



Cross River State, Nigeria

The People's Paradise

TWO YEARS IN OFFICE

SCORE



CARDS

for the Special Adviser to the Governor
on Urban Beautification And Development
- Hon. Pastor Essien Eyo -

Celebrating

2
YEARS

OF GROWTH AND SUCCESS

Thank you to our incredible Team, Loyal Citizens and Trusted Partners.
Here's to many more years of success together!





2ND ANNIVERSARY FOR THE SA ON
URBAN BEAUTIFICATION AND DEVELOPMENT



His Excellency, Senator (Apostle) Prince
BASSEY EDET OTU

Executive Governor of Cross River State





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His Excellency,
HON. PETER ODEY

Deputy Governor, Cross River State





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Her Excellency, Bishop
EYOANWA BASSEY EDET OTU
Wife of the Governor, Cross River State



PROF. ANTHONY OWAN ENOH
SSG, Cross River State



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HON. EMMANUEL IRONBAR
Chief of Staff to the Governor



DR. MRS. GLORY TONY EFFIONG
Accountant General, Cross River State



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Acknowledgement

The successful implementation of the programmes, initiatives, and projects highlighted in this two-year scorecard would not have been possible without the visionary leadership and unwavering support of His Excellency, Senator Prince Bassey Edet Otu, Governor of Cross River State, whose People First agenda continues to provide the framework for sustainable urban renewal, environmental management, and community development across the state.

Special appreciation goes to the Deputy Governor, Hon. Peter Odey, Chief of Staff to the governor, Emmanuel Ironbar, the Wife of the State Governor, Bishop Eyoanwan Otu and all stakeholders whose collaboration have contributed immensely to the achievements recorded by the Office of the Special Adviser on Urban Beautification and Development.

We also acknowledge the dedication, professionalism, and commitment of the management and staff of the office, whose

tireless efforts have translated policies and programmes into visible improvements within our urban spaces and communities.

To the people of Cross River State, whose cooperation, support, and active participation continue to inspire our work, we express our profound gratitude.

Your commitment to maintaining cleaner environments and preserving public spaces remains critical to the success of our collective vision.

As we commemorate two years of service, we reaffirm our commitment to promoting environmental sustainability, enhancing urban aesthetics, and supporting the continued development of a cleaner, greener, and more beautiful Cross River State.

Hon. Pastor Essien Eyo
Special Adviser to the Governor
on Urban Beautification and
Development



■ Strengthening Delivery Through Internal Support and External Collaboration

By Happiness Ifioke



The achievement recorded by the Office of the Special Adviser on Urban Beautification and

Development over the past two years have been driven by a combination of internal teamwork, professional dedication, and strategic external partnerships.

At the core of implementation is a close-knit working structure that ensures smooth coordination from planning through execution.

Within the office, administrative support, financial oversight, and communication functions have worked in synergy to sustain ongoing projects and ensure efficient delivery of beautification and environmental initiatives across the state.

Financial administration has played a critical role in supporting transparency





and accountability in project execution, helping to ensure that resources allocated for urban beautification are properly managed and effectively utilized.

Equally important is the strong working relationship within the immediate team, built on mutual respect, commitment,



and encouragement.

This supportive environment has contributed to efficiency in daily operations and continuity in project implementation, while also fostering a workplace culture that values people and recognizes effort.

Beyond internal operations, the office has also maintained consistent engagement with business partners and environmental stakeholders, particularly experts in waste management and urban sanitation.

These engagements have provided technical insights that have strengthened the office's approach to managing waste, improving environmental hygiene, and maintaining public spaces across high-traffic urban corridors.

Through these collaborations, practical solutions have been explored and applied to address challenges associated with urban waste disposal



and environmental cleanliness, particularly in densely populated and commercially active areas.

This blend of committed internal support and external technical partnership continues to reinforce the office's capacity to deliver on its mandate of creating cleaner, more organized, and more aesthetically

improved public spaces across Cross River State.

As the office advances its work, collaboration remains a key pillar, both within the team and with external partners, ensuring that urban beautification efforts are not only sustained but continuously improved for long-term impact.



■ The Reintroduction of Public Hanging Waste Bins

By Happiness Ifioke



For many residents of Calabar, public waste bins once formed an important part of the city's environmental identity.

Strategically positioned along major roads and public spaces during the administration of former Governor Donald Duke, the metal waste bins encouraged proper waste disposal and helped cultivate the culture of cleanliness for which Calabar became widely recognized.

Over time, however, many of these facilities deteriorated.

Exposure to the elements caused the metallic structures to rust and eventually disappear from public

spaces.

As the bins gradually vanished, the environmental discipline they encouraged also began to decline, leading to increased littering along streets and public corridors.

Recognizing the need to restore this culture of cleanliness, the Office of the Special Adviser on Urban Beautification and Development proposed the reintroduction of public hanging waste bins across strategic locations within the metropolis.

The initiative received the approval and support of Governor Senator Bassey Otu as part of ongoing efforts to improve environmental sanitation and



strengthen civic responsibility.

Unlike conventional waste receptacles, the newly installed hanging waste bins are specifically designed for the disposal of light litter generated by road users and pedestrians, including sachets, beverage containers, wrappers, disposable cups, and similar items that often find their way onto streets and drainage channels.

Their installation along the twelve-kilometre Carnival Calabar route has

helped provide convenient disposal points within some of the city's most prominent public corridors.

Additional installations around the Governor's Office precinct, Leopard Road and sections of the Marina area have further reinforced environmental consciousness within important administrative and institutional districts of the state capital.

Beyond their practical purpose, the hanging waste bins serve as visible





reminders of the shared responsibility of maintaining a clean and attractive environment.

Their presence is gradually encouraging residents and visitors to adopt more responsible waste disposal habits, helping to revive the environmental discipline that once

distinguished the city.

The office continues to discourage the misuse of the facilities, particularly the disposal of household refuse and other large waste materials for which the bins were not designed.

Their proper use remains essential to



ensuring their durability and effectiveness.

As part of its long-term environmental beautification strategy, the Office of the Special Adviser on Urban Beautification and Development intends to expand the installation of the hanging waste bins to additional locations across the metropolis.

The initiative represents more than the return of a familiar public facility. It symbolizes the revival of a culture of environmental responsibility, civic consciousness, and collective commitment to preserving the cleanliness and beauty of Cross River State.





■ The Moni Nkim Park Beautification Project

By Happiness Ifiok

Strategically located opposite the U. J. Esuene Stadium, the Moni Nkim Park occupies one of the busiest public spaces in Calabar.

Beyond its cultural significance, the park serves as a major transit point for residents and commuters travelling to various parts of the city, including Henshaw Town, Diamond Hill, Mobil, Flour Mill, Ikot Ansa, and Eight Miles.

Over the years, however, the park gradually lost much of its appeal and functionality.

Informal commercial activities, including fruit vending, POS services, and other roadside businesses, increasingly occupied portions of the space.

While these activities contributed to local livelihoods, they also diminished the aesthetic quality of the environment and reduced the park's effectiveness as a public recreational



and transit space.

The encroachment affected pedestrian movement, limited waiting areas for commuters, and gradually eroded the beauty of a location that once served as an important urban landmark.

In line with the mandate of promoting cleaner, greener, and more attractive public spaces, the Office of the Special Adviser on Urban



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Beautification and Development undertook a comprehensive beautification and restoration of the park.

The intervention sought not only to improve the physical appearance of the environment but also to restore its functionality and preserve its cultural significance.

As part of the exercise, traders and operators occupying sections of the park were relocated to more suitable locations, allowing the space to regain its original character while ensuring that economic activities continued within more organized settings.

The park grounds were subsequently cleared and landscaped with fresh green grass, creating a serene and environmentally friendly atmosphere.

Decorative railings were installed to demarcate pedestrian pathways from the landscaped areas, protecting the green spaces while improving movement within the park.

New park benches, finished in the blue and white colours of Cross River State, were strategically positioned to provide comfortable seating for commuters, visitors, and residents.



Today, the park has become a welcoming public space where people can relax, wait for transportation, or simply enjoy the calm environment.

The iconic Moni Nkim statue, which symbolizes the beauty, dignity, and cultural heritage of the Ejagham woman, also received a facelift as part of the restoration efforts.

The revitalized monument now stands proudly at the centre of the park, reinforcing the cultural identity and historical significance of the location.

Today, Moni Nkim Park has been transformed into a clean, organized,

and aesthetically pleasing public environment.

Once characterized by encroachment and declining appeal, the park now serves as a functional transit point, a recreational space, and a symbol of the state's commitment to environmental enhancement and public space beautification.

The project stands as a testament to how thoughtful interventions can restore public confidence, preserve cultural heritage, and create attractive spaces that improve the quality of urban life.



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Advocacy, Sensitization, and Media Engagements On - **Urban Beautification**



Sustainable urban beautification is not defined solely by physical projects, but by the willingness of citizens to understand, embrace, and actively sustain them.

Across Cross River State, the success of ongoing beautification and

environmental enhancement efforts increasingly depends on public awareness, shared responsibility, and continuous engagement with residents.

In this regard, the Office of the Special Adviser on Urban Beautification and Development has placed strong emphasis on advocacy and sensitization as a core component of its mandate, ensuring that completed and ongoing projects are not only delivered, but also understood and protected by the communities they serve.

Over the course of the second year in office, Hon. Pastor Essien Eyo has consistently engaged the public through strategic media platforms, including appearances on the Cross River Broadcasting Corporation (CRBC), as well as national television networks such as AIT and TVC.

These engagements have provided opportunities to explain ongoing beautification initiatives, highlight government efforts in improving public spaces, and encourage citizens to adopt responsible environmental practices.



In several of these engagements, he was accompanied by the Special Adviser on General Duties, Hon. Ekpeyong Akiba, reinforcing a coordinated government approach to environmental management and public communication.

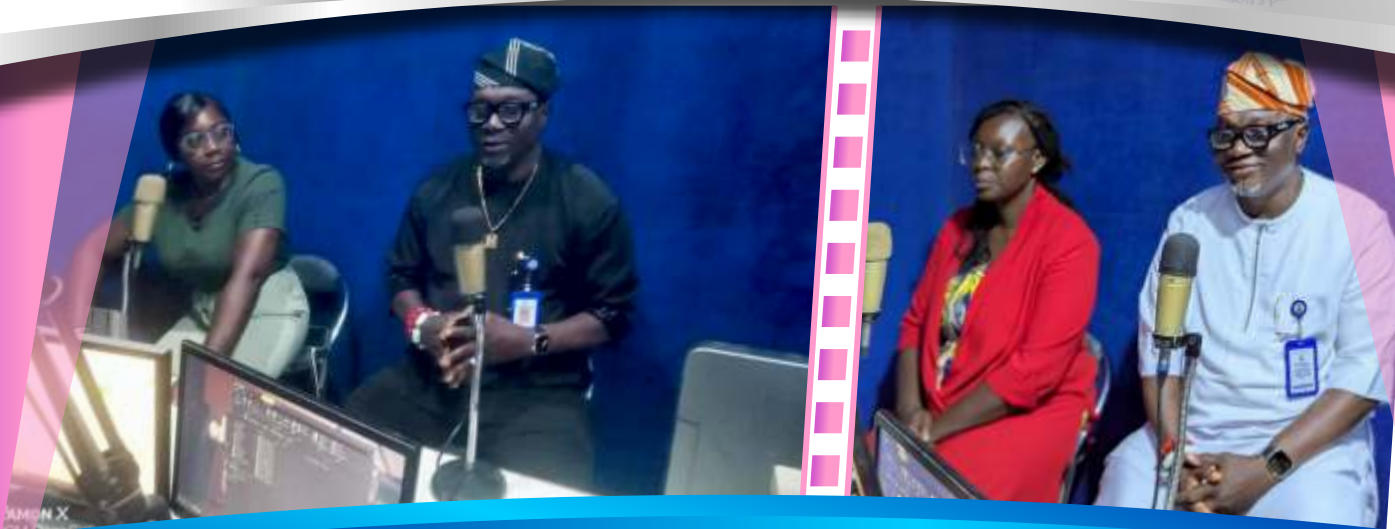
Together, they used these platforms to emphasize the importance of maintaining cleanliness, protecting public infrastructure, and discouraging activities that undermine the sustainability of beautified spaces.

A key highlight of the year was the commemoration of World Environment Day in Calabar, organized by the State

Ministry of Environment.

The event provided a broader platform for environmental advocacy, bringing together government officials, stakeholders, and citizens to reinforce the urgency of environmental stewardship and collective responsibility.

Through these engagements, the message has remained consistent: beautification is not a one-time intervention, but a shared civic responsibility. Parks, walkways, landscaped areas, and public corridors can only retain their value when citizens actively participate in preserving them.



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The advocacy drive has therefore complemented physical development projects across the state by strengthening public understanding and encouraging behavioral change, particularly in relation to waste disposal, use of public spaces, and protection of green infrastructure.

As Cross River State continues to advance its environmental and beautification agenda, public sensitization remains a critical pillar for sustainability.

The growing visibility of these efforts



across traditional and national media platforms reflects a deliberate strategy to deepen citizen engagement and foster a culture of ownership.

Ultimately, the success of urban beautification lies not only in what is built, but in what is preserved.

And it is this shared responsibility between government and citizens that will define the long-term impact of ongoing transformation efforts across the state.





■ The Eyoanwan Bassey Otu Pedestrian Walkway Transformation

By Happiness Ifiok

The pedestrian walkway leading into Ika Ika Oqua Market along the busy Marian Road corridor is one of the most strategic access routes into Calabar's commercial heart.

Over time, the base of the structure and its surrounding open spaces became informally occupied by small-scale service activities, including hairdressing, nail care, and the sale of second-hand clothing.

Although these activities reflected the economic vibrancy of the area, they gradually affected the visual quality and general ambience of the environment.

The once orderly entrance into the market began to lose its aesthetic appeal, and in many cases, pedestrians gradually avoided the walkway due to its deteriorating surroundings.

In response, the Office of the Special Adviser on Urban Beautification and





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Development undertook a comprehensive intervention to restore dignity, order, and functionality to the space.

A key aspect of the project was the reclamation of the open green areas around the foot of the walkway.

These spaces, previously encroached upon by informal trading activities, were cleared and redesigned into landscaped green zones with well-maintained grass cover, restoring a

clean and environmentally balanced entrance into the market.

The pedestrian walkway itself was also fully remodelled and structurally enhanced.

Reinforced with concrete, repainted, and finished with a distinctive blue canopy shade, the structure now combines durability with visual appeal.

The canopy not only enhances its



aesthetic identity but also provides shelter for pedestrians from sun and rain, improving comfort and usability throughout the day.

In recognition of its transformation and symbolic importance within the city's urban renewal drive, the walkway has been renamed the Eyoanwan Bassey Otu Pedestrian Walkway, in honour of Her Excellency, the Wife of the Governor of Cross River State.

Beyond its functional purpose, the upgraded walkway has also become a safer and more structured viewing point for visitors and residents during public events and peak market

activities, including festive seasons and the Calabar Carnival period.

The effigy within the vicinity also received a facelift, further contributing to the renewed sense of identity and pride within the corridor.

Today, the Eyoanwan Bassey Otu Pedestrian Walkway stands as a restored urban gateway—clean, green, structured, and functional.

It reflects a deliberate effort to reclaim public spaces, improve pedestrian experience, and enhance the overall aesthetics of one of Calabar's busiest commercial environments.

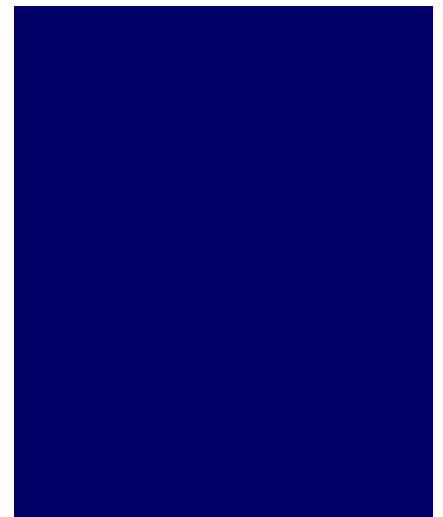


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■ The Ekorinim Tree and Flower Planting Initiative

By Happiness Ifiok

The quality of urban life is increasingly measured not only by roads and buildings, but also by the availability of green spaces that promote environmental sustainability, improve public health, and enhance the visual character of cities.

Recognizing this reality, the Office of the Special Adviser on Urban Beautification and Development has continued to integrate environmental stewardship into its broader urban beautification agenda.

One of such interventions is the tree and flower planting initiative

undertaken along the Ekorinim II corridor in collaboration with the environmental advocacy organization, Let's Speak Africa.

The partnership reflects a shared commitment to restoring green infrastructure and promoting a cleaner, healthier, and more aesthetically pleasing urban environment.

The exercise resulted in the planting of more than 250 trees and ornamental flowers along the strategic corridor, transforming sections of the Ekorinim axis into a greener and more attractive landscape.



The intervention has introduced natural elements into the urban environment, improving the visual appeal of the area while contributing to ecological sustainability.

Beyond aesthetics, the initiative responds to the growing need for environmental resilience within rapidly expanding urban centres.

Trees play a vital role in improving air quality, reducing heat, supporting biodiversity, and mitigating the effects of climate change.

Their presence within urban spaces contributes significantly to environmental health and the overall quality of life.

The collaboration with Let's Speak Africa further demonstrates the importance of partnerships in advancing sustainable development goals.

Through the active involvement of volunteers and environmental advocates, the initiative promoted public participation and reinforced the collective responsibility of protecting and preserving the environment.

The project also served as a platform for environmental advocacy,



encouraging residents to take ownership of their surroundings and support efforts aimed at creating cleaner and greener communities.

It underscores the understanding that environmental sustainability cannot be achieved by government alone but requires the participation of citizens, organizations, and development partners.

As Cross River State continues to pursue its vision of restoring its environmental heritage and strengthening urban aesthetics, green infrastructure remains an essential



component of sustainable city development.

The Ekorinim tree and flower planting initiative therefore represents more than a landscaping exercise; it is an investment in environmental resilience, climate consciousness, and the future livability of the state.

The partnership between the Office of Urban Beautification and Development and Let's Speak Africa stands as a testament to the power of collaboration in addressing environmental challenges and creating public spaces that are not only beautiful but also sustainable for future generations.





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The Sweetness Park Development Project (Atekong / Marian Junction)

By Happiness Ifiok



Atekong Junction, along the busy Marian Road corridor, stands as one of Calabar's most dynamic urban spaces, defined by a vibrant night economy that attracts residents, commuters, and visitors in large numbers.

With its concentration of food vendors, informal trade and nearby entertainment outlets, the area remains active well into the night, reflecting the commercial energy of the city.

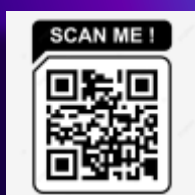
In addition to its economic character, the junction also functions as a major transport pickup point for commuters moving across different parts of Calabar.

This combination of intense commercial activity and constant vehicular movement has made the location one of the most congested and strategically significant public spaces in the metropolis.

Over time, commercial activities



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expanded beyond designated spaces into road shoulders and adjoining open areas, particularly during peak evening and nighttime periods.

While these businesses contribute significantly to the vibrancy and economy of the corridor, the increasing concentration of roadside activities gradually reduced pedestrian space, affected environmental aesthetics, and occasionally impeded the free flow of traffic around the junction.

In response to these emerging challenges, the Office of the Special Adviser on Urban Beautification and Development commenced the development of Sweetness Park as a structured intervention designed to improve environmental order, support local enterprise, and sustain the economic vitality of the area within a more organized setting.

Located just off the junction at the former Tata Fish site, Sweetness Park is being developed as a purpose-built commercial and public facility to accommodate traders in a properly planned environment.

Upon completion, the facility will provide affordable and clearly demarcated shop spaces, ensuring that existing businesses can continue to thrive while helping to decongest surrounding roads and public spaces.

The design incorporates essential public infrastructure, including



THE PREPARATION FOR THE BUILDING OF "SWEETNESS PARK" AT ATEKONG/MARIAN FOR VENDORS

sanitation facilities, improved drainage systems, security provisions, and organized commercial layouts that will promote cleaner, safer, and more efficient business operations.

The facility is also equipped with CCTV surveillance cameras to enhance security, monitor activities, and ensure the proper management of the environment.

Beyond commercial reorganization, the

project is expected to significantly improve the overall functionality and appearance of the Atekong/Marian corridor.

Improved pedestrian access, reduced roadside congestion, cleaner surroundings, and better-organized commercial activities will contribute to a safer and more attractive urban environment.

When completed, Sweetness Park will



■ The Sweetness Park Under Construction



By Happiness Ifioke



stand as a model for integrating commerce with environmental order, demonstrating how structured development can preserve economic vitality while restoring cleanliness, safety, and visual coherence to public spaces.

The project reflects a sustained commitment to enhancing urban aesthetics, supporting small-scale enterprise,

improving public safety, and ensuring that key city corridors remain functional, accessible, and environmentally balanced.





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Project: Building and Remodelling of Shops and Public Toilets for Marian by Atekong Open Space Vendors



Developed and maintained by Department of Urban Beautification
and Development Cross River State in Collaboration with



The Special Adviser To The Governor On
Urban Beautification And Development,

- Hon. Pastor Essien Eyo -

With His Boss His Excellency The People's
First Governor,

Apostle, Sen. Prince Bassey Edet



THINK CROSS RIVER



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SPECIAL ADVISER WITH THE CHIEF OF STAFF TO
THE GOVERNOR, EMMANUEL IRONBAR



SA WITH CRS INTERNAL REVENUE SERVICE
CHAIRMAN, MR. EDWIN OKON



SA WITH THE MAYOR OF CALABAR,
HON. JAMES ANAM



SA WITH PERMANENT SECRETARY MINISTRY OF
JUSTICE CRS BARR ANTHONY EFFIOM



SA WITH DG DUE PROCESS AND INTELLIGENCE
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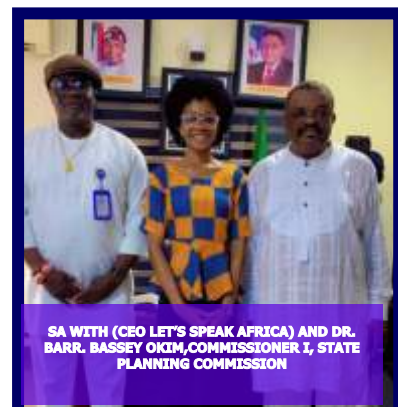
SA WITH HON COMMISSIONER
WATER RESOURCES



SA WITH THE CHAIRMAN OF LOCAL
GOVERNMENT SERVICE COMMISSION,
BARR EYO NSA EKPO



SPECIAL ADVISER ON URBAN BEAUTIFICATION
AND DEVELOPMENT HON. PASTOR ESSIEN EYO
WITH THE VICE CHANCELLOR OF UNIVERSITY OF
CALABAR, PROF OFFIONG EFANGA OFFIONG



SA WITH (CEO LET'S SPEAK AFRICA) AND DR.
BARR. BASSEY OKIM, COMMISSIONER I, STATE
PLANNING COMMISSION



SA WITH URBAN BEAUTIFICATION TASK FORCE TEAM



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**SPECIAL ADVISER WITH THE SPECIAL ADVISER ON
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**SA WITH THE SPECIAL ADVISER ON MARINE
SERVICES, CAPTAIN OTU ITA-OTU**



SPECIAL ADVISER WITH ENFORCEMENT TEAM