



Second International Conference of the
African Marine Waste Network

Towards Zero Plastics to the Seas of Africa

Taking Africa Towards Zero Waste

23-27
May
2022


Nelson Mandela Bay (Gqeberha), South Africa
Conference.sst.org.za

SST AFRICAN
MARINE WASTE
NETWORK

**Behavioral Change and innovation designed to
enhance plastics Sustainable Management in
South Africa and Norway.**

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Addo Elephant Park



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Addo Elephant Park

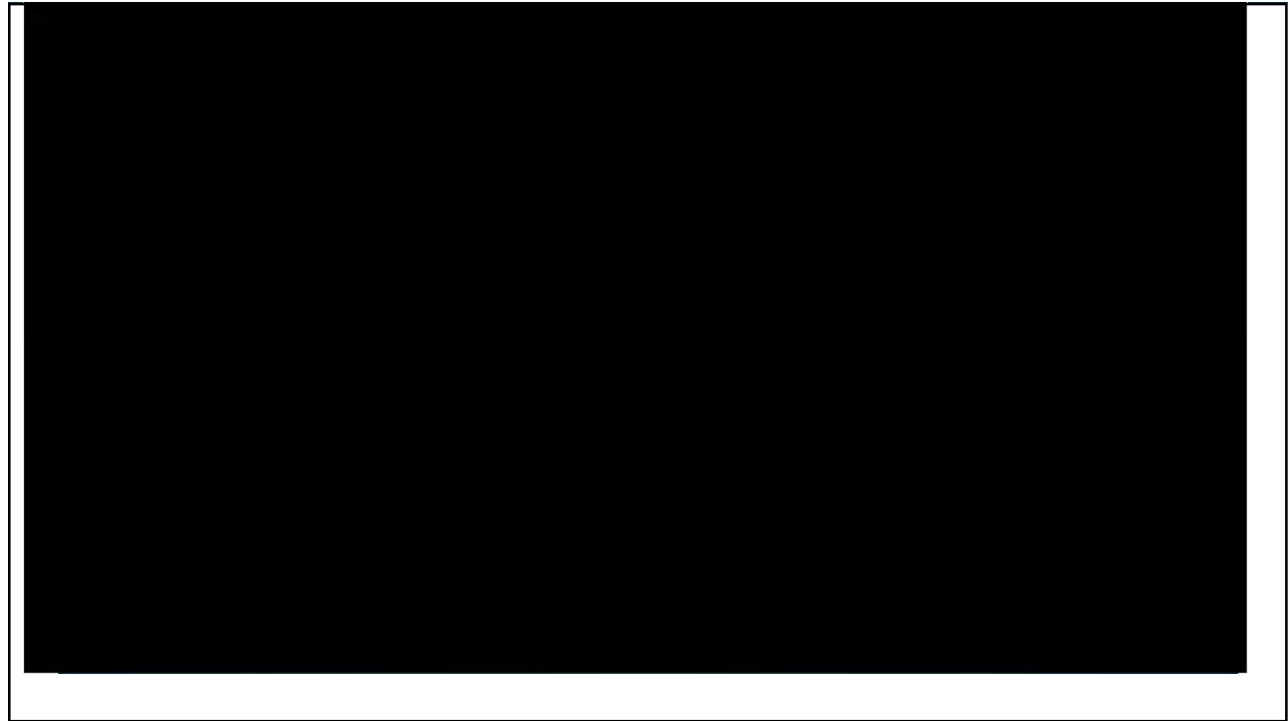


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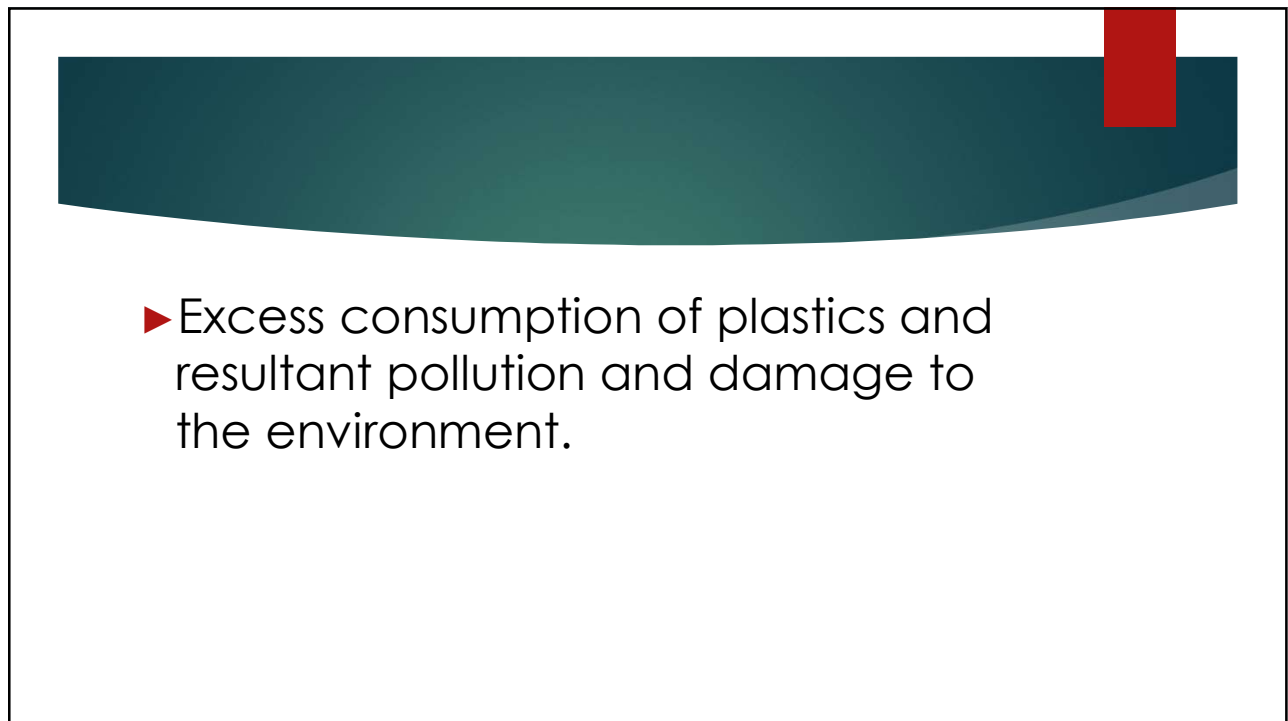
Motherwell South Africa



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Excess consumption of plastics and resultant pollution and damage to the environment.

- ▶ South Africa took the lead among developing countries when it adopted a plastic bag levy in 2004.
- ▶ The current predicament in South Africa is ineffective government policy in addressing the plastic consumption crisis.
More than **1.7 million** tons of plastics are produced in South Africa annually. **1.4 million** virgin material and **300 thousand** recycled materials
Plastic use and pollution more visible at community and local level hence we start with communities(bottom-up agency), more coordination between communities, collectors,small business, retailers and policy makers in South Africa
- ▶ Norway recycles more than **90%** of plastics as a result, very little plastic ends up in the environment.
- ▶ Furthermore over **60 %** packaging is made of recycled material in Norway. Plastic bag consumption, however, remains relatively high
- ▶ Lack of organized stakeholder and community participation,engagement and empowerment(bottom up agency)

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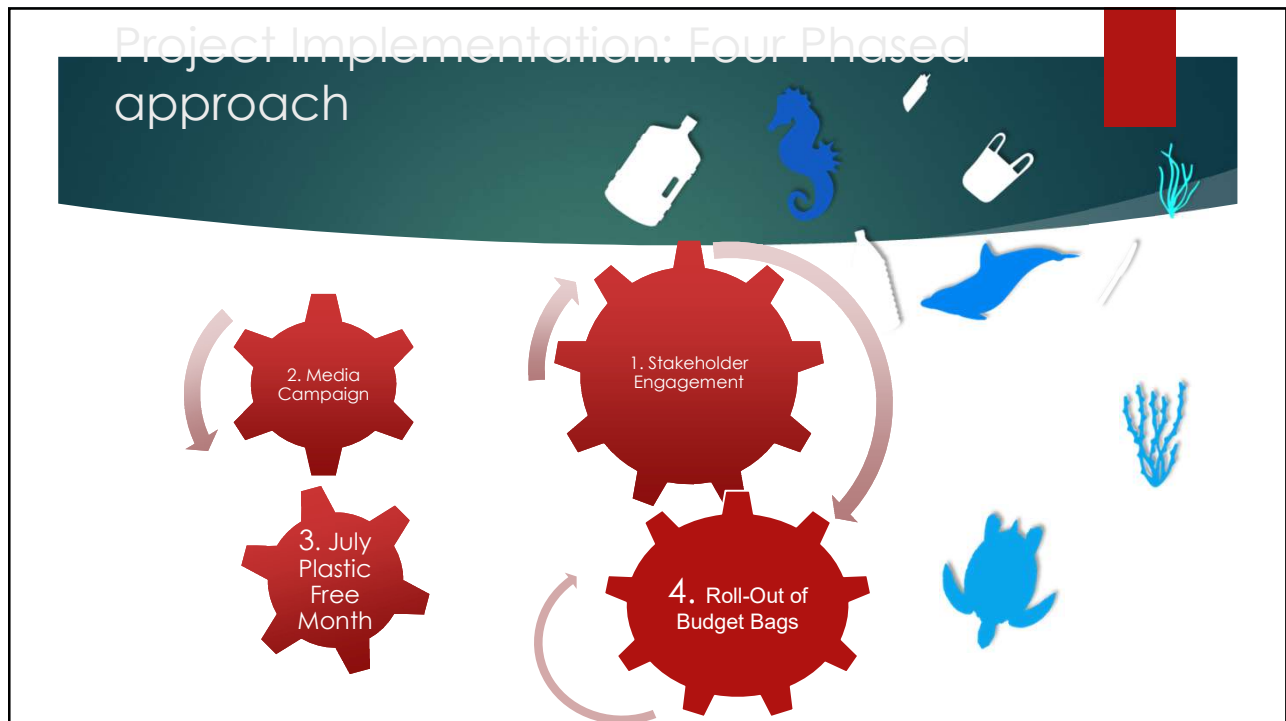
Introduction cont...

- ▶ Our focus is to reduce use of plastic and plastic pollution by promoting recycling and use of alternative bags through marketing promotion, public awareness, stakeholder engagement, empowerment of collectors and communities recycling and production of alternative bags.
- ▶ Since 2016, plastic bag consumption among Norwegians has decreased by only **22% less than their targeted 55%**.
- ▶ South African Bag consumption: 2.3 billion plastic bags sold during COVID-19 lockdown period.
- ▶ Plastic bags are one of the significant constituents of marine plastic pollution and also contributes to microplastics' build-up in the ocean (UNEP, 2016).

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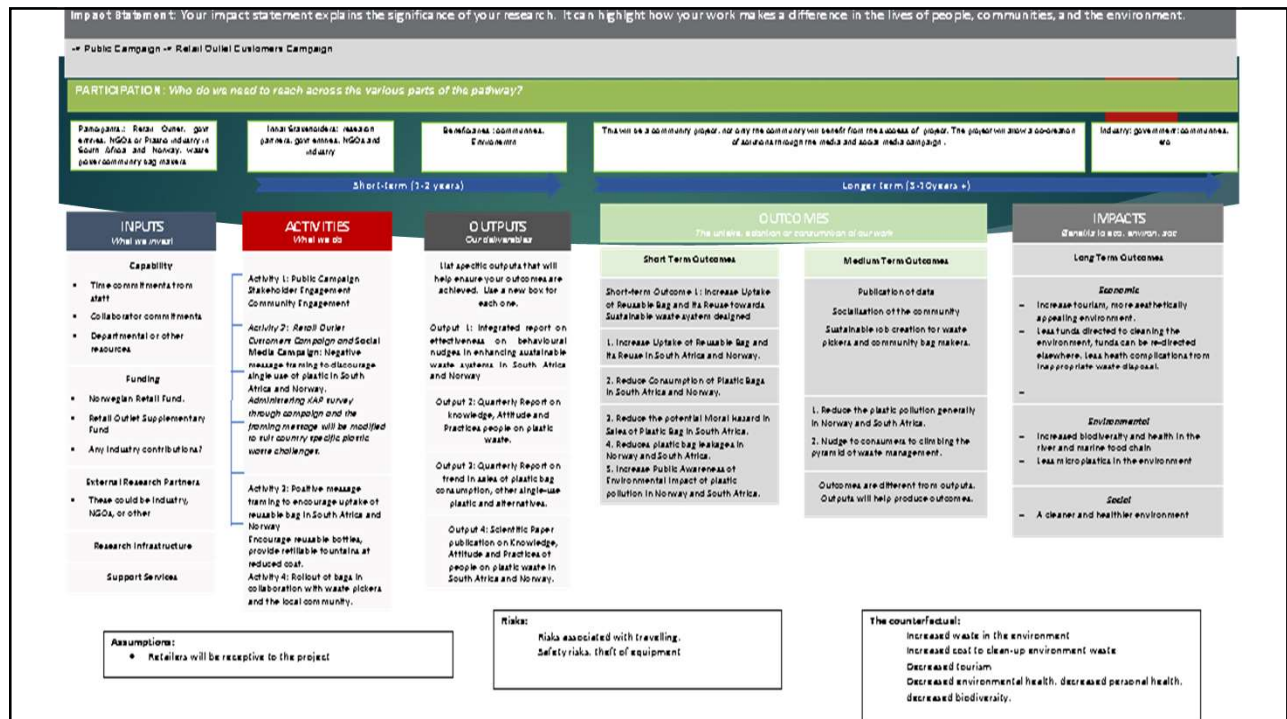


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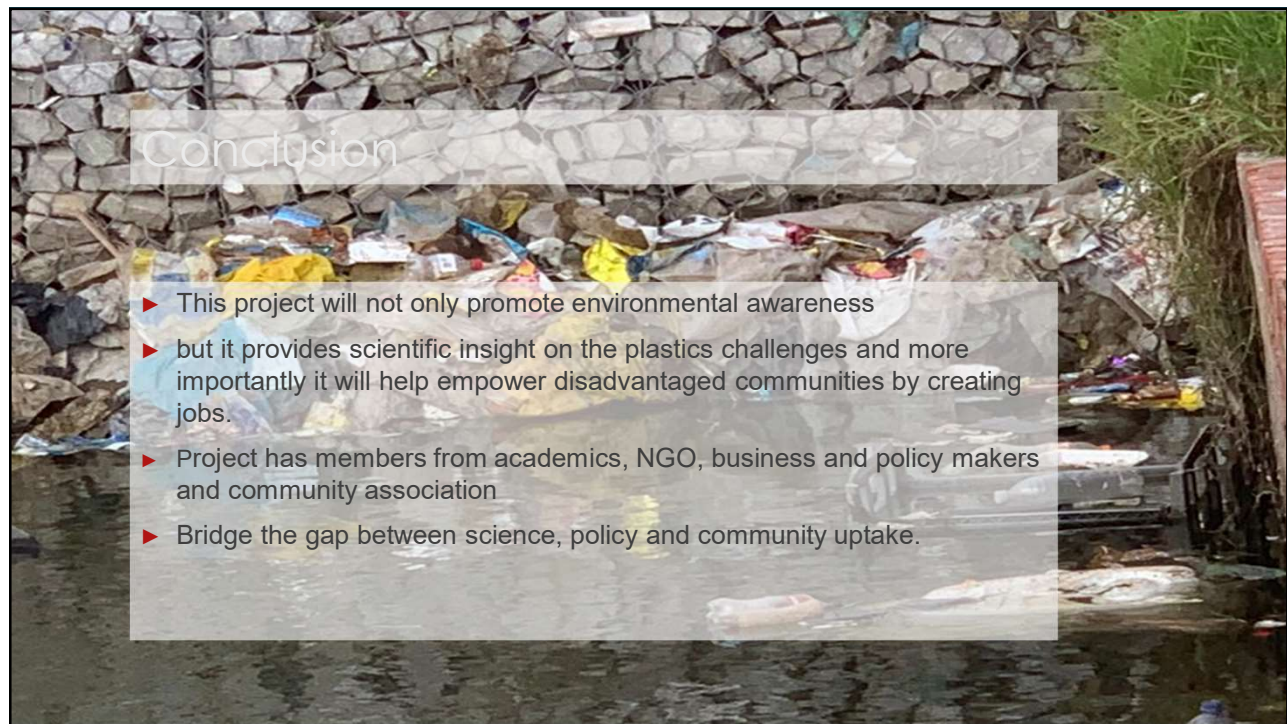
Innovative stakeholder engagement and community awareness



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sano program budget				
Budget line	Unit cost	Quantity	TaxRate	Cost (Base)
Administrative costs				
Overhead costs	\$5 000.00	10	0.0%	\$50 000.00
Printed materials (handouts, leaflets, t-shirts etc)	\$3 000.00	10	0.1%	\$30 040.00
Audio Visual technician fees	\$3 000.00	10	0.0%	\$30 000.00
Subtotal				
Stakeholder Engagement meeting				
Breakfasts	\$3 000.00	10	0.0%	\$30 000.00
Lunch	\$3 000.00	10	0.0%	\$30 000.00
Tea / Coffee refreshments	\$1 000.00	10	0.0%	\$10 000.00
Dinners		0	0.0%	\$0.00
Subtotal				\$60 000.00
Video communication process				
Photographer	\$10 000.00	10	0.0%	\$100 000.00
Videographer (to promote on social media)	\$20 000.00	10	0.0%	\$200 000.00
Virtual event platform costs	\$3 000.00	10	0.0%	\$30 000.00
Subtotal				\$330 000.00
Promotion costs				
Printed materials (handouts, leaflets, t-shirts etc)	\$3 000.00	10	0.0%	\$30 000.00
Renewable bags	\$20 000.00	10	0.0%	\$200 000.00
Cleanup activity	\$1 000.00	10	0.0%	\$10 000.00
Subtotal				\$240 000.00
Transport				
Fuel	\$1 000.00	10	0.0%	\$10 000.00
Delegate transport	\$1 000.00	10	0.0%	\$10 000.00
Members transport	\$0.00	0	0.0%	\$0.00
Transfers	\$0.00	0	0.0%	\$0.00
Additional travel (e.g. taxi costs to and from venue)	\$3 000.00	10	0.0%	\$30 000.00
Subtotal				\$40 000.00
Marketing				
Social Media	\$3 000.00	10	0.0%	\$30 000.00
Renewable bags	\$3 000.00	10	0.0%	\$30 000.00
Staff accommodation	\$3 000.00	10	0.0%	\$30 000.00
Subtotal				\$90 000.00
Expert messaging				
Project planning expenses	\$3 000.00	10	0.0%	\$30 000.00
Speaker fee and expenses	\$0.00	0	0.0%	\$0.00
Subtotal				\$30 000.00
TOTAL				\$650 000.00

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