



ELEVEN . ELEVEN . TWELVE
FOUNDATION

EETF NEWSLETTER

The Green Continuum Plastic Edition

The Green Conversations

Spotlight on our Green Webinar Series 2025 with lessons from all four weeks.

Deep Dive: Plastic Volution

Global Sparks

Featuring the 2025 UNEP Young Champions of the Earth, including the African trailblazer from Kenya.

Action on the Ground

Highlights from World Clean-Up Day 2025 and what it means for us.

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From the Helm: Director's Corner

Dear Changemakers,
Every movement begins with a single shift; a change in how we think, act, and inspire others. At Eleven Eleven Twelve Foundation, our commitment has always been to stand at the intersection of awareness and action. This edition of our newsletter is dedicated to what we've called Plastic Volution — a journey of rethinking our habits, re-designing our systems, and understanding the ripple effects of every choice we make.

Over the past months, through our Green Webinar Series, we have witnessed the power of conversations to stir action. We explored the plastics we don't see but live with daily, alternatives that challenge our convenience-driven culture, the responsibilities brands must embrace in packaging, and, ultimately, the roles of people, policies, and profit in building a sustainable future. Each session reinforced a truth we must not ignore: change is possible, but only when everyone plays their part.

As we reflect on these conversations, I invite you not only to learn but to act. Sustainability is not an event, a webinar, or a project; it is a lifestyle, a responsibility, and above all, an opportunity to leave the world better than we met it.

Together, we are not just fighting plastic pollution. We are shaping a future where innovation, responsibility, and hope stand taller than waste. That is the PlasticVolution, and I am grateful you are part of this journey with us.

With commitment and hope,

Adetunji Lam-Adesina
Founder/Executive Director,
Eleven Eleven Twelve Foundation



In The Editor's Ink

Imagine standing by the ocean at dawn, the waves whispering against the shore, birds skimming the horizon, and for a moment, the world feels untouched, until, at your feet, a bottle cap lies buried in the sand, a fragment of nylon clings to seaweed, and a straw drifts with the tide. Suddenly, the illusion breaks: nature's beauty is speaking, but so is our carelessness. This is the paradox of our time: plastic is everywhere; in our homes, in our markets, in the air we breathe and the water we drink. It is the invention that once made life easier, yet it has now become a burden that may define our generation if we do nothing.

Through the Green Webinar Series 2025, we set out not just to talk about this reality, but to pull it apart piece by piece. We uncovered how the most dangerous plastics are not the ones lying on the streets or floating on the ocean, but the ones hidden silently in our food and bloodstream. We learned that living "eco-friendly" is not a luxury reserved for a few, but a lifestyle shift within reach of every individual who dares to take responsibility. We saw how packaging is far more than a container; it is a storyteller, reflecting either brand responsibility or negligence, and influencing the choices we make as consumers.

And finally, we asked the hardest question of all — whose job is it, really, to fix this crisis? Is it the government, the corporations, or us, the people?

These weren't just conversations. They were mirrors, forcing us to confront how our daily decisions ripple out into our communities, our economies, and even into generations unborn.

This edition of our newsletter carries those echoes forward. Within these pages, you'll find not only the lessons we uncovered, but also global stories, local victories, and reflections that challenge the way we live and consume. As I pen this note, I am reminded that the future is not written by policies or corporations alone. It is written by individuals like you and me; in the everyday decisions we make, in the pressure we place on leaders, and in the courage we show to imagine a different way of living.

So, dear reader, I invite you to do more than just read. Pause. Reflect. Share. Act. Let these words not end on this page, but in the choices you make today. Because the "Plastic Volution" is not just about habits, systems, or effects. It is about whether we, as a people, will rise to rewrite the story of our planet.

With hope and conviction,

Adedeji, Moronfoluwa
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The Green Conversations:

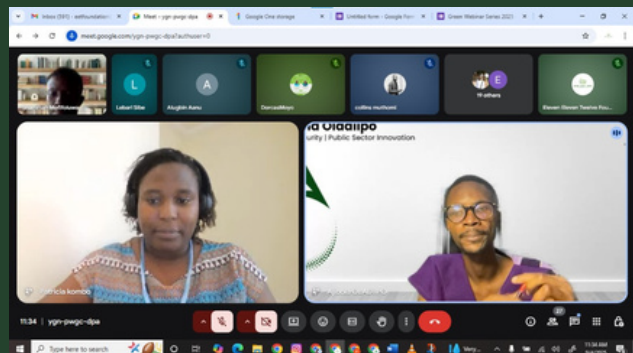
GREEN WEBINAR SERIES 2025

This September, the Eleven Eleven Twelve Foundation (EETF) proudly hosted the Green Webinar Series 2025, themed “The Plastic Volution: Habits, Systems & Effects.” For four consecutive weeks, experts, young professionals, and change-makers gathered virtually to dissect the urgent issue of plastic pollution. More than just presentations, the series sparked critical reflection, practical learning, and a vision of solutions tailored for Africa.

What We Explored

● Week 1: The Plastic We Don't See – Understanding Microplastics and Everyday Exposure

With Ajibola Oladiipo and Patricia Kombo, participants were guided into the invisible yet dangerous world of microplastics. These tiny fragments (smaller than a grain of rice) were shown to be everywhere: in our drinking water, in the air we breathe, even in the food we eat.



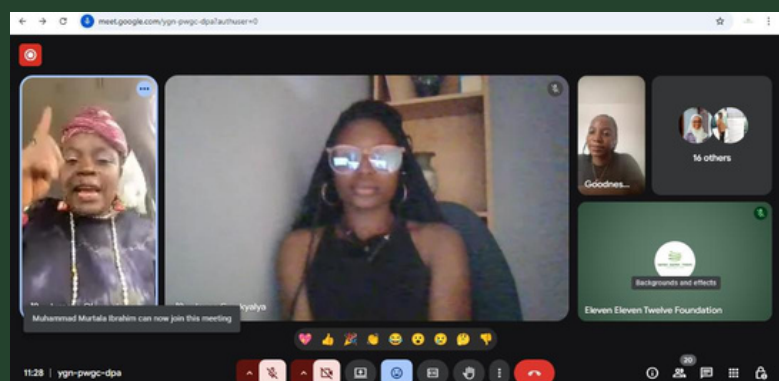
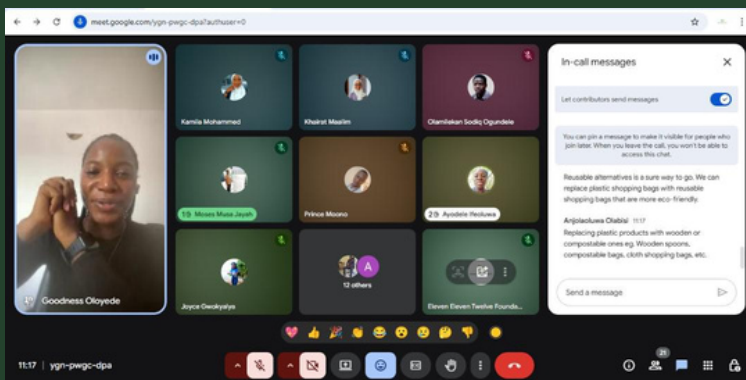
● Key lessons included

- Microplastics are not just a “global North” issue; they are present in African environments too.
- Everyday activities, like brushing our teeth, wearing polyester clothing, or using cosmetics, can unknowingly expose us.
- Microplastics can lodge in human tissues, raising risks for health issues like infertility, respiratory problems, and even cancer.
- Local research is still lacking in Africa, meaning much of what we know comes from abroad; underscoring the need for African-led studies.

The big takeaway? What we don't see can harm us most. Participants left more conscious about their plastic use and the urgency of reducing invisible pollutants.

● Week 2: The Alternative? – Exploring Eco-friendly Substitutes for Daily Use

Our speakers, Jumoke Olowookere and Joyce Gwokyalya, showed that going green is not about giving up comfort, but about making smarter swaps. They broke down the myth that sustainable living is “too expensive” and reminded us of the power of local innovation.



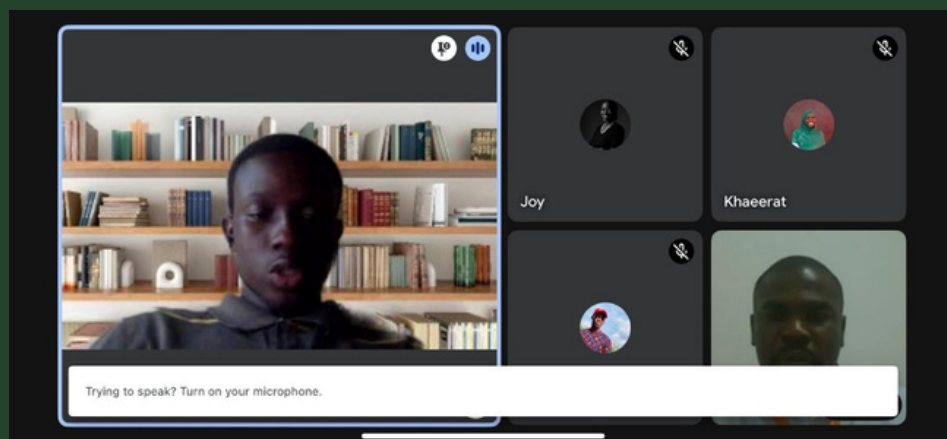
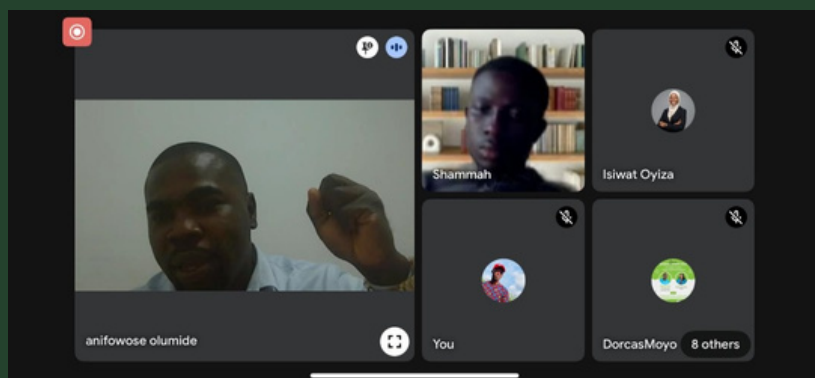
● Key lessons included

- The “5Rs + U” principle (Reduce, Reuse, Refuse, Repair, Recycle, Upcycle) is a lifestyle guide.
- Everyday swaps: reusable bottles instead of plastic water, cloth bags instead of nylon, upcycled furniture instead of disposable ones.
- Traditional African practices (like wrapping food in banana leaves, using clay pots, or raffia baskets) are sustainable models we can revive today.
- Youth can lead by example on campuses through small but consistent eco-friendly habits.

Participants realised that eco-friendly choices don't always cost more; they often save money in the long run. Sustainability starts from everyday decisions, not from waiting on “big changes.”

● Week 3: Power in Packaging – Innovation and Brand Responsibility in the Fight Against Waste

This session, led by Olumide Anifowose (Plant Manager, CWAY Group), shifted the focus from individuals to businesses and brands. Packaging is often dismissed as “just the wrapper,” but as Olumide highlighted: “Packaging is the cause of harm, and it's still the solution to the harm.”



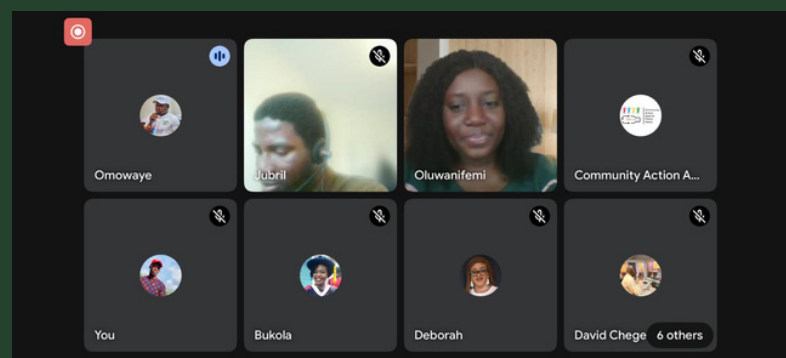
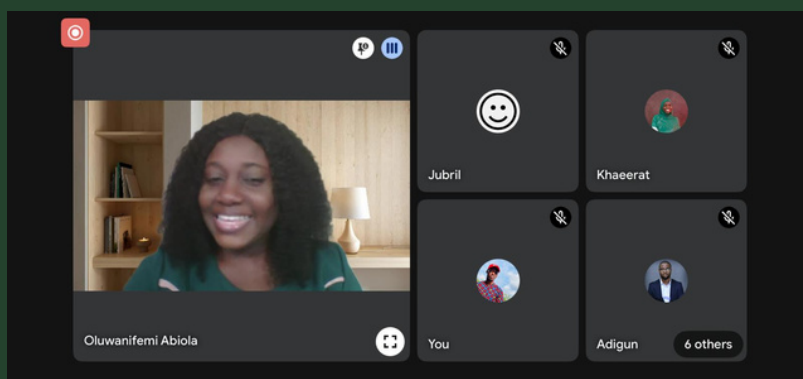
● Key lessons included

- CWAY's refill system demonstrates how companies can balance profitability, customer satisfaction, and environmental impact.
- Sustainable packaging isn't just about "material choice"; it's about the entire cycle, from product planning and production to delivery and disposal.
- Brands must move beyond recycling campaigns to real accountability for the waste they generate.
- African businesses face the challenge of affordability and accessibility, but innovation (such as refills and reusable systems) can work even in low-income markets.
- Consumers are increasingly aware, but convenience often trumps sustainability; brands need to educate and influence behaviour.

Participants left seeing packaging not just as waste, but as a critical point of intervention in solving Africa's plastic crisis.

● Week 4: Policy, People, Pollution & Profit – Whose Job Is It, Really?

The series concluded with a powerful dialogue featuring Jubril Adigun (Operations Director, CAPws) and Omowaye Pelumi (representing Ecocycle). This session zoomed out to examine systems of accountability : government, private sector, and the people.



● Key lessons included

- Policies without enforcement are as ineffective as no policies at all.
- Extended Producer Responsibility (EPR) is promising for Africa, but requires political will and strong monitoring.
- Waste is not just an environmental problem; it is linked to poverty, unemployment, and public health. Policy can turn waste into opportunities for green jobs.
- Citizens have power: through advocacy, consumer choices, and holding leaders accountable.
- Small businesses and SMEs can adopt sustainability, but they need supportive policies and incentives.
- Profit and sustainability are not enemies. With innovation, the two can co-exist to strengthen both business and society.

This session reminded us that solving plastic pollution is not about “whose job it is,” but about shared responsibility; every sector has a role.

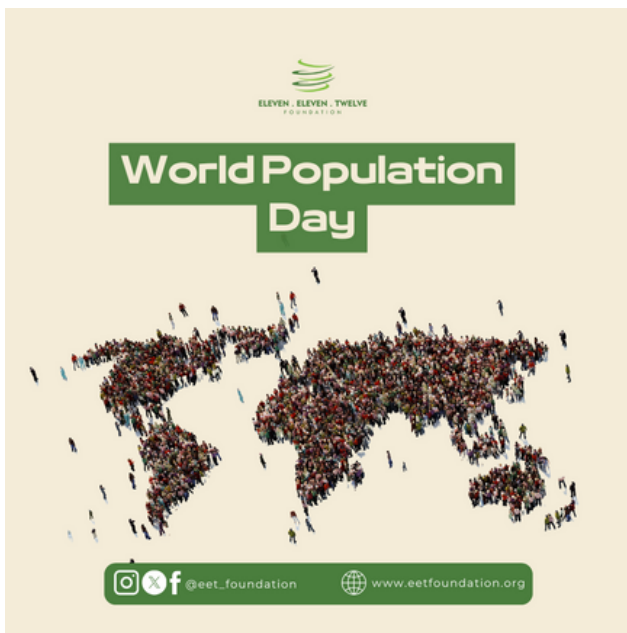
Why It Mattered

The Green Webinar Series gave participants more than just conversations; it provided knowledge, alternatives, and a vision. From uncovering hidden microplastics to rethinking packaging and policy, each session showed that solving Africa’s plastic crisis is not the duty of one actor, but a collective movement.

This series reaffirmed a powerful truth: sustainability is not beyond us; it begins with the choices we make, the systems we build, and the future we are willing to fight for.

MOMENTS THAT MOVED US

Between June and now, the calendar gave us moments that went beyond dates; they became mirrors of who we are and reminders of who we must become.



WORLD POLLUTION DAY

On World Pollution Day, we were confronted with the traces of waste that shadow our daily lives, reminding us that pollution is not “out there” but right here in our air, water, and choices.



WORLD SKILLS DAY

World Skills Day reminded us of the power of human hands and minds; that solving environmental challenges requires more than awareness, it requires skill, innovation, and the courage to use them.

WORLD NATURE CONSERVATION DAY

World Nature Conservation Day invited us to slow down and listen to the earth itself, a call to protect what still thrives and restore what we've lost.



INTERNATIONAL YOUTH DAY

Then came International Youth Day; a day that reaffirms the role of young people as torchbearers of a sustainable tomorrow, not just as future leaders, but as present actors.



WORLD HUMANITARIAN DAY

On World Humanitarian Day, we were reminded that climate change is not only an environmental issue; it is a human one. Floods, droughts, and displacement have human faces, and solidarity becomes part of sustainability.





INTERNATIONAL DAY AGAINST NUCLEAR TESTS

The International Day Against Nuclear Tests echoed the truth that peace and sustainability are inseparable; a poisoned planet can never host a thriving people.

INTERNATIONAL DAY FOR THE PRESERVATION OF THE OZONE LAYER

The International Day for the Preservation of the Ozone Layer celebrated progress, proving that collective global action can heal what was once broken.



WORLD CLEAN UP DAY

And finally, World Clean-up Day moved us from words to action; the simple yet powerful act of picking up waste showed how small steps ripple into a cleaner, safer world.



Together, these moments stitched a single narrative: sustainability is not seasonal, it is daily. Each day we choose action over silence, care over neglect, and hope over despair, we write a better story for our planet and ourselves



DEEP DIVE: PLASTIC VOLUTION

MOVING FROM HABITS TO SYSTEMIC CHANGE

Plastic touches nearly every part of modern life. From the plastic packaging in our kitchens to the synthetic fibers in our clothes, it's part of our daily routine. But what gets less attention is how deeply embedded plastics are in the systems we rely on; systems of production, policy, infrastructure, waste, and culture. Plastic Volution isn't just about changing how individuals live; it's about transforming those systems so sustainable choices aren't extra; they're the default.

For many people, the starting point is simple habits: refusing plastic bags at the market, using refillable water bottles, choosing reusable options over single-use ones.

These shifts are meaningful; they give us agency and show that individual action matters. Studies show that such small behavior changes, when multiplied across communities, significantly reduce plastic waste. For example, a review of plastic waste management

in developing economies observed that integrating alternatives into daily routines (reusable shopping bags, switching from single-use to durable items, making homemade or low-plastic cleaning products) can shift consumer culture toward sustainability.

However, habits alone can only go so far. Without supporting systems (regulations, infrastructure, market incentives), even the most committed individuals hit barriers. Think of a place without plastic recycling facilities, or products that are eco-friendly but prohibitively expensive. In those cases, people often revert to cheaper, convenient options. Research on policy landscapes confirms that many countries have policies banning plastic bags or macroplastics, but fewer policies effectively address microplastics, packaging design, or extended producer responsibility.

What systemic change looks like is multi-layered:

- Packaging and product design must evolve so that materials are easier to reuse, recycle, or biodegrade. Eco-design isn't just a "nice to have"; it must be built into how goods are made from the start.
- Policies must not only exist on paper but must be enforced. Governments can set regulations around plastic production, require transparency, provide incentives for companies to adopt circular economy principles, and penalise harmful practices. The United Nations and UNEP reports frequently call for this shift from a linear "produce-use-dispose" model to a circular one.
- Infrastructure investment is crucial; collection systems, recycling facilities, refill and reuse networks. Without dependable systems, even people willing to act find few options.
- Market mechanisms and business models must align. Companies can innovate not only to reduce costs but to share responsibility for waste (e.g. through refill systems, reusable or minimal packaging), making sustainability part of value to customers rather than a cost.
- Culture, education, and awareness must grow in parallel. Behaviour change is more sustainable when it's supported by community norms, education, social cues, and public demand for sustainability. Research highlights how behaviour change interventions are more successful when supported by visible norms and shared expectations, not isolated individual effort.

In places where these elements come together, shifts are visible. Countries that ban plastic bags see rapid drops in usage; institutions that invest in circular systems reduce waste leakage. Communities with strong awareness and access to alternatives develop low-waste habits that persist. But these successes also show how fragile gains can be unless the underlying systems are resilient.

At EETF, we believe Plastic Volution means going beyond what is easy to what is necessary. It means supporting individuals in changing habits, but also pushing for policy, infrastructure, and market shifts so that sustainable living becomes the norm, not the exception. Because the full impact — cleaner environments, healthier communities, stronger economies- comes only when habits and systems evolve together.

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ACTION ON THE GROUND: WORLD CLEAN-UP DAY 2025

On September 20, 2025, the world came together for World Clean-Up Day, one of the largest civic movements uniting millions of people in the fight against waste and pollution. While we did not host a physical cleanup this year, we joined the global momentum by amplifying the message and sparking awareness through our platforms.

This year's United Nations theme, "Strive for Five: Tackling Textile and Fashion Waste Through Circular Fashion," shone a light on an often-overlooked aspect of waste: our clothes. The fashion industry is among the largest polluters, with textile waste piling up in landfills, choking waterways, and fueling a cycle of overconsumption.

World Clean-Up Day 2025 was a reminder that the future of our planet will not be decided only by the hands that pick up waste, but also by the habits we cultivate and the systems we choose to change. The call is simple but urgent; strive for five, act where you are, and let every choice count towards a cleaner, more sustainable tomorrow.



A LIGHT WE CELEBRATE



September 20 was not just another date on the calendar. It was a reminder that leadership is not measured only in titles, but in the quiet strength of vision, the courage to walk uncharted paths, and the ability to light the way for others.

On this day, we celebrated the birthday of our Director, Adetunji Lam-Adesina, whose life embodies these truths. His journey is proof that sustainability is not just about saving the planet, but about teaching us to live with intention; to see beyond ourselves, to give without holding back, and to build systems that outlast us.



Birthdays often count years. But with his, we count impact: the lives influenced, the ideas nurtured, the bold steps taken. He is not just leading us; he is teaching us what it means to carry light in a world that desperately needs it. And so, on September 20, we didn't just say "Happy Birthday." We said thank you — for daring, for dreaming, and for being the flame that continues to ignite us all.



GLOBAL SPARKS:

CELEBRATING THE 2025 UNEP YOUNG CHAMPIONS OF THE EARTH



CHAMPIONS
OF THE EARTH



Every year, UNEP's Young Champions of the Earth reminds us of a simple truth: when young people dream with courage, they can reimagine the future of our planet. On 23 September 2025 in Nairobi, three exceptional trailblazers (from India, Kenya, and the United States) were honoured for solutions that move us closer to a circular economy and a cleaner, healthier world.

This year's champions received US\$20,000 seed funding, mentorship, and a global platform, with the chance to compete for a US\$100,000 business growth grant and a US\$1 seed investment at the first-ever Planet A pitch competition. Their work is already reshaping industries and restoring hope:

Jinali Mody (India) – Founder of Banofi Leather, she transforms banana crop waste into sustainable leather alternatives, slashing water use, pollution, and carbon emissions in the fast-fashion industry.

Joseph Nguthiru (Kenya) – The African trailblazer and climate-tech engineer behind HyaPak, converting invasive water hyacinth into biodegradable packaging and seedling wrappers. His work fights plastic pollution while restoring agricultural health.

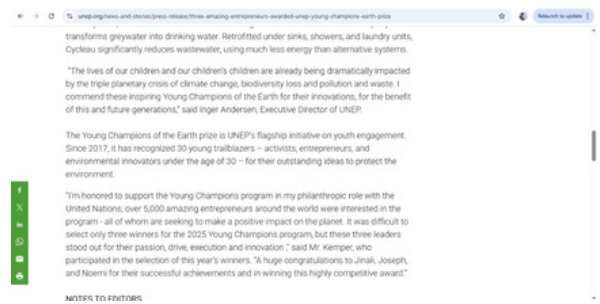
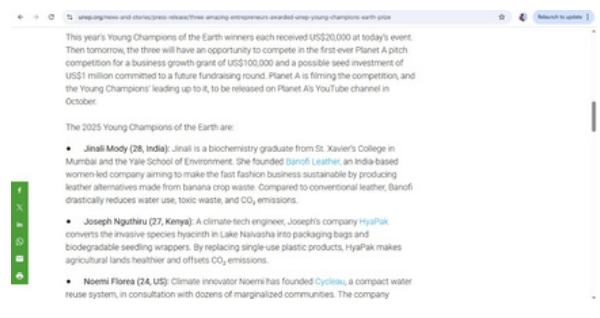
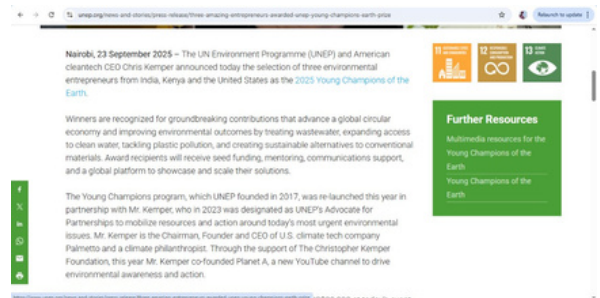
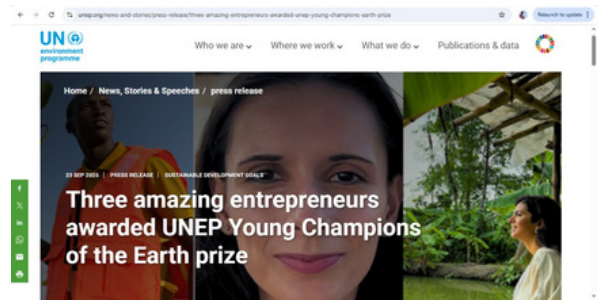
Noemi Florea (United States) – Founder of Cycleau, a compact system that recycles greywater into clean drinking water for underserved communities, reducing waste and energy use.

UNEP's Executive Director, Inger Andersen, captured the moment best: "The lives of our children and our children's children are already being dramatically impacted by the triple planetary crisis of climate change, biodiversity loss and pollution and waste. I commend these inspiring Young Champions of the Earth for their innovations, for the benefit of this and future generations."

Since its inception in 2017, the Young Champions program has recognized 30 youth leaders across the globe (activists, entrepreneurs, and innovators) whose ideas are not just responses to crises, but blueprints for a more sustainable future.

This year, we celebrate especially Joseph Nguthiru of Kenya, whose ingenuity proves that Africa is not just carrying the weight of climate challenges but leading the charge with bold, scalable solutions.

These sparks are proof that the fight for our planet is not lost; it is alive, growing, and global.



FINAL FOOTPRINTS



Every footprint tells a story. Some mark the paths we have walked; others remind us of the impact we leave behind. In the journey through this edition, we have witnessed the paradox of plastic, celebrated global sparks of innovation, honored leadership that lights the way, and remembered the days that called the world to action.

But the truth is simple: change will never begin with “the world” unless it begins with us. The bag we refuse, the clothes we reuse, the water we conserve, the policy we

demand, the story we tell; these are the quiet revolutions that grow into movements.

The footprints of today are not just ours; they are the inheritance of those yet unborn. When they look back, may they see not a trail of waste neglect, but a path of courage, wisdom, and care.

The future does not ask for perfection; it asks for presence, for choices, for voices. If each of us takes one step differently, then together, we can walk the earth lighter, cleaner, and

more just.

So, as you close these pages, remember: the final footprint is never the end, but the beginning of the change you choose next.



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