



## **PRESS RELEASE**

### **CFAO CONSUMER COMMITS TO THE 8TH EDITION OF THE WORLD CLEANUP DAY IN DOUALA & YAOUNDE, WITH THE THEME: **TRACING THE JOURNEY OF PLASTIC WASTE TO ITS SECOND LIFE****

From Thursday, **September 18** to Saturday, **September 20**, 2025, CFAO Consumer will once again demonstrate its commitment to the planet by participating in **WORLD CLEANUP DAY**. For its **8th edition**, this citizen movement will seek to bring together stakeholders in the plastic production, consumption, and recycling chain in a circular approach, where waste gets a second life and contributes to creating value.

It is in this spirit that the activities will be officially launched on Thursday, **September 18**, by **His Excellency the Minister of the Environment**, through an exhibition dedicated to products derived from the transformation of plastic waste. For three days, the **PlaYce Yaoundé** shopping center will host associations that showcase their creativity by turning this waste into essential everyday objects while generating income.

On Friday, **September 19**, visitors to the PlaYce Yaoundé shopping center will be able to attend an open-access training session on the theme "**From Trash to Resource: The ABCs of Sorting and Recycling Plastic**," followed by an educational talk. The aim will be to provide the general public with practical knowledge on managing the plastic waste we generate daily and to raise awareness about greater responsibility.

The morning of Saturday, **September 20** will mark the highlight of World CleanUp Day 2025, with the traditional cleaning day of the main roads in Cameroon's two largest cities. Hundreds of volunteers will converge on Carrefour shopping centers and supermarkets to set off on various waste collection routes.

In addition to the support of staff from other CFAO Group subsidiaries, which will also mobilize volunteer teams, CFAO Consumer will once again benefit this year from the logistical and material support of several stakeholders in the plastic waste production and management chain.

## **PARTNERS**



### **About CFAO Consumer**

*With revenues of €6.9 billion, operations in 47 of Africa's 54 countries, and nearly 21,000 employees, the CFAO Group, Corporation For Africa & Overseas, contributes to the continent's growth, industrialization, and the emergence of the middle class, drawing on its field expertise and local know-how. A partner of major global brands, the Group operates across the entire value chain – import, production, and distribution – in line with the highest international standards.*

### **With Africa For Africa**

*Through CFAO Consumer Retail, and in order to meet the new needs of African consumers, the Group deploys its strategy through different food distribution formats, as well as through shopping centers and a brand club. In partnership with Carrefour, CFAO Consumer Retail distributes a wide range of international brand products or locally sourced goods, with guaranteed traceability and at competitive prices. Even more accessible, the Supeco banner offers an alternative to individual and professional consumers with retail or bulk sales. CFAO Consumer Retail's mass distribution activity is also expanding through its own shopping centers, true living spaces organized around a supermarket, a food court, and a shopping gallery. CFAO Consumer Retail has also formed partnerships with international brands in the clothing, beauty, and toy sectors.*

<https://www.cfaogroup.com/fr/consumer/cfao-retail/>

<https://www.linkedin.com/company/cfaoretail/>

### **Learn more about our activities in Cameroon**

<https://www.carrefour.cm/>

<https://www.facebook.com/CarrefourCameroun/>

<https://www.instagram.com/carrefourcameroun/?hl=fr>

<https://www.playce-yaounde.cm/>

<https://www.facebook.com/PlaYceYaounde>

[https://www.instagram.com/playce\\_cameroun/](https://www.instagram.com/playce_cameroun/)

<https://www.playce-yaounde.cm/boutiques/jules/>

<https://www.playce-yaounde.cm/boutiques/lacoste/>

<https://www.playce-yaounde.cm/boutiques/la-grande-recre/> <https://www.facebook.com/LaGrandeRecreCM>

<https://www.supeco.net/>

### **Media Contact**

Florence Etong – Head of Marketing & Communication - fetong@cfao.com