



PRISTINE VICTORIA FALLS SOCIETY

Issue 1 - January - September 2025



PRISTINE VICTORIA FALLS SOCIETY 2025 PROGRESS REPORT

JANUARY - SEPTEMBER

DEAR COMMUNITY MEMBERS AND STAKEHOLDERS,

As we approach the end of 2025, Pristine Victoria Falls Society is proud to present our comprehensive progress newsletter outlining our achievements, challenges, and future. Your unwavering support has been instrumental in driving our initiatives forward. Below is a detailed overview of our activities from January to September 2025, highlighting key areas where we are making a tangible impact on Victoria Falls' environment.

It has not been an easy period, but we know that we have been making some very good progress, and the situation could have been worse. Our collaboration with the Victoria Falls City Council, Environmental Management Agency and Zimbabwe Republic Police has been effective in bringing order and cleanliness in the city.


We wish to thank all those who continue to make our work possible and we do hope and trust that these efforts will be sustained for the benefit the environment and all of us in Victoria Falls.

Sincerely,
Douglas Musiringofa
Program Manager



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MEMBERSHIP GROWTH & COMMUNITY ENGAGEMENT EXPANDING OUR NETWORK

This year, we successfully welcomed eight new members into our community: Bright Start Primary School, Kings Primary School, Queens Netball Team, Tiger Wheels, Victoria Falls Tour Link, Victoria Falls Sculpture Centre, and Miombo Residents. These organizations and community groups are vital partners in our mission to foster environmental responsibility across all sectors of our city.

Deepening Community Outreach

Our outreach efforts have reached over 8846 residents and stakeholders in areas identified as highly polluted or frequent dumping hotspots, such as BD46, Kings area, Pioneer Road among other sections of the city. Through education campaigns and community engagement, we are fostering the formation of community-led street chapters. These grassroots groups serve as local champions, advocating for cleaner streets and sustainable waste practices within their neighbourhoods. The collective effort is creating a ripple effect, encouraging responsible waste disposal and environmental consciousness across Victoria Falls.

Law Enforcement & Regulatory Compliance Enforcement Actions & Deterrence

Between March and September 2025, our enforcement team conducted a total of 287 operations targeting environmental crimes such as illegal dumping and waste violations. These actions are crucial for deterring offenders and maintaining environmental discipline.

A total of 286 tickets were issued, predominantly for illegal dumping (57%) and waste burning (20%). These penalties serve as a deterrent and reinforce community accountability.




ENVIRONMENTAL COMPLIANCE IN COMMERCIAL AREAS

We have made significant progress in improving waste management in shopping centers and commercial zones. Currently, 88% of shops in problematic high-density areas are equipped with proper waste bins, reducing illegal disposal and littering.

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COMMUNITY REPORTING & HOTLINES

The introduction of a dedicated reporting channel or hotline has increased public participation. Residents are now more empowered to report violations, enabling quicker responses and fostering a culture of shared responsibility. More than 234 reports were made through this platform which highlights the level of community involvement and support.

Although illegal waste dumping continues to be one of the major challenges, these enforcement and compliance initiatives have led to a marked reduction in littering, increased environmental discipline, and a stronger sense of collective responsibility for maintaining Victoria Falls' cleanliness.

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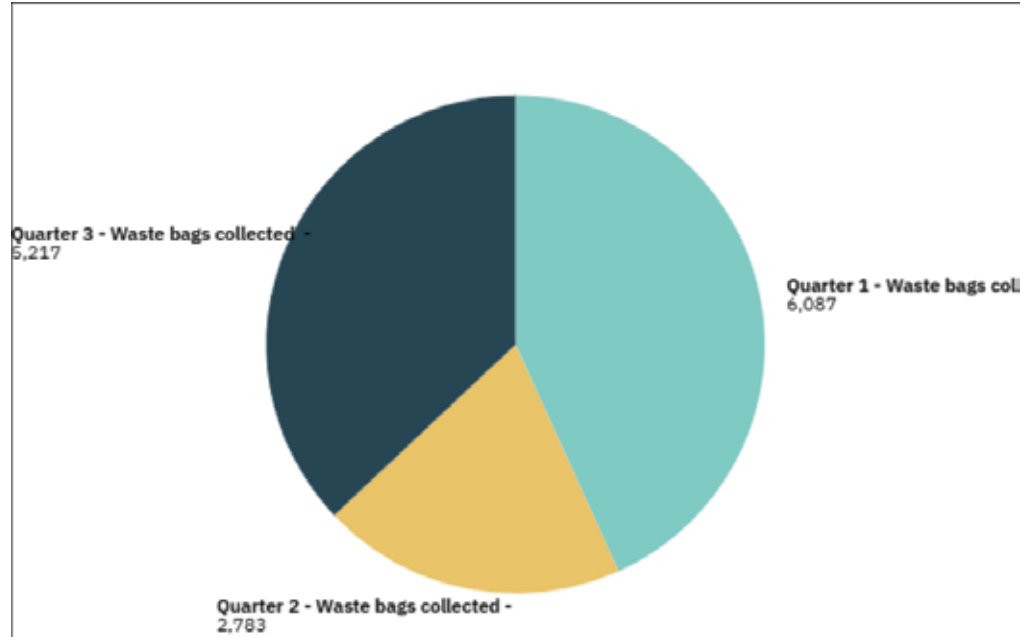


CLEANUP ACTIVITIES & COMMUNITY PARTICIPATION MASSIVE COMMUNITY INVOLVEMENT

From January to September, a total of 993 cleanup activities were conducted across the city, involving 8,846 residents and stakeholder representatives. These efforts demonstrate our community's commitment to environmental stewardship.

WASTE COLLECTED

Over 14,087 bags of waste have been collected, significantly reducing street litter and illegal dumping. Quarterly Breakdown of Cleanups:



KEY HIGHLIGHTS:


The first quarter saw the highest activity, driven by post-holiday cleanup campaigns. Despite a slight dip in the second quarter, the third quarter experienced a resurgence, especially during peak tourism seasons and major events like the Ramsar Convention.

ANTI LITTER SIGNAGE



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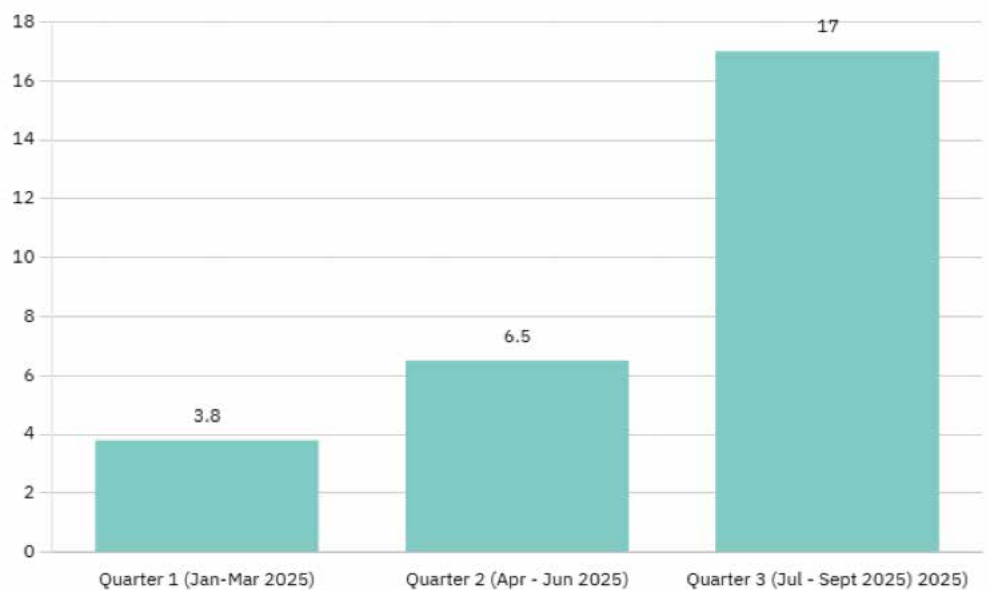
RECYCLING & WASTE DIVERSION ORGANIC WASTE MANAGEMENT

Our recycling initiatives have achieved notable success. From January to September, we collected 28,792.47 kg of food waste through 487 collection sessions, contributing to climate action by avoiding approximately 49,684 kg of CO₂ emissions. We have been implementing an innovative approach to manage food waste by redirecting it for black soldier fly larvae (BSFL) production instead of sending it to the landfill.



This process involves collecting organic food waste from hotels and restaurants in the city and carefully processing it to serve as a nutritious substrate for black soldier fly larvae. The larvae rapidly consume the waste, converting it into high-protein biomass that can be used as animal feed or organic fertilizer. This sustainable innovation not only reduces the volume of waste sent to the local Victoria Falls landfill, thereby decreasing greenhouse gas emissions, but also creates a valuable resource that supports local small scale agriculture and poultry production.


QUARTERLY TRENDS IN TONS:




These efforts not only divert waste from our local landfill which is sometimes on fire due to excessive production of greenhouse gases such as methane but also promote a circular economy model within our city. Conferencing facilities in the city remain as top contributors, generating about 45% of the total food waste, especially during high-profile events like the Ramsar Convention in July 2025.

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ENVIRONMENTAL EDUCATION & HOUSEHOLD WASTE PRACTICES COMMUNITY AWARENESS & ENGAGEMENT

We visited 263 households, reaching approximately 12,448 residents, primarily in Kazungula and Mfelandawonye neighbourhoods. Our educational campaigns aim to instil responsible waste disposal habits. We have reached a total of 3463 households out of the 10 300 households in the city.

WASTE DISPOSAL BEHAVIORS

While a significant number of households report having bins and disposing of their waste responsibly, it was noted that 30–40% were still engaging in illegal dumping. Continued awareness is essential to improve compliance thus the importance of door-to-door environmental education exercises that are tailored for local residents to understand the need for a cleaner and greener Victoria Falls.

WASTE STORAGE & INFRASTRUCTURE IMPROVEMENTS ENHANCED WASTE COLLECTION EQUIPMENT

- **Skip Trailers & Bins:** We purchased **1 skip trailer and 15 skip bins** to improve waste collection. While these resources garnered attention during major events like the Victoria Falls Marathon and Ramsar Convention, operational challenges remain due to limited servicing capacity thus calling out to our members for further support to enable us to effectively put these to use.
- **3-in-1 Baboon-Proof Bins:** We introduced visually appealing, durable bins, with 4 already fabricated and earmarked for installation around the CBD to prevent animal interference and improve waste containment.
- **Waste Cages:** A total of 12 waste cages have been installed in strategic areas around the city to allow members of the public to dispose their litter in these and contain the waste from wild animals and streets. These have contributed to a 40–50% reduction in illegal dumping near these sites and enhanced collection efficiency.



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IMPACT & CHALLENGES

Waste storage cages have been crucial for maintaining a clean and healthy environment in Victoria Falls. These cages help contain and manage waste effectively, preventing animals, pests, and illegal dumping from spreading litter and pollutants. The community can now reduce environmental contamination, improve sanitation, and promote responsible waste disposal habits. This not only enhances the aesthetic appeal of the city but also protects public health and supports sustainable tourism, which is vital for the local economy.

PRISTINE JNR ECO WARRIORS

The Pristine Jnr Eco Warriors, in collaboration with Golden Lions Football Club, continued to make a meaningful impact through their commitment to environmental responsibility and sports for the environment. Together, they organized community clean-up initiatives, promoting waste management and environmental awareness among young people. Combining sports and environmental education inspires children and youth to take active roles in protecting their surroundings while fostering teamwork and healthy lifestyles. Their efforts demonstrate how sports can be a powerful platform for environmental advocacy for their peers, creating a cleaner, greener, and more sustainable future for Victoria Falls.

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OVERALL SUMMARY & FUTURE OUTLOOK

Pristine Victoria Falls Society has made significant strides in community engagement, enforcement, cleanup efforts, recycling, and infrastructure development during 2025. Our targeted, seasonal, and strategic interventions are already demonstrating measurable impacts, including reductions in illegal dumping, littering, and waste mismanagement.


To sustain and enhance these gains, continued investment in community education, infrastructure, enforcement, and stakeholder collaboration is essential. With ongoing efforts, we aim to foster a cleaner, healthier, and more sustainable Victoria Falls for residents and visitors alike.

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MEET OUR SPONSORS:



Ministry of Environment, Climate, Tourism & Hospitality Industry

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Thank you for your ongoing support and commitment. Together, we are shaping a brighter future for Victoria Falls!

For questions or further engagement, please contact us at dmusiringofa@gmail.com / call on +263 772 443 848.

Pristine Victoria Falls Society The Cleanest and Greenest City in Africa!