Awareness Campaign

by sustainovators

Team Members:

Amoani-Antwi Charles

Bekoe Papa Offei Obuobisah

Ewurama Nhyira Acquaah

Username: caamoani

Schools: Kwame Nkrumah University of Science and Technology & University of Mines and Technology.

Campaign:

Armed with the scientific evidence against pesticide use and inspired by the proven *Re:Wild Your Campus* model, I aim to launch a student-led environmental campaign at my university campus in Ghana. This initiative — "Ground Up Ghana" — will focus on creating awareness, promoting organic land care practices, and building a long-term movement for healthier, pesticide-free green spaces in our learning environment.

The campaign unfolds in three key phases: Educating the community, Proposing sustainable alternatives, and Mobilizing collective action.

Phase 1: Cultivating Knowledge — Educating My Campus Community

The first step toward change is education. On many campuses in Ghana, the use of pesticides in gardens, lawns, and farms often goes unquestioned because of a lack of awareness about their long-term ecological and health impacts. My goal is to close this information gap by building a broad base of informed and motivated supporters.

Form a Core Team:
I will begin by forming a diverse coalition of students, faculty, and staff. This team will include environmental science students, biology and chemistry lecturers, and maintenance staff responsible for groundskeeping. Each member brings unique expertise and perspectives that will strengthen the campaign's credibility and reach.

Create Accessible Educational Materials:
I will translate complex scientific information into clear, relatable messages. This includes creating one-page fact sheets, short videos, and colorful infographics that explain how pesticide use harms soil health, pollinators, and human health — all in the Ghanaian context. For example, emphasizing how pesticides threaten local bee populations vital for crop pollination will connect the issue directly to food security.

Host Awareness Events:

- Panel Discussions: I will organize a campus panel featuring local environmental scientists, health experts, and sustainable farming advocates to discuss the impact of pesticide use and organic alternatives.

- Film Screenings: Environmental documentaries like *The Pollinators* or *Kiss the Ground* can be screened, followed by student-led discussions.

- Workshops and "Weed-Ins": Hands-on activities like composting demonstrations or a volunteer "weed-in" will give students the opportunity to practice pesticide-free gardening.

Leverage Digital Platforms:
I will create social media pages under the campaign name *Ground Up Ghana* to share educational content, event updates, and progress stories. These platforms will also host an online petition calling for a pesticide-free campus.

Phase 2: Sowing Alternatives

To effectively advocate for change, I must also present realistic and science-backed alternatives to pesticide use. This phase focuses on demonstrating that sustainable,

low-cost, and locally adaptable organic practices exist.

Introduce Integrated Pest Management (IPM):
The campaign will promote Integrated Pest Management (IPM) — a strategy that combines prevention, monitoring, and control to manage pests sustainably. In Ghana's tropical climate, IPM can emphasize the use of pest-resistant local plants, companion planting, and soil health improvement through composting.

Promote Safer Alternatives:

1. Cultural Controls: Select native or drought-resistant plants like moringa, lemongrass, or hibiscus that naturally repel pests and thrive in local conditions. Encourage the use of compost from campus food waste to build healthy soil.

2. Mechanical Controls: Promote simple methods like manual weeding, mulching, and the use of natural barriers such as ash or neem leaves.

3. Biological Controls: Support the use of beneficial insects — such as ladybugs or praying mantises — that naturally control pests.

4. Least-Toxic Chemicals: Advocate for biopesticides derived from neem, chili, or garlic, which are locally available and environmentally safe.

By presenting these practical solutions, I can show campus administrators and groundskeepers that transitioning away from chemicals is both feasible and beneficial for our ecosystem and health.

Phase 3: Mobilizing Action

The ultimate goal is institutional transformation; shifting campus landscaping practices toward sustainable, pesticide-free management.

The campaign's central proposal will be to establish an "Organic Pilot Project" on a selected part of the campus, such as a garden, courtyard, or demonstration farm. This pilot will serve as a living example of how organic practices can maintain healthy green spaces without harmful chemicals.

Stakeholder	Research & Education	Advocacy & Outreach	Policy & Funding	Implementation Support
Students	**- Research current campus pesticide use policies and purchasing records. - Host educational tabling events in high-traffic areas. - Author articles for the campus newspaper and radio.**	**- Launch and promote a campus-wide petition. - Meet with student government to pass a resolution of support. - Organize awareness events (panels, film screenings).**	**- Advocate for a portion of the student green fund to be allocated to a pilot project. - Present research and petition results to the Board of Trustees or Regents.**	**- Organize volunteer "weed-in" and native planting days. - Create a student group dedicated to supporting the organic transition.4**
Faculty	**- Integrate pesticide issues into relevant course curricula. - Supervise student**	**- Write op-eds for local and campus publications. - Speak at campus and community**	**- Identify and help write grants to fund pilot projects or new equipment. - Serve on**	**- Partner with groundskeepers to design pilot sites as "living laboratories**

	research projects on campus biodiversity or soil health. - Serve as expert resources for the campaign.	**events. - Sign a faculty letter of support addressed to the administration.**	**campus sustainability committees to advocate for policy change.**	**" for research. - Develop monitoring protocols to track the ecological benefits of the transition.31**
Campus Administration	**- Commission a formal study comparing the long-term costs of conventional vs. organic land care. - Survey the campus community on their support for pesticide-free grounds.**	**- Publicly highlight the pilot project as a sign of the university's commitment to sustainability. - Pursue RYC's Green Grounds Certification to enhance institutional reputation.27**	**- Formally commit to funding and supporting a multi-year Organic Pilot Program. - Revise the campus Integrated Pest Management (IPM) policy to prioritize non-chemical methods.**	**- Provide professional development and training opportunities in organic land care for the grounds crew. - Invest in necessary equipment, such as flame weeders or electric mowers.25**

Groundskeepers	**- Attend workshops and training on organic land care techniques. - Visit other campuses that have successfully transitioned to organic management.**	**- Share their expertise and practical concerns with the campaign coalition. - Help educate the campus community about new practices through signage and tours.**	**- Provide input on the design and budget for the pilot program. - Help develop a revised IPM plan that is practical and effective.**	**- Lead the day-to-day implementation of the organic pilot program. - Collect data on product effectiveness, labor hours, and results to inform a wider rollout.4**
Alumni & Community	**- Research the pesticide policies of their local parks and schools. - Share information about the campaign through personal and professional networks.**	**- Write letters to the university president and Board of Trustees expressing support. - Speak in favor of the transition during public comment periods at**	**- Pledge donations contingent on the adoption of a pesticide-free policy. - Encourage the alumni association to formally endorse the campaign.**	**- Participate in volunteer days on campus. - Patronize local businesses that adopt and promote pesticide-free practices.4**

		trustee or city council meetings.		

Poster:

Sankofa: A Return to Nature's Wisdom

The solution is in our roots. By embracing organic land care and traditional knowledge, we can create vibrant, safe, and resilient campuses. Let's use what nature has given us, like the powerful Neem tree, to care for our land.

Campus Transition Plan

Our universities can lead the nation by example. This is a practical path to phasing out harmful chemicals and adopting a sustainable, organic approach to grounds management.

1. Audit & Assess
Identify all chemicals used by the Estates Department. Test soil in key areas like the main quads and ceremonial grounds.

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2. Launch a Pilot Zone
Declare a high-visibility area, like the Balme Library lawn or the Peace Park, as the first organic demonstration site.

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3. Build Healthy Soil
Start a campus-wide composting program using food waste from dining halls to create rich, natural fertilizer.

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4. Use Local Alternatives
Switch to natural pest controls like Neem oil. Plant native species like hibiscus and flamboyant trees that thrive without chemicals.

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5. Expand & Educate
Scale the program across campus. Use signage to show your commitment to a "Green Campus" and inspire the community.

Ghanaians for Green Campuses!

As students, we have the power to demand change. Let's work together to make our universities leaders in sustainability and protect our environment for generations to come.

1. **Launch a Petition:** Work with your Student Representative Council (SRC) to gather support from students and faculty.

2. **Spread the Word:** Share this campaign in your WhatsApp groups, on social media, and on campus radio.

3. **Meet the Administration:** Form a delegation to present your case to the Dean of Students and the head of the Estates Department.

4. **Join a Green Club:** Get involved with campus environmental clubs to organize clean-ups and organic gardening projects.

Outreach

Prof. Jonathan Nartey Hogarh

Professor

Dept: Environmental Science
Room A003, Amissah Complex
Department of Environmental Science
College of Science
KNUST, Kumasi

Send quick mail

Research Areas/Interests

Environmental pollution monitoring and control, chemical contamination in air, soil and water media, water treatment, waste management, environmental ...*~more*

I wrote a letter to Professor Jonathan Nartey Hogarh, the head of the environmental science department in my school.

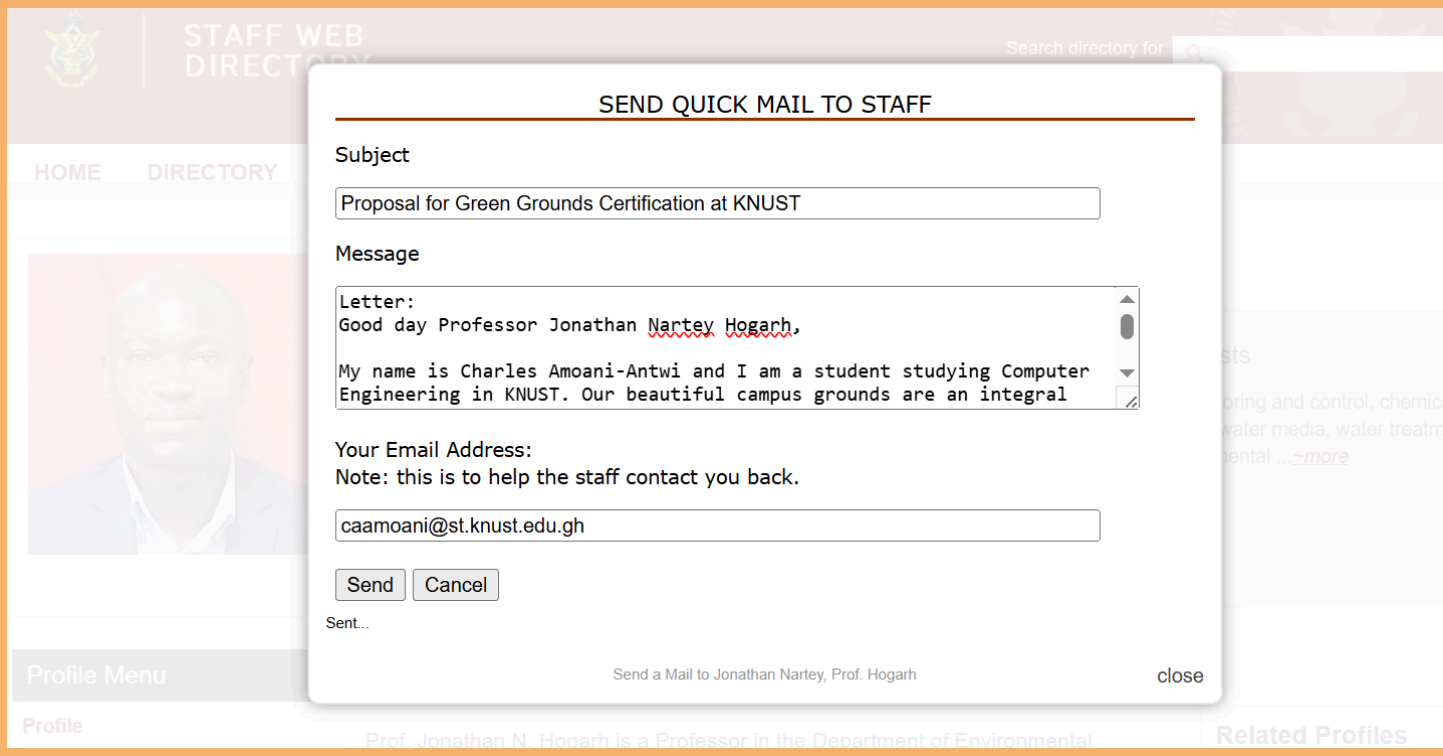
Letter:

Good day Professor Jonathan Nartey Hogarh,

My name is Charles Amoani-Antwi and I am a student studying Computer Engineering in KNUST. Our beautiful campus grounds are an integral part of why I love this school so much, and the landscape is such a large part of our identity as a school. That is why I would love to see our campus become Green Grounds Certified. This certification goes beyond just how our campus appears, and delves into how we are taking care of the very ground our campus sits on. With an emphasis on improving soil health and climate resilience, reducing water needs and increasing carbon sequestration, becoming Green Grounds Certified will help our campus get recognition for not only how beautiful it is, but how wonderfully it is managed.

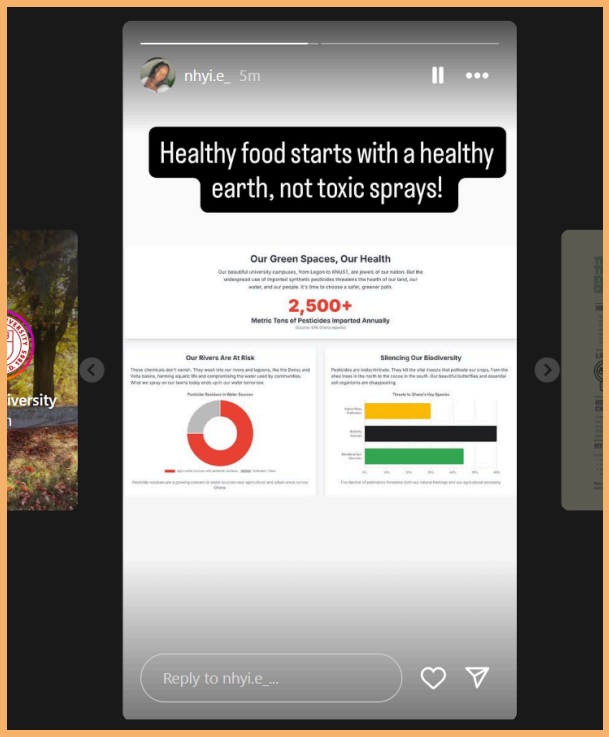
Re:wild Your Campus's Green Grounds Certification is establishing a new standard of land care that prioritizes human and environmental health. Through the elimination of synthetic pesticides and implementation of organic practices we will be reducing the threats posed by synthetic inputs (many of which are carcinogenic, harmful to wildlife and waterways), and improving our campus ecosystems. This is a really exciting way to improve campus sustainability efforts and make our campus more attractive to potential students and donors. You can learn more about how we can make our campus healthier, safer, and greener here.

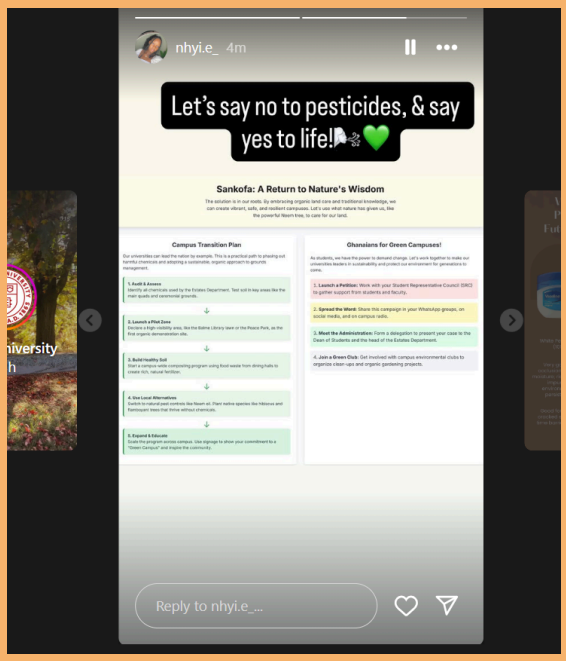
Sincerely,
Charles Amoani-Antwi



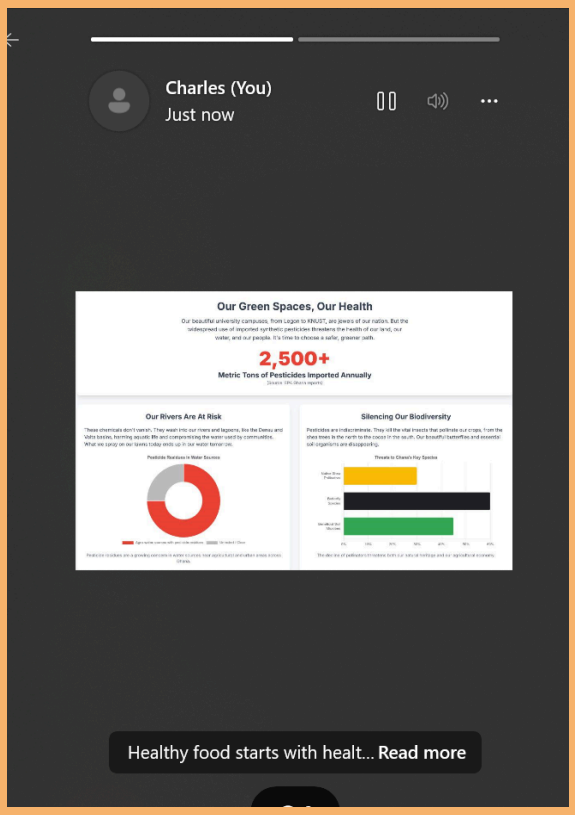
Spreading The Word

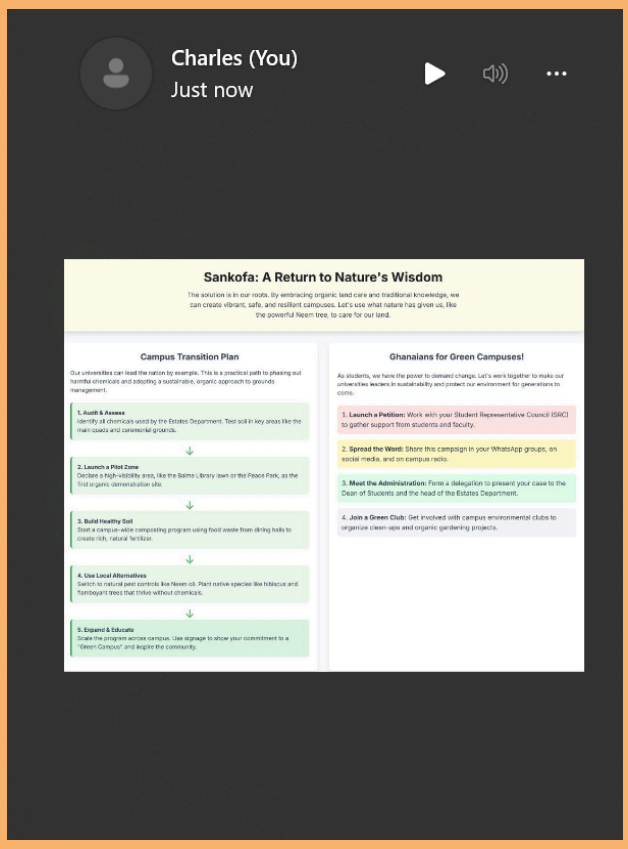
Nhyira's Instagram Story



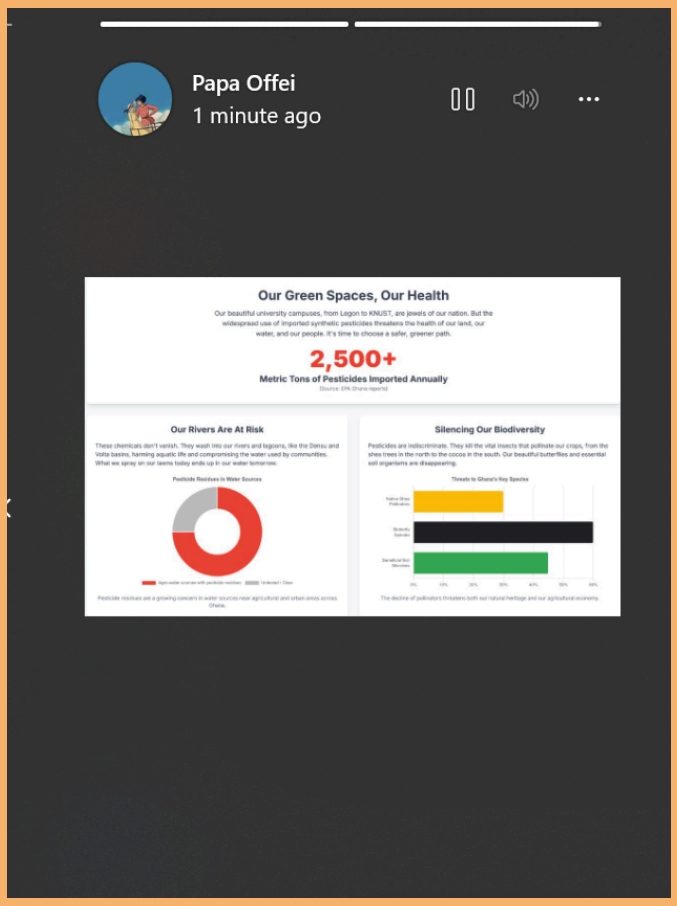


My WhatsApp Story





Papa's Whatsapp Story:


Papa Offei
1 minute ago
Our Green Spaces, Our Health
Our beautiful university campuses, from Legon to KNUST, are jewels of our nation. But the widespread use of imported synthetic pesticides threatens the health of our land, our water, and our people. It's time to choose a safer, greener path.
2,500+
Metric Tons of Pesticides Imported Annually
Our Rivers Are At Risk
These chemicals don't vanish. They wash into our rivers and lagoons, like the Densu and Volta basins, harming aquatic life and compromising the water used by communities. What we spray on our lawns today ends up in our water tomorrow.
Silencing Our Biodiversity
Pesticides are indiscriminate. They kill the vital insects that pollinate our crops, from the shea trees in the north to the cocoa in the south. Our beautiful butterflies and essential soil organisms are disappearing.


Papa Offei
1 minute ago
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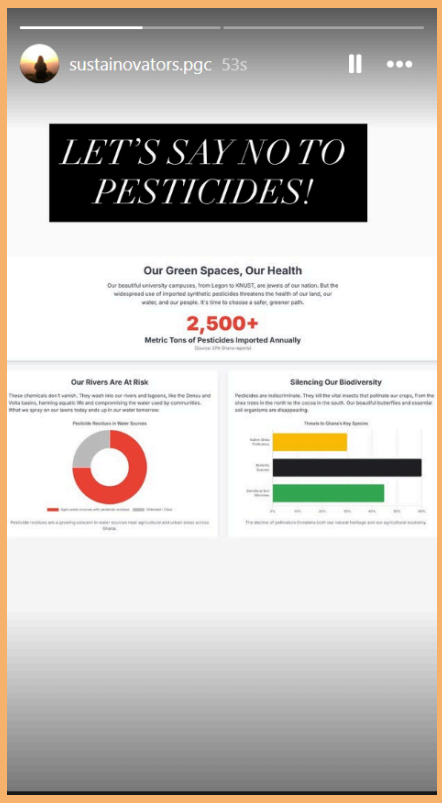
Type a message

Sustainovators PGC Instagram Story



Instagram Post: