

Can Kid (Teneke Çocuk) initiative



Can Kid is a social responsibility project initiated by the Cyprus Green Action Group, a civil society organization founded in 1988 in the northern part of Nicosia, focusing on all aspects of environmental issues with the philosophy that, “Living peacefully without harming and destroying the environment and respecting all living things actually benefits human health and existence.”

The project *Can Kid (Teneke Çocuk)* was initiated in November 2014 with zero budget. Its main purpose was to raise awareness on environmental issues, emphasise the importance of recycling and reducing waste materials by getting the local community informed and involved. With the collaboration of local communities and local bodies and a lot of hard work, *Can Kid* succeeded in reducing used beverage cans (UBCs) as waste in the environment while revenues were geared towards a charitable cause. The collected UBCs were used to raise money for purchasing medical equipment for children’s units in local hospitals. The project’s social cause energized the local community which engaged in the initiative even more rigorously thus benefit society and the environment at the same time. At the end of 2018, *Can Kid* was supported by 23 (80%) of the ‘local bodies’ in the northern part of Cyprus and had recycled about 1,000,000 cans. The project is still going strong thanks to its collaborators, community, and volunteers as well as the driving team behind it.

It is no surprise that the project has attracted the attention of not only private and public institutions, companies, organizations which have the best interest of the environment at heart, but also of schools, where children are educated on environmental issues and the importance of reducing and recycling waste. Through the project, children and youth also become socially and environmentally responsible individuals.

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