



CITY OF JOHANNESBURG
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EXECUTIVE MAYOR COUNCILLOR DADA MORERO TO LAUNCH CEO-CITY PARTNERSHIP PROGRAM AND CLEAN CITY CAMPAIGN

The Executive Mayor of Johannesburg, Councillor Dada Morero, is set to launch an ambitious initiative aimed at enhancing service delivery, promoting inclusive economic growth, and rebuilding trust among government, businesses, and citizens. Central to this vision is a renewed commitment to collaboration. The City recognises that sustainable progress and urban renewal can only be achieved through strong partnerships between the public and private sectors. This initiative seeks to foster cooperation between the City, its entities, and Johannesburg's leading business leaders.

Transforming Johannesburg must be a collective effort involving those who drive its economy. Through this partnership, we aim to align the City's developmental agenda with the energy and innovation of the private sector. As part of this partnership, the Executive Mayor will also unveil the Clean City Campaign, a unified call to action for all who live, work, and invest in Johannesburg. The campaign aims to restore civic pride, reinforce the City's back-to-basics approach, and strengthen the enforcement of by-laws to ensure that cleanliness and order form the foundation for innovation, investment, and sustainable development.

"The Clean City Campaign is more than just a cleanup; it is a movement for renewal. It reminds us that a cleaner city is a safer, more attractive, and prosperous city. Together with our business partners, we will build a Johannesburg that reflects the best of who we are," said Mayor Morero.

To encourage the involvement of business leaders, the Executive Mayor will dedicate three days in November to engage CEOs during the CEO Cleanup Launch. Leading companies will be formally invited to join a long-term Public-Private Partnership (PPP) aimed at driving Johannesburg's transformation. This initiative is part of the City's broader efforts to promote shared responsibility and foster collaboration in achieving a sustainable, clean, and inclusive Johannesburg, which will mobilise society behind this groundbreaking program.

ISSUED BY THE OFFICE OF THE EXECUTIVE MAYOR

FOR MEDIA ENQUIRIES

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