



dedect

Department:
Economic Development, Environment
Conservation and Tourism
North West Provincial Government
REPUBLIC OF SOUTH AFRICA



NWDC Building, Cnr. University
& provident Street, Mmabatho
Private Bag X15
MMABATHO, 2735

COMMUNICATIONS, INFORMATION TECHNOLOGY MANAGEMENT SERVICES

Enquiries: Mr Jeremiah Matebesi

Tel: 072 333 0325

Email: JeremiahMatebesinwpg.gov.za

MEC Lenkopane launches [#MatlakalaKeZaka](#) campaign and recognises Climate Change & Business Compliance Ambassadors

DEDECT MEC Bitsa Lenkopane, together with the Mayor of Tswaing Local Municipality, Norah Mahlangu, led the Provincial Launch of the [#MatlakalaKeZaka](#) Campaign and recognised Climate Change and Business Compliance Ambassadors at Sannieshof Lodge & Events B&B on 13 March 2026.

Held under the theme “Clean Today, Green Tomorrow – Our Road to COP30,” the initiative aims to mobilise communities, municipalities, environmental partners, and academic institutions to work together in improving waste management and promoting environmental sustainability.

The campaign forms part of the Premier Lazarus Mokgosi's pronouncements at the State of the Province Address and the province's contribution to global climate action as the world prepares for the COP30 United Nations Climate Change Conference. It highlights how community-led clean-up initiatives, recycling programmes, and responsible waste management can contribute meaningfully to the goals of the Paris Agreement.

Speaking at the launch, MEC Lenkopane emphasised that the campaign represents a shift in how communities should view waste.

“Matlakala ke Zaka- waste is not a burden but an opportunity. Through this campaign, we want communities to see that the waste we collect today can become tomorrow's income, while protecting our environment,” said MEC Lenkopane.

MEC noted that environmental challenges such as illegal dumping, littering, burning of waste, and poor waste management practices continue to place pressure on ecosystems, public health, and community wellbeing. These challenges are further intensified by the growing impacts of climate change, including droughts, heatwaves, and environmental degradation.

The event also recognised Climate Change and Business Compliance Ambassadors, who play a vital role in strengthening environmental monitoring, promoting compliance, and supporting government's efforts to build cleaner and safer communities.

MEC Lenkopane further highlighted the importance of partnerships with the private sector, particularly mining houses, to support waste management programmes and strengthen recycling initiatives across the province. She noted that waste beneficiation can unlock economic opportunities, where materials such as plastics, glass, paper, and cans can be recycled, reused, and transformed into products that support local enterprises and create sustainable jobs.

Through the [#MatlakalaKeZaka](#) Campaign, government aims to promote community-led climate action by encouraging waste separation at source, reducing illegal dumping, restoring the dignity of towns and villages, and unlocking the economic value of recyclable materials. Municipalities will also be allocated spot whereby sorted refuse will be collected and allocated to recycling processes.

MEC Lenkopane called on households, youth groups, schools, businesses, traditional leaders, and municipalities to take collective responsibility in protecting the environment and building climate-resilient communities.

The MEC further acknowledged the contributions of partners including Polyco, PETCO, North-West University, municipalities, environmental organisations, and private-sector stakeholders, for their continued support in advancing recycling and environmental awareness initiatives in the province.

The [#MatlakalaKeZaka](#) Campaign invites every resident of the North West to be part of building a cleaner and greener future — because meaningful climate action begins with us.

Ends.

Issued by the Department of Economic Development, Environment, Conservation and Tourism

For inquiries, contact:

Thomas Matlapeng (083 687 3649)

OR

Mr. Jeremiah Matebesi

Director: Communication and IT Services

072 333 0325 | Email: JeremiahMatebesi@nwpg.gov.za

Twitter: @nwpg_deduct / Facebook: @nwdeduct