

# TixforFixes- A Potential Solution for Pollution and Deforestation in Senegal

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## Part 1: Pollution and Waste in Senegal

We tend to think that picking up one piece of trash, or planting one tree won't help. We have this mentality that one person trying to fight for the environment is useless when no one else bothers to help. Most people just ignore issues of pollution and deforestation, especially here in Senegal, because people worry about other issues that they feel are more important. For example, poverty. The Resakks Database shows that although poverty has decreased dramatically since the 1990s, it is still an issue of primary concern today, with 25% of Senegalese citizens living in poverty in 2017.



Poverty Headcount Ratio at \$1.90 a day (2011 PPP) (%)



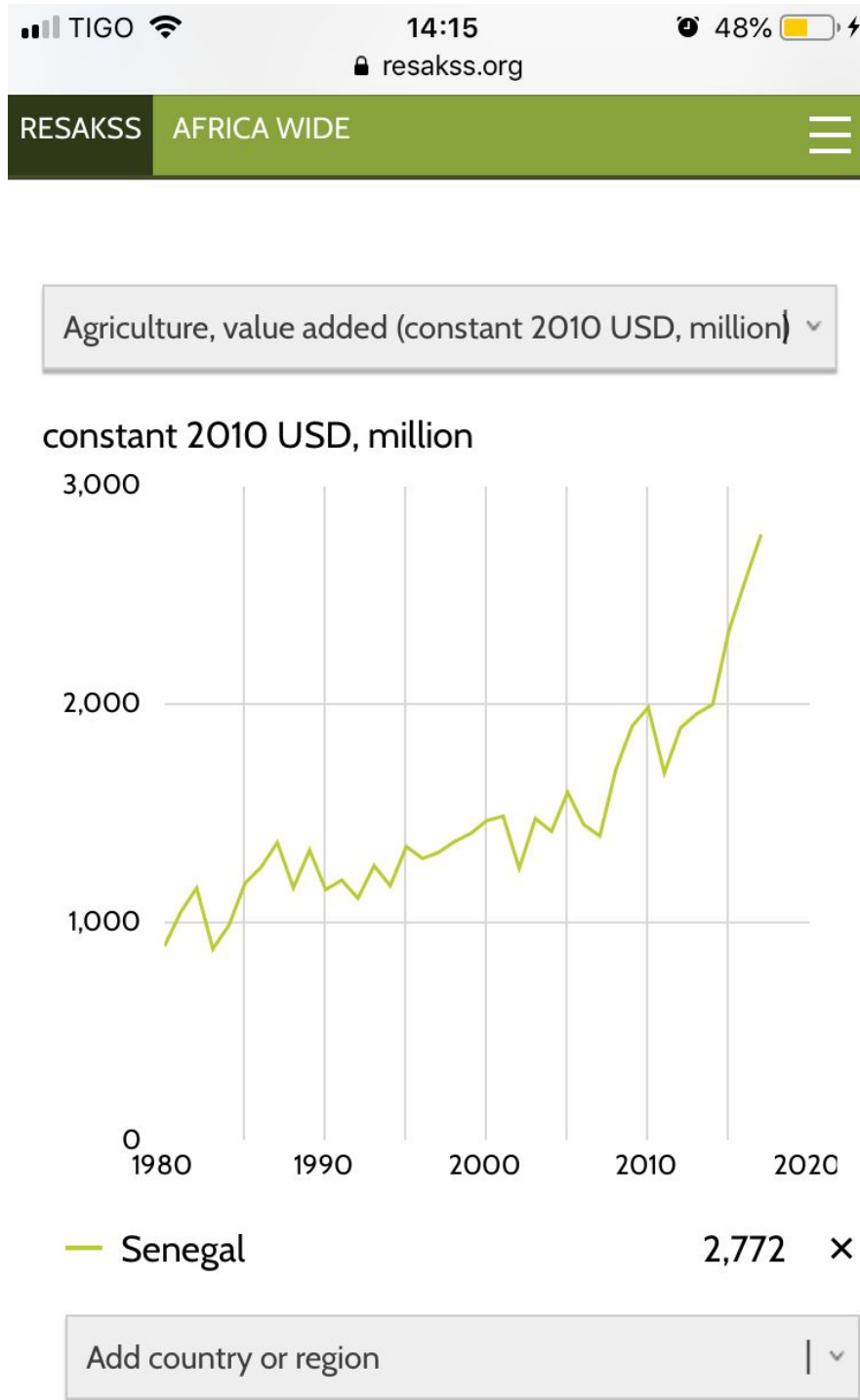
Since poverty is still prevalent in Senegal, it is unlikely that citizens will take part of cleans ups and volunteer to plant trees without any incentive to do so.

Another part of life that preoccupies Senegal is crops. According to the Resakks Database, Senegal's

agricultural value has almost doubled from 1980 to 2019.

This illustrates the importance of agriculture in Senegal, and how important it is to make sure that we maintain this value by improving the surrounding environment.

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What people fail to realize is how important solving issues of deforestation and air/water pollution can be to improving the growth of crops. A plethora of trees around crops can prevent flooding in fields. Trees can also improve air pollution because they release oxygen, which is what we need to breathe. If we, as a community, work on keeping the group and air as pollution free as possible, it will improve many other aspects of life in Senegal. To encourage the Senegalese community to come together to plant more trees and pick up trash, social incentives may be effective.

## Part 2: A Potential Solution

I would like to propose an idea to the Senegalese population called TixforFixes. This program would entail a list of social incentives to encourage people to come to clean up litter, plant trees, and prevent people from throwing away trash.

By giving people free entrance to concerts and sports events proprietary to Senegal, for example, tickets to major wrestling and football events and/or Wally Seck concerts, we can get people to start cleaning our beaches and reduce deforestation. The five people that do the most for the community every month can win these tickets, as long as the event holders are generous enough to give away these tickets.

Annually, we can host a large celebration for the 50-100 people that are most involved in improving the Senegalese environment. If we gain enough attention, we can invite the president of Senegal and the ministers in charge of environmental concerns.

All of these perks will grab the attention of many people that wouldn't normally have these opportunities and cause them to start participating in the efforts made to change the environment for the better.

### Part 3: Why and How it Will Work

Tixforfixes is a probable solution to these issues because of how enticing free tickets are to a population of people that may not normally be able to afford to go to these events but have the time to join the efforts to improve the environment.

To launch this campaign, we will need to build partnerships with the event organizers, and eventually the government, and show them the dramatic benefits that can come from planting trees, preventing litter, and cleaning up litter.

Using the Resakks database, we can prove the need for Tixforfixes with accurate and recent information.

With the help of the community, we can save Senegal's environment and bring together a group of similar people.

“Global Citizen.” Global Citizen, [www.globalcitizen.org/](http://www.globalcitizen.org/).

“Tracking Indicators.” ReSAKSS, [www.resakss.org/](http://www.resakss.org/).