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'Safe & Clean City Campaign'



Rustenburg – It is 9h00, Friday the 2nd of December at the main Taxi Rank in Rustenburg. A hot December morning – people are scurrying around hoping to finish their business before trading hours close.

A familiar sight, a man, probably in his early 30s ignores the dustbin a mere few metres away from him. He carelessly throws a banana skin and an empty can on the street as he takes a huge bite from the fruit he has just bought from a vendor who is selling on the nearby pavement... as if littering is "OK".

Close to the man, uncollected litter piles up next to a woman cooking some food, posing a serious health hazard...

It is against such a background that the Rustenburg Local Municipality – under the wise leadership of the city's Executive Mayor Cllr Mpho Khunou – decided to spearhead the "Safe & Clean City Campaign."

Rustenburg Local Municipality includes 38 wards and a population of more than half a million people. Furthermore, Rustenburg as a city is perceived by many people from South Africa and in the continent as a safe haven for illicit dealings and investments.

This campaign saw local community leaders, businessmen and various other organizations signing a pledge to ensure that the people of the city are made aware of the importance of keeping the city clean.

An event to sign the pledge was held on December 2 at the taxi rank and was attended by the Rustenburg Mayor, councillors as well as representatives from the Department of Public Safety and various other organisations.

"We should be proud of our City, proud of our home... and the first step begins with each and every one of us. We should not litter, and we should teach our kids to follow this lifestyle. We cannot litter and at the same time be proud representatives of the Earth we live on. We will change Rustenburg, we will stand together and CLEAN UP THIS MESS!" said Cllr Khunou.

The various leaders present pledged:

- To support the "Safe and Clean City Campaign";
- To do whatever they can to help clean up Rustenburg;
- To change the attitudes and behaviour of people who litter;
- To build a sustainable culture of cleanliness and advocate such a message in the communities they come from; and
- To build street communities and ward community safety forums in order to achieve safe and clean neighbourhoods.

"In this regard we therefore commit ourselves as leaders and members of community organizations by signing this pledge on 2 December 2011," reads part of the pledge. **What is YOUR pledge and what will you do for the cleanliness of Rustenburg?**

