

Team Name: Bigfoot

School: Koforidua Technical University

Every bold movement begins with a promise a clear commitment to act. Around the world, climate commitments like Plastic Free July and C40 Cities' Net-Zero by 2050 show how shared action can create lasting impact. Their success lies in clear targets, inclusive participation, and strong partnerships.

At BigFoot, we have already committed to recycling coconut waste into eco-friendly soles while training youth and artisans. But commitments only thrive when people and systems align behind them. Today, we focus on who must act with us our targets and how each will drive measurable change toward a circular, waste-free Ghana.

Inspiration: Plastic Free July

Plastic Free July has inspired millions worldwide to refuse single-use plastics. It succeeds because it translates global goals into simple, local actions empowering individuals, schools, and businesses to join. BigFoot Ghana draws on this model: small, visible, community-based commitments that scale into national transformation. Like Plastic Free July, we will engage people through awareness, shared values, and collaboration, turning simple acts like dropping coconut husks at a hub into habits of sustainability.

TARGETS COLUMN – WHO WE WILL ENGAGE & WHAT WE WILL ASK

Target Group	Expected Action / Change	Why They Matter
Coconut Vendors & Farmers	They will deliver or deposit the coconut husks at community collection hubs instead of burning or dumping or leaving them to settle on our surroundings.	They provide the raw materials that fuel recycling, preventing methane and CO ₂ emissions.
Women and Youth / Students (Koforidua & surrounding)	They will join BigFoot training sessions, lead collection drives, and serve as SoleCycle ambassadors.	They represent the next generation of green innovators, multiplying our impact through outreach and creativity.
Local Artisans & Shoemakers	They will pilot, test, and integrate eco-soles into	Their participation creates real market demand,

	their footwear designs while giving product feedback.	validating the circular economy model and showcasing Ghana-made green products.
Municipal Authorities	They will support permits for hubs, offer small logistics support, and include BigFoot Ghana in local waste management policies.	Their endorsement ensures scalability, legitimacy, and community integration.
Local Businesses & Partners	They will host drop-off points, sponsor recycling incentives, and co-market the SoleCycle campaign.	They provide visibility, funding, and incentives that make participation accessible and rewarding.

ACTION INSIGHTS

We will begin with coconut vendors and the youth, the two pillars of our system one provides the energy and workforce, the other the feedstock. By building enthusiasm among youth on campus and creating steady material flow from vendors, we'll demonstrate success quickly, motivating artisans, businesses, and municipal partners to join.

Tactical first steps (week 1–6):

- Run a campus launch and recruitment drive to sign up the first 50 youth volunteers.
- Set up one pilot collection hub at a market with 3–5 coconut vendors and run a 2-week trial with incentives.
- Capture photos, short testimonials, and pilot metrics to showcase immediate wins.

THEORY OF CHANGE - UPDATED

Targets	Inputs / Resources	Activities / Strategies	Outcomes Short-Term & Medium	Impact / Long-Term
Coconut vendors & farmers: deposit husks at hubs	Youth volunteers, Coconut supply	Collect & sort coconut husks, Train 200 youth, Produce eco-soles	5 tons husks diverted/year achieved	Waste pollution reduced
Youth / students: train & lead drives	Training tools, Raw materials (Husk fibers)	Host workshops for youth, Lead collection drives	Youth employment/skill development increased	Sustainable environment expansion in Southern Ghana
Artisans: adopt eco-soles	Tools	Set up community hubs for artisan collaboration	Increased adoption and sales of eco-soles by local artisans	Circular economy in Ghana Cleaner
Municipal authorities: support hubs	Partnerships, Policy support/approvals	Collaborate with authorities to secure permits	Local community hubs established and operational	Local supply chains strengthen
Business: sponsor campaign	Funding	Sponsor & promote campaign		Sustainability as cultural norm

REFLECTION

Change happens when people feel ownership. BigFoot Ghana's success depends on building a movement where every stakeholder has a role from vendors who drop husks, to artisans who transform them, to students who spread the story. By connecting these players through training, incentives, and shared purpose, we will turn waste management into a living example of Ghana's youth-led circular economy.

Our Theory of Change now shows not just what we'll do, but who will make it happen.





big_footgh

...



big_footgh 🌱 Every solution starts with people. Our project will recycle coconut husks (saving 58 kg CO₂ per ton) while training 200 youth and partnering with 85 artisans but the real power lies in our targets: vendors, students, artisans, businesses, and local authorities all joining hands for a circular Ghana. 🌱🌱
@turninggreenorg @c40cities
#pgc2025 #YouthForClimate #CircularEconomy
#GreenInnovation

45s

[View insights](#)



Be the first to like this
45 seconds ago

Add a comment...

Post