastic pollution”, like the campaign of this year’s World Environment Day suggests, is no longer a choice but a commitment to life and generations to come.



From Bambalang-Ndop, where I grew up seeing my grandma transforming biodegradable wastes into compost, to the Unity Palace here in Yaounde, every hand must be put on deck to proffer solutions to plastic pollution... said Ndimuh Bertrand.





Bertand concluded his speech by saying “This historic event that started yesterday, promises to be enlightening, and I am indeed humbled to be part of Green Day, that is providing a platform for the engagement of distinguished green tech hackathons, seeking solutions to plastic pollution in Cameroon. I want to express my deepest appreciation to Mountain Hub and all her partners for the steps they have taken in this journey as we engage all in the campaign to beat plastic pollution in our homes, neighborhoods, villages, towns and cities in Cameroon.



May we remain green in our attitudes and relationship with nature as we celebrate GREEN DAY, and ensure that we keep building a greener, safer and more sustainable planet that we will enjoy and hand to the next generation. Welcome to GREEN DAY!”



# 2ND KEYNOTE SPEECH FOE ESSOMBA

Foe Essomba, the Municipal Councilor of Yaounde 3 and a biotechnology engineer in his brief speech, acknowledged the important role the government has to play in this fight against plastic pollution. Furthermore, the municipal councilor invited the young and innovative hackers to take concrete actions towards solving community problems and not depend solely on the government.





**Reassuring everyone present of government's incoming support, Mr Foe Essomba ended by applauding the work Mountain Hub has been doing and made promises towards building favourable, beneficial and long lasting relationships between government stakeholders and Mountain Hub.**

# ARTS AND POLLUTION | PENBOY

We had an artistic blend with the fight against plastic pollution. PenBoy, Cameroonian multiple award winning Spoken Word Artist shared his creativity and arts with the environmental enthusiasts. PenBoy's message on plastic pollution dwelled on "We don't Want Plastics". His poem awakens us to our responsibility to preserve mother nature.







# PANEL DISCUSSION.

The panel discussion was on the “role of entrepreneurship in reducing plastic pollution”. The panel consisted of:

**Mr. Ndimuh Bertrand** | Conservationist and Executive Director of Voice of Nature.

**Mr. Foe Essomba**  
Municipal Councilor of Yaounde 3

**Patu Ndango Fen**  
Co founder of Game Changers

**Ayuk Etta** | CEO and Founder of Mountain Hub.

**Beverly Ndifofo** | Multimedia Climate Journalist.



# **THE PANEL DISCUSSION HAD A MISSION TO IDENTIFY THE FOLLOWING;**

The challenges and opportunities for entrepreneurs working to reduce plastic pollution. There are a number of challenges and opportunities for entrepreneurs working to reduce plastic pollution. Some of the challenges include: the high cost of developing new technologies, the lack of government support, and the resistance of some businesses to change. Some of the opportunities include: the growing public awareness of the problem of plastic pollution, the increasing demand for sustainable products, and the availability of government funding for research and development.

The role of entrepreneurs in developing new technologies to reduce plastic pollution. Mr Ayuk Etta outlined that entrepreneurs can play a key role in developing new technologies to reduce plastic pollution. For example, they can develop new ways to recycle plastic, new materials to replace plastic, or new ways to reduce the amount of plastic that is produced.





The role of entrepreneurs in raising awareness of the problem of plastic pollution.

Entrepreneurs can also play a role in raising awareness of the problem of plastic pollution.

They can do this by developing educational materials, creating marketing campaigns, or speaking out about the issue.





The role of entrepreneurs in working with governments and businesses to reduce plastic pollution. Foe Essombe, the municipal councilor of Yaounde 3 added that entrepreneurs can also work with governments and businesses to reduce plastic pollution. They can do this by providing advice, developing partnerships, or lobbying for policies that will reduce plastic pollution.

After the panel discussion, a Q&A session was opened by Beverly Ndifoin who was the moderator of the event for participants to ask questions and get real feedback from industry experts on the panel discussion.

# GREEN HACK PITCH SESSION

After the rich panel discussion, it was time 11AM for the Green Hackers to pitch the innovative solutions they have been able to work on throughout the last 24 hours.





# GREEN HACK PITCH SESSION

Before we jump into the Pitching session,  
Meet the Jury:

**Effansa Simon** | CEO of BOHIKOR

**Patu Ndango Fen** | Co Founder of Game Changers

**Joycelyne L. Tsonang** | Founder and sustainability  
manager of D&D Smart Construction.

**Ida Yardena** | Sustainability Business Analyst

# TEAM 1 DIT - DO IT TOGETHER PITCHING BEGINS...





# TEAM 2 GREEN CITY SOLUTIONS

Team Green City Solutions provides a network of plastic waste collectors and a cheap way to recycle plastic waste into affordable, durable, resistant, economical and eco friendly pavement tiles.



# TEAM 3 GREEN TEAM

The Green Team worked on a circular economy platform focused on plastic. It includes an educational component in the form of a quiz to raise awareness among users about plastic pollution. Additionally, the platform offers a geolocation feature that maps the nearest recycling bins and recycling companies. Green team believes that this will facilitate proper collection and recycling of plastic waste, promoting more responsible use of plastic materials.



# TEAM 4 THE ARTISAN DEVELOPERS



# TEAM 5 BLUE ID

Blue Id is a startup that developed a smart trash can system that helps businesses reduce their plastic waste. The Blue Id system uses sensors, wireless communication, and cloud computing to collect real-time data on waste levels and collection needs. This information can be used to optimize waste collection routes and schedules, which can save time and money. The System is also easy to use and offers a variety of features, such as hands-free trash disposal and reporting and alerts.



# TEAM 6 | UY1

Team UY1 proposes to implement a traceability system for the plastic product supply chain using blockchain technology by Tokenizing carbon footprint, i.e converting carbon emissions into digital tokens.



**6 MORE TEAMS TO GO  
LET'S TAKE A BREAK!!**



# TEAM 7 | CODEC

Team Codec presented a revolutionized marketplace for plastic waste by providing a web and mobile App called Etruck which eases the collection of plastic waste. On Etruck individuals will be able to have access to waste collectors nearby.



# TEAM 8 CAMAIRETECH





# TEAM 9 WASTE WARRIORS

Team waste warriors came up with a social app that turns plastic waste into value, rewarding users for participating in collection campaigns, while raising awareness and actively reducing plastic pollution in our cities.



# TEAM 10 GOLDEN FIVE

Golden Five, introduced an innovative Smart Bin System for efficient and sustainable waste management, utilizing cutting-edge technology to transform traditional waste bins into smart, automated collection points.

This solution is designed to streamline waste disposal, increase recycling rates, and promote environmental stewardship.

The key features of this solution are equipped with advanced sensors for automated bottle collection and sorting with an easy-to-use interface for citizens and businesses to deposit bottles conveniently, and real-time data monitoring to optimize collection routes and minimize environmental impact.

# TEAM 11

# TEAM QUASTE

QUASTE , provides a digital marketplace that connects households, waste collectors, and recyclers to streamline the collection, sorting, and recycling of plastic waste. Providing a holistic approach to addressing plastic pollution. The key features of Quaste marketplace provides features of Geolocalisation, Path Optimization algorithms and Rewards for proper waste disposal.



# TEAM 12 DEVOPS

Devops introduced Pick Dorti, a web application born from the fact that one platform enables users to be more sensitive about plastic waste pollution by becoming their own personal sanitation officers.

How? By assigning value to trash and also by allowing persons and government individuals to run campaigns via means of broadcasted messages to raise awareness on plastic pollution





# THE WINNERS

## 1st Prize | Green City Solutions



# 2ND PRIZE

## Waste Warriors



# 3RD PRIZE

## The Artisan Developers









# CLOSING REMARKS

Closing remarks for the Green Hack and Green Day event came from Ayuk Etta the CEO and Founder of Mountain Hub, and Joycelyne Landry Tsonang Founder and sustainability manager of D&D Smart Construction who congratulated the winners of the hack and encouraged the young entrepreneurs to continue the fight against plastic pollution in order to keep our planet safe. Mr Ayuk Etta, further opened the doors of Mountain Hub to all participants who need support throughout their entrepreneurial journey.

# FAMILY PHOTOS



# CONCLUSION

The two-day event was a success. The hackathon generated some innovative solutions to the problem of plastic pollution, and Green Day raised awareness on the issue and provided insights into how to address it. The event was a valuable contribution to the effort to reduce plastic pollution and protect the environment.



# RECOMMENDATIONS

The following recommendations were made for future events:

- Increase the number of teams participating in the hackathon.
- Provide more resources to the teams, such as access to mentors and funding.
- Expand the scope of Green Day to include other environmental issues, such as climate change and deforestation.



# ADDITIONAL DETAILS

Here are some additional details about the event:

The hackathon was open to all students, entrepreneurs, and professionals who were interested in developing solutions to plastic pollution.

Green Day was free to attend, and it was open to the public.

The event was sponsored by a number of organizations, including the United Nations Environment Programme (UNEP), the World Wildlife Fund (WWF), the Cameroonian Ministry of Environment and the United Bank of Africa.



# IMPACT

The two-day event had a positive impact on the environment. The hackathon generated some innovative solutions to the problem of plastic pollution, and Green Day raised awareness of the pressing issue of Plastic Pollution and provided insights into how to address it. The event also helped to build a community of people who are committed to protecting the environment.



The Green Day and Hackathon provided a platform for experts to share information about the problem of plastic pollution and its impact on the environment. This helped to raise awareness of the issue and encouraged people to take action to reduce their use of plastics.



**The Hackathon provided a platform for Students, Entrepreneurs, and Professionals to come together and develop innovative solutions to the problem of plastic pollution. This led to the development of new technologies and products that could help to reduce the amount of plastic waste that is produced each year.**





The event brought together people from all walks of life who are passionate about protecting the environment. This helped to build a community of people who are committed to working together to address environmental issues.



# FUTURE PLANS

Mountain Hub plans to continue organizing Green Day events monthly that raise awareness on environmental issues and promote sustainable solutions. Mountain Hub also plans to expand the scope of their work to include other environmental issues, such as climate change and more.

Mountain Hub plans to kickstart a Greentech Incubator program that will support the best solutions hacked during the Greentech Hackathon into thriving and scalable startups.



# THANK YOU

Mountain Hub, its staff and partners would like to thank all of the participants, speakers, judges, and volunteers who made the event possible. We would also like to thank the sponsors for their generous support.