



*Proud Women, Clean Zambia*

# *Beautiful ZAMBIA*

**We provide photo shooting as well as beauty and fashion contents for people living in poor areas in Zambia, in addition to free collection of garbage.**

**Through improvement of the environment and changing attitude of residents, we aim to build a model case of a “Circular Economy”.**

**3** GOOD HEALTH  
AND WELL-BEING



Improve public health and  
reduce the incidence of  
malaria mosquitoes

**5** GENDER  
EQUALITY



Reevaluate the role of women  
in the family and create a  
society where their dignity is  
recognized

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



Contribute to realize Circular  
Economy by reducing the  
generation of waste through  
recycling

## **Our Activity**

In 2021, we have conducted three demonstration tests. Then, we have succeeded in attracting 100 people and collecting 150 bags of plastic waste while contracting local staffs and collaborating with local recycling companies. Since we have confirmed changes in the environmental awareness of the residents, we are planning to offer the continuous service in the near future.

## **About us**

The team consists of members who have various backgrounds but have passion on solving global issues. We won the first prize in JICA Innovation Quest 2020 and are now collaborating with JICA Zambia Office to proceed our project.



**CONTACT US : [team.beautifulzm@gmail.com](mailto:team.beautifulzm@gmail.com)**