



DON'T WASTE MOVEMENT INVITED TO ST. KITTS AND NEVIS

The 'Don't Waste Barbados' (DWB) initiative has caught the interest of several countries throughout the Caribbean region since launching in September 2021.

The Solid Waste Management Corporation recently invited the DWB team to visit the Federation of St. Kitts and Nevis to discuss how St. Kitts could benefit from a similar project for a National Anti-littering campaign.

Representatives from DWB visited St. Kitts for a three-day discovery meeting to learn firsthand the challenges experienced throughout the Federation related to littering and broader environmental concerns.

While in St. Kitts, the team met with the Hon. Eugene Hamilton - Minister of Human Settlement, National Health Insurance, Social Security, Ecclesiastical Affairs, Social Development and Gender Affairs, Mr. Ivan Hanley- Chairman of the Solid Waste Management Corporation (SWMC), and senior officials from the SWMC.

During the visit, the DWB team also engaged in talks with Open Interactive, a full-service creative and advertising agency based in St. Kitts to discuss communications methodology and the process for creating the most impactful campaigns that will resonate with residents and visitors to St. Kitts.


STOP

THINK

CARE

BIN IT

 EMAIL: INFO@DONTWASTEBARBADOS.COM

 TEL: (246) 421-7832

 CHATTEL HOUSE,
WARRENS, ST MICHAEL
BARBADOS

 WWW.DONTWASTEBARBADOS.COM



Founder of Don't Waste Barbados, Anthony Da Silva, highlighted that the work executed by the DWB team is driven by a collective need to change behaviours that help to keep our island home clean and the environment protected. "I am pleased that the value of our efforts in Barbados have been recognised regionally and the opportunity for our team to meet with the Government of St Kitts and Nevis and other key stakeholders, I am looking forward to seeing this project launched in the Federation."

Communications Specialist with DWB, Janelle Edwards said, 'I am excited about the possibilities of a regional roll out, and the opportunity to make a presentation in St.Kitts has set a precedent. During our discovery sessions, it was clear that the people of St.Kitts were proud of their environment and wanted to reinforce their strong environmental values through a national initiative.

About Don't Waste Barbados.

Don't Waste Barbados is a national anti-littering movement that's pro-Barbados. Powered by the first corporate early adopter, the Innotech Group of companies, the ultimate goal of this initiative, according to founder Anthony Da Silva, is to make Barbados a cleaner place "for the good of us all" and instill positive habits that are sustainable for future generations. In addition to Innotech, other corporate supporters have joined this national endeavor. Together, we are a team of dedicated individuals and patriotic companies that strive to make Barbados as beautiful as it can be.


STOP

THINK

CARE

BIN IT

 EMAIL: INFO@DONTWASTEBARBADOS.COM

 TEL: (246) 421-7832

 CHATTEL HOUSE,
WARRENS, ST MICHAEL
BARBADOS

 WWW.DONTWASTEBARBADOS.COM

