



First Day of the CEO-City Cleanup Campaign

Dear residents of Johannesburg,

Today, we embark on a formidable and transformative journey for our City with the launch of the CEO City Cleanup Campaign. This initiative embodies our unyielding commitment to restoring dignity, order, and pride across every neighbourhood in Johannesburg. As we step decisively into this new chapter, I want to communicate with absolute clarity and conviction about the future we are building together. Johannesburg has faced significant challenges, and I acknowledge the frustrations caused by crumbling infrastructure, neglected public spaces, and escalating disorder.

Many of you have felt the impact of inadequate service delivery firsthand. I have walked these streets by your side, and I am keenly aware of the daily challenges you endure. But let me be clear: today marks the start of a new era. We stand today alongside over 77 CEOs and leaders from the most influential companies in South Africa—an unprecedented commitment that signals we are all in to revitalise Johannesburg. This is not merely an expression of support; it is a clarion call to action.

These leaders are not waiting for change; they are here on the ground, ready to roll up their sleeves and work alongside us to rebuild our city, precinct by precinct. This partnership is not just symbolic; it is powerful and pragmatic. It represents a new approach to governance, characterised by direct action, shared responsibility, and a long-term commitment to our city's future. The CEO-City Clean-up marks the beginning of a comprehensive precinct renewal programme, part of the CEO-City Partnership.

This ensures that every improvement made will be rigorously sustained, meticulously monitored, and strategically expanded. Moreover, we recently achieved a significant victory for the rule of law with the courts affirming the City's authority to enforce bylaws. This ruling is a crucial step in restoring order in our streets. It safeguards the rights of informal traders seeking a fair environment, supports businesses

that depend on safe and accessible spaces, and restores dignity to communities that demand accountability and structure.

With this renewed mandate, we approach today's campaign launch with the authority, clarity, and momentum necessary to drive meaningful change. More importantly, today represents our collective strength as a city. Today, Johannesburg decisively proclaims: We refuse to surrender our city to decay and disorder. We embrace renewal. We pursue progress resolutely. To the 77 CEOs joining us, thank you for your confidence in Johannesburg and your commitment to taking action.

To our residents, your resilience, patience, and commitment to accountability are paramount as we move forward. Your faith in our city's potential fuels our drive. And to our dedicated City workers, especially those who will hit the ground running from the early hours, my gratitude for your unwavering commitment and hard work is immense. Johannesburg is, without question, the economic heartbeat of Africa—a city teeming with ambition, creativity, and boundless possibilities. Together, we are not merely imagining a brighter future; we are actively forging ahead to create a renewed sense of hope and opportunity for every single resident.

Until Next Time,
Executive Mayor Councillor Dada Morero

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Johannesburg Executive Mayor Councillor Sello Dada Morero