



Helping people to care for our ocean

INCORPORATING

OCEANOGRAPHIC
RESEARCH INSTITUTE



Commonwealth Litter Programme

Marine Litter Exhibit for Marine Week 2019

Author: Dr Judy Mann

SOUTH AFRICAN ASSOCIATION FOR MARINE BIOLOGICAL RESEARCH

P.O. Box 10712, MARINE PARADE, 4056, KWAZULU-NATAL

jmann@saambr.org.za

Issue Date: 16 March 2020





Cefas Document Control

Submitted to:	Umberto Binetti, Fiona Preston-Whyte, Julia Baker
Date submitted:	04 November 2019
Project Manager:	Julia Baker (Project Manager), Thomas Maes (Principal Investigator)
Report compiled by:	Dr Judy Mann
Quality control by:	Umberto Binetti
Approved by and date:	Fiona Preston-Whyte
Version:	2.2
Recommended citation for this report:	SAAMBR (South African Association for Marine Biological Research), 2020. Marine Litter Exhibit for Marine Week 2019, Commonwealth Litter Programme South Africa.

Version Control History			
Version	Author	Date	Comment
1.0	Dr Judy Mann		Umberto Binetti moved into CLiP format
2.0	Dr Judy Mann	29/10/2019	Edited final draft
2.1	Dr Judy Mann	29/10/2019	Links added in section 2
2.2	Dr Umberto Binetti	16/03/2020	Added recommended citation

Executive Summary

- The exhibit on marine litter was designed, constructed and erected in the entrance arena of uShaka Marine World, Durban, South Africa.
- The exhibit was open and manned by two or more qualified and experienced staff members for nine days during Marine Week 2019, 5 – 13 October 2019.
- Over 2 000 visitors entered the exhibit, where they were given a guided tour lasting between 5 and 60 minutes. There was no charge for the exhibit.
- The components have been dismantled for future use in the Treasure Chest in the uShaka Sea World Aquarium.



helping people to care for our planet



Cefas

Table of Contents

1	Key Messages.....	3
2	Project Outputs	3
3	Project Indicators	4
4	Marine Week 2019 Marine Litter Exhibit Description.....	5

Figures

Figure 4-1 Entrance banner	5
Figure 4-2 Dirty beach	6
Figure 4-3 The Bathroom	6
Figure 4-4 The Kitchen	7
Figure 4-5 Clean beach	7
Figure 4-6 The sorting game and colouring in.....	8
Figure 4-7 Penguin promises post box and post card	8

1 Key Messages

- *Marine life is negatively impacted by litter:* This was illustrated through life size models of a turtle, penguin and a seal, impacted by marine litter.
- *Our everyday choices can help or harm marine life:* These was illustrated through two rooms, a bathroom and kitchen, with appropriate interpretive signage.
- *It is up to us to make the right choice:* Final room where good choices can be made and visitors can pledge to lower their impact on the ocean (Promise).

2 Project Outputs

1. A marine litter awareness exhibit that was used for nine days and that can be used in future in the uShaka Sea World aquarium.

2. The key messages were shared with over 2 000 visitors. Although this was slightly lower than anticipated, the quality of the conversations with visitors was far greater than anticipated. Conversations lasting from 5–60 minutes took place. Most conversations were over 10 minutes. This depth of engagement is unusual in a display of this nature, an indicator of both the quality and enthusiasm of the staff and the effectiveness of the elements that made up the exhibit.

3. Just over a quarter of all visitors (529) made a 'Promise to the Penguin'. Many families made collective promises. Preliminary analysis reveals that most of the promises (36%) were about recycling, 27% were about using alternative products and 24% were about not littering. This clearly shows that the 'call to action' main messages of the exhibit were heard and reflected in the promises that people selected.

4. Traditional media coverage was as follows:

- *Radio:*
 - Radio Sonder Grense (RSG) Judy Mann highlights the challenges currently being faced with litter with a focus on minimising single use plastics
- *Daily papers*
 - Daily News - Marine Exhibit and unpacking single use plastics
 - Daily News - What's on – advertising the Marine Exhibit
- *Community papers online*
 - www.bereamail.co.za - Marine Exhibit (<https://bereamail.co.za/174691/ushaka-celebrates-marine-week/>)
 - The Bugle – Marine Exhibit
- *General online media platforms*
 - www.ezweninews.wordpress.com - Marine Exhibit (<https://ezweninews.wordpress.com/2019/10/02/marine-week-2019-marine-litter-exhibit/>)
 - www.jozigist.co.za – Marine Exhibit (<https://www.jozigist.co.za/marine-week-2019-marine-litter-exhibit/>)
 - www.gautenglifestylemag.co.za – Marine Exhibit

- (<http://gautenglifestylemag.co.za/marine-week-2019-marine-litter-exhibit/>)
- www.getaway.co.za – Marine Exhibit (<https://www.getaway.co.za/travel-news/celebrate-our-seas-during-national-marine-week/>)
 - www.iol.co.za – Marine Exhibit (<https://www.iol.co.za/dailynews/news/kwazulu-natal/ushaka-marine-litter-exhibition-aims-to-bring>)
 - [www.peoplemagazine](http://www.peoplemagazine.co.za) – Marine Exhibit (<https://www.peoplemagazine.co.za/life/marine-month-oceans-engulfed-by-plastic/>)

Total Reach: approx. 1 600 000

5. Social media coverage as follows:

- Facebook – 5 posts with good engagement – up to 49 shares
- Instagram - 4 timeline posts and 4 Instagram story posts
- Twitter – 1 tweet
- Hashtags used #commonwealthlitterprog #marinelitter and tagging @cefagovuk @defragovuk

3 Project Indicators

1. The number of visitors to the exhibit was over 2 000. After each encounter with a 'group' the number was recorded manually by the relevant staff member. These were collated each day and then at the end of the nine days. Although this was not a perfect method and some visitors may have been missed (for example if there were three busy groups consecutively) it does provide a good estimation of the number of visitors. A 'sheep' counter was tried but this was found not to be effective.
2. The number of staff trained was eight women. In addition, many of the uShaka and SAAMBR staff visited the exhibit during the week. The uShaka staff were particularly interested as much of the information was new to them.
3. The number of conversations between staff and visitors – as the exhibit was manned from 09H00 to 16H30 by two or more staff members, all visitors engaged with a staff member.
4. The number of visitors who completed an activity – the colouring in activity was the most popular and hundreds of children completed one page or more, fewer people engaged in the sorting game, although those that did engaged for a long time to complete the activity correctly. Over 500 families completed the worksheet activity.
5. The number of visitors who completed a Penguin Promise post card was 529.
6. The project will be evaluated in approximately six months' time. Those who submitted promises and included an email address will be contacted to determine if making the promise has had any lasting impact on behaviour.

4 Marine Week 2019 Marine Litter Exhibit Description

- Tent with walls;
- Cross piece making up 4 'rooms' – Dirty Beach, Clean Beach, Bathroom, Kitchen (Appendix 2);
- Double sided entrance banner wall - marine week and sponsors logos (Figure 4-1);



Figure 4-1 Entrance banner

- Sponsor 'Thank-you' – two A2 stand up banners;
- Adverts for 'Stomp' awards;
- Entrance flags – Marine Week and free entry;
- Photo opportunity - Model of a 'Vaquita' made out of plastic bottles on a 'rock' stand at the entrance;
- Dirty Beach (Figure 4-2):
 - Image of a littered Durban beach;
 - Model of a drain;
 - Sandpit filled with sand and 'littered' with common marine litter;
 - Models of a turtle, penguin and seal entangled in litter;
 - Activity - a game kids could play to help them understand their waste;
 - Interpretive signage - Speech bubbles, How long does it take to decompose, Dirty dozen;



Figure 4-2 Dirty beach

- Bathroom (Figure 4-3):
 - Image of a bathroom with a washing machine;
 - Shower and cabinets, towel rack, soaps, etc;
 - Interpretive signage- Speech bubbles, microplastics, where to buy eco-friendly products in Durban;



Figure 4-3 The Bathroom

- Kitchen (Figure 4-4):
 - Image of a kitchen, with a fridge and a window;
 - Kitchen cabinets and contents;
 - Multiple pieces of plastic waste to show codes;
 - Dustbins;
 - Interpretive signage - Speech bubbles with plastic codes;



Figure 4-4 The Kitchen

- Clean Beach (Figure 4-5):
 - Image of a clean Durban beach;
 - Colouring in activity plastics sorting activity (Figure 4-6);
 - Penguin Promise post cards and 'post box' (Figure 4-7);
 - Hand out of brochures (Appendix 2);
 - Hand out of 'magic bags' to very interested families;
 - Interpretive signage - Speech bubbles, Plastics codes, What can be recycled in South Africa (Appendix 2);



Figure 4-5 Clean beach



Figure 4-6 The sorting game and colouring in



Figure 4-7 Penguin promises post box and post card

- Educators Guide – a summary of the information needed for staff manning the exhibit.

Appendix 1: Funding

CO-FUNDING FROM SAAMBR:

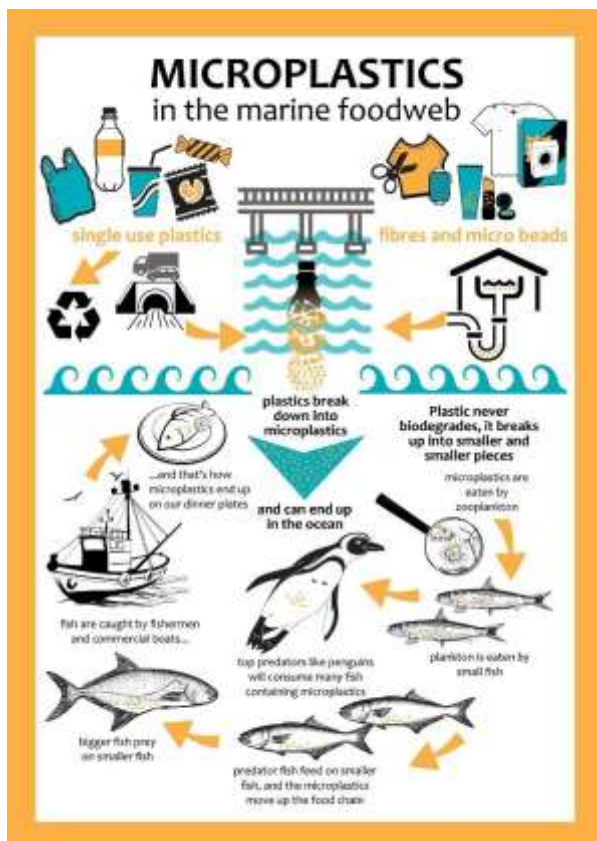
Staff time: Total 249 hours

Communication: 120 hours

Technical Team: 120 hours

Education: 9 hours

Appendix 2: Design elements



Reduce Your PLASTICS

Product	Commonly Recyclable in South Africa?	Alternative
Bottled water/ cooldrink	Yes	Re-usable bottle
Polystyrene coffee cup	No	Re-usable cup
Plastic straw	No	Re-usable straw
Plastic bread bag	Yes	Paper bag or cloth bag
Plastic carrier bag	Yes	Re-usable shopping bag
Cling wrap	No	Wax wrap
Heat sealed packaging	No	Currently no alternative
Trays, code 2	Yes	Loose items, mesh bags
Plastic toothbrush	No	Bamboo toothbrush
Polystyrene take-aways	No	Take your own container
Chip packets	No	Currently no alternative
Sweets individually wrapped	No	Currently no alternative
Earbuds - plastic sticks	No	Earbuds - paper sticks
Suckers - plastic sticks	No	Suckers - paper sticks
Thin plastic produce bags	No	Re-usable bags
Plastic cutlery	No	Take your own



Recycle Your PLASTICS

Polymer Code	Product	Description	Can be recycled into:
1 PET		Bottles and jars for coldrink, detergent, juice, water and food.	
2 HDPE		Bottles for milk, juice, shampoo, shopping bags, containers and bottle tops.	
3 PVC		Cling film. Clear jars and bottles for toiletries, food and medication.	
4 LDPE		Bags for frozen vegetables and bread, toilet paper packs and milk sachets.	
5 PP		Yoghurt, margarine and ice cream tubs. Clear and metalised films for sweets.	
6 PS		Take-away containers, food trays for meat, fruit and vegetables, seedling trays.	
7 OTHER		Multi-layered materials for long-life products.	

Marine Litter Display

proudly sponsored by

CLIP | Commonwealth Litter Programme

Department for Environment, Food & Rural Affairs
Centre for Environment, Fisheries & Aquaculture Science
Funded by UK Government
COMMONWEALTH LITTER PROGRAMME



Consumers have power!

Although most plastics can be recycled, we should **REDUCE** the plastic we buy in the first place.

Choose re-usables over single-use plastics:



Encourage retailers and shops to reduce their packaging.

The more people who express their concerns, the more seriously retailers will consider alternatives.



Support plastic free shops and markets.
Support companies that are reducing their packaging.

Jelly or Plastic



Marine animals may become entangled in floating plastic such as ropes and plastic bags. Fishing line also causes painful entanglement.

Many sea creatures swallow plastics by accident or because they mistake it for food.

Plastics in the ocean take several hundred years to break down into small pieces known as micro-plastics, which can be eaten by marine animals.

More Information on Plastic Recycling

MPACT

www.mpactrecycling.co.za

PET Plastic Recycling South Africa (PETCO)

www.petco.co.za

Plastics SA

www.plasticsinfo.co.za

Polyolefin Recycling Company

www.polyco.co.za

Polystyrene Association of South Africa

www.polystyrenesa.com

Published July 2019

KNOW YOUR

PLASTICS

Your Guide to Plastic Recycling



helping people to care for our ocean



Cefas



SAAMBR

RI



helping people to care for our ocean

The South African Association for Marine Biological Research

SAAMBR, founded in 1951, is a unique Non-Government, Non Profit Company and Public Benefit Organisation. In 2004 SAAMBR became the cornerstone of uShaka Marine World in Durban. For over 60 years SAAMBR has contributed to the conservation of marine and coastal resources in the Western Indian Ocean by operating three integrally linked divisions.



Oceanographic Research Institute

Undertakes applied research that contributes towards the sustainable use of marine and coastal resources in the Western Indian Ocean.



Investigate



uShaka Sea World

Is the largest aquarium complex in Africa, inspiring young and old with the wonder and beauty of our magnificent marine life.



Stimulate



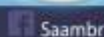
uShaka Sea World Education

Encourages an interest in the oceans and empowers learners, educators and visitors to behave responsibly towards the environment.



Educate

Connect with us: www.seaworld.org.za www.saambr.org.za www.ori.org.za



Saambr



SAAMBR



SA_Marine_Biological_Research



Centre for Environment Fisheries & Aquaculture Science



About us

We are the Government's marine and freshwater science experts. We help keep our seas, oceans and rivers healthy and productive and our seafood safe and sustainable by providing data and advice to the UK Government and our overseas partners.

We are passionate about what we do because our work helps tackle the serious global problems of climate change, marine litter, over-fishing and pollution in support of the UK's commitments to a better future (for example the UN Sustainable Development Goals and Defra's 25 year Environment Plan).

We work in partnership with our colleagues in Defra and across UK government, and with international governments, business, maritime and fishing industry, non-governmental organisations, research institutes, universities, civil society and schools to collate and share knowledge.

Together we can understand and value our seas to secure a sustainable blue future for us all, and help create a greater place for living.

Head office

Pakefield Road
Lowestoft
Suffolk
NR33 0HT
Tel: +44 (0) 1502 56 2244
Fax: +44 (0) 1502 51 3865

Weymouth office

Barrack Road
The Nothe
Weymouth
DT4 8UB

Tel: +44 (0) 1305 206600
Fax: +44 (0) 1305 206601

Innovative, world-class science is central to our mission. Our scientists use a breadth of surveying, mapping and sampling technologies to collect and analyse data that are reliable and valuable. We use our state-of-the-art Research Vessel Cefas Endeavour, autonomous marine vehicles, remotely piloted aircraft and utilise satellites to monitor and assess the health of our waters.

In our laboratories in Lowestoft and Weymouth we:

- safeguard human and animal health
- enable food security
- support marine economies.

This is supported by monitoring risks and disease in water and seafood; using our data in advanced computer models to advise on how best to manage fish stocks and seafood farming; to reduce the environmental impact of man-made developments; and to respond to serious emergencies such as fish disease outbreaks, and to respond to oil or chemical spills, and radioactivity leaks.

Overseas, our scientists currently work in Commonwealth countries, United Kingdom Overseas Territories, South East Asia and the Middle East.

Our customer base and partnerships are broad, spanning Government, public and private sectors, academia, non-governmental organisations (NGOs), at home and internationally.



www.cefasc.co.uk

