

WFWP Albania has recently launched its new project Reduce-Reuse-Recycle

November 17, 2021



Women's Federation for World Peace in Albania has recently launched its new project "Reduce-Reuse-Recycle." The goal of this project, sponsored by Giving for Good International, is to sensitize the public about the harmful effects of the use of plastic on our environment and human health. In shops in Albania, plastic bags are usually given out freely and often excessively, so we decided to address this problem and promote the use of fabric bags.

As a first step, we launched a collection of used clothes, which can provide fabric for the production of the bags. In fact, some of the first donations came from the participants of our speech competition "Save the Environment, Save the Future." In addition, we will also produce a significant number of bags from new fabric, adding a WFWP logo. These bags will be partly sold and partly given out at various events, directed mainly to young people. Our plan is to make presentations on the harmful effects of plastic and the necessity to recycle at schools, and social centers. The project will be concluded with a larger event, with the participation of university students, WFWP guests and supporters.

To promote our message, we post regularly on social media, occasionally using boosted posts to enlarge our audience and gain interest. Besides that, we have made steps to gain cooperation with the authorities and other NGOs, who are interested to join us in this important cause. We hope to continue this initiative beyond the timeframes of the current project, which is scheduled to conclude in December.

