



Centre for Environment  
Fisheries & Aquaculture  
Science



**Green  
Corridors**

# **South Africa – Contest report**

## **STEM Contest: The STOMP Awards – Stamp Out Marine Pollution**

### **The Commonwealth Litter Programme**

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## Executive Summary

The Commonwealth Litter Programme (CLiP) is an initiative delivered by the Centre for Environment, Fisheries and Aquaculture Science (Cefas) and funded by the United Kingdom's Department for Environment, Food and Rural Affairs (Defra). The initiative supports developing countries across the Commonwealth in preventing plastics entering the ocean.

In 2019, CLiP contracted Green Corridors to carry out a STEM (Science, Technology, Engineering and Mathematics) contest to showcase South African based solutions to litter prevention, reduction and removal, with a focus on preventing marine litter and improving waste management in relation to the CLiP.

The project ran from mid-August 2019 through till the end of January 2020. Key milestones being the launch of the contest by the 1<sup>st</sup> October 2019, through to a judging process in mid-November 2019, culminating in an awards ceremony at the CLiP Innovation Conference: STEM the tide of plastic waste in Africa, held in Cape Town on the 5<sup>th</sup> December 2019.

The inaugural awards were branded the STOMP Awards (Stamp out marine plastic pollution) and received 64 entries across five categories; Design and Technology, Product Development, Adult Inspire, Youth Inspire and Action Projects.

Entries were all submitted online, and a shortlist of finalists decided by an open public voting period. These finalists were then adjudicated by a panel of judges to decide on the winning entry in each category.

A major feature of the contest was a very active media and public relations campaign to ensure the contest reached as broad a spectrum of South African society as possible.

The contest was rolled out with the aim of being a fun, light, uncomplicated process for entrants. Project milestones were largely delivered on schedule with few major issues encountered. Through the contest period many lessons were learned, primarily around the timing of the contest and the need for detailed explicit rules and explanations of the various categories.

Managing and implementing the STOMP awards was a hugely valuable learning curve for Green Corridors in terms of managing a contest of this nature. We anticipate taking lessons learned and rolling out this contest as an annual event which can ensure this project has an ongoing legacy. We would like to thank the Cefas CLiP team for their support, hands on approach and enthusiasm throughout the process. The project and working with the Cefas Project team was an absolute pleasure to roll out.

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# 1. Introduction

Cefas contracted Green Corridors to organise and facilitate a STEM (Science, Technology, Engineering and Mathematics) contest to showcase solutions to litter prevention, reduction and removal, with a focus on preventing marine litter and improving waste management in relation to the Commonwealth Litter Programme (CLiP)

The contest was branded as the STOMP Awards (Stamp out marine plastic pollution), recognising and rewarding individuals, civil society organisations, interest groups and young people that are actively taking action and making an impact in reducing marine plastic pollution in South Africa. These awards create an opportunity for individuals and groups to come together to act, create and innovate with a common purpose. With the aim to educate and communicate, to a wide range of communities, the urgent need to change behaviours around the use of plastics, and to bring tangible and actionable opportunities for change to the forefront.

The awards, which were open to all South African residents, was grouped into four categories: Technology or Technical Design, Product Development, Inspire through Creativity, and Action. Entrants were encouraged to enter through an online system where entrants could submit a 200word maximum text motivation and upload a 1-2 minute video pitch or demonstration video. The contest approach was specifically designed to be fun, light and informal.

Entrants were encouraged to submit entries that focused on or encouraged circular economy thinking, specifically around themes of:

- **Impact:** how is the entry likely to make a notable impact on the marine plastic pollution problem.
- **Innovation:** how unique and innovative is the proposed solution, project or artwork.
- **Reach:** how far-reaching is this solution, project or artwork.

A total of 48 entries were received and 4, 827 votes were received from members of the public during the contest public voting period to shortlist the contest finalists.

The roll out of the contest was completed on schedule and was a relatively smooth process.

## A. Overall project management

In terms of project management, the following were undertaken:

- Inception report submitted on 22 August 2019
- Midterm report submitted on 29 October 2019
- Weekly skype based project calls with Cefas Management Team leading up to the final awards ceremony held in Cape Town on the 04 December 2019
- Weekly internal project management meetings were held with the Green Corridors Team
- A project reach / impact dashboard was created at <https://stompawards.co.za/index.php/reports> which captured key quantifiable data including, contest entries by category, social media reach, website traffic, print and traditional media reach.

- The full project management Gantt chart is included in Appendix A.

Overall communication, collaboration and project management with the Cefas management team has been a very smooth process. All activities were delivered on schedule and core milestones were effectively reached.

## 2. Project outputs

### B. Launch Preparation

The first phase of the project was focused on getting the STEM contest to a point of being open to the public / launching by 01 October 2019. This phase included the following outputs:

Firstly, name, branding and corporate identity for contest agreed (STOMP Awards, an acronym for Stamp Out Marine Plastic Pollution) – all branding related collateral, logos, CI etc. were finalized and completed on schedule (see Image 1 and Appendix B for branding and creative materials).



Image 1: STOMP Awards Branding

Secondly, contest public facing information was agreed and finalized on schedule, this included information on the STOMP Awards website around terms, conditions, rules, contest categories and prizes. Details of the rules, terms, conditions and entry criteria can be found at the following link <https://stompawards.co.za/index.php/rules>.



Image 2: Example promotional poster

Thirdly, supporting visual materials in the form of posters (Image 2), flyers, social media skins and related artwork were designed and completed.

Fourthly, a photoshoot was undertaken, as well as videography, for creating an image library to use for contest marketing. Alongside this, two promotional video clips were produced for the contest. See <https://youtu.be/2dQawTUhQWc> and <https://youtu.be/0P2tNCizQGg>

Finally, the contest website (<https://stompawards.co.za/>) was completed and launched on schedule (01 October 2019). Image 3 below shows an image of the website.



Image 3: Website homepage screenshot

## C. Contest launch

The contest was officially launched on the 01 October 2019 and was open for entries on schedule. A total of 64 entries were received from across South Africa.

Figure 1 shows the percentage breakdown of these entries across categories, with the highest number of entries in the Product Category. Figure 3 shows that female entries dominated the categories, with the exception of the Design/Tech Category. The deadline for entries was extended by 72 hours to allow for additional submissions over the weekend of the 09 -10 December 2019. This proved to be a valuable change as almost 20 additional entries were received over this period.

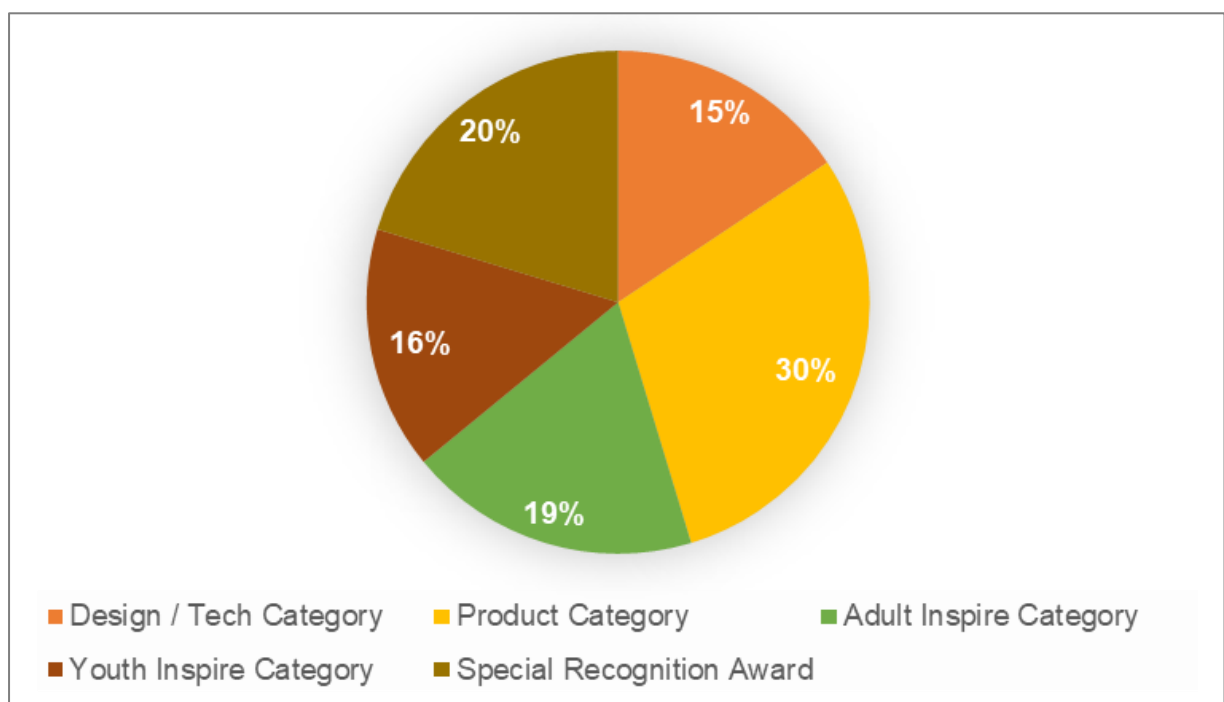


Figure 1: Entries by category

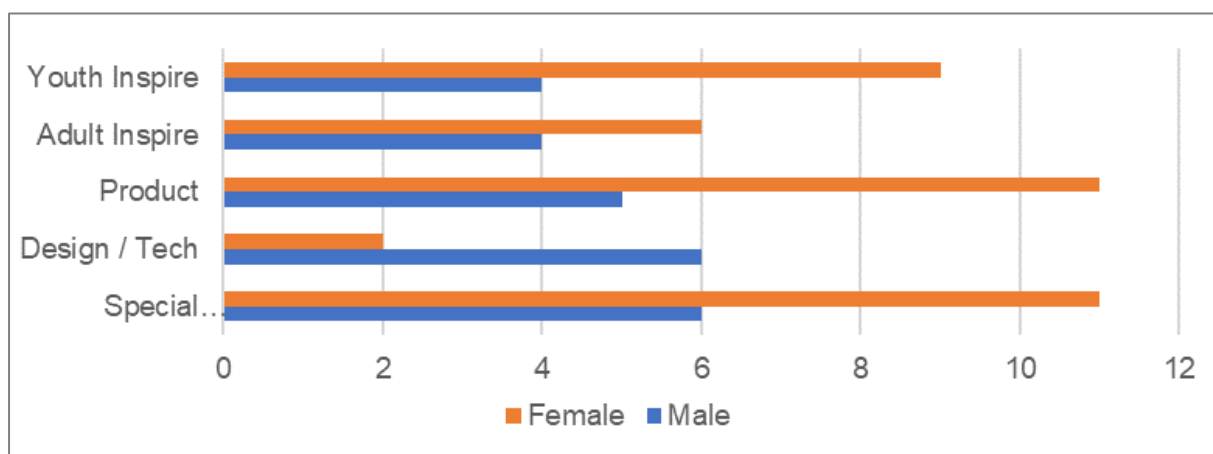


Figure 2: Contest entries by gender

## D. Judging process

The judging process comprised the following:

- i. A judging score sheet was drafted, submitted for comment and refined (See Appendix C).
- ii. An initial screening process was undertaken in collaboration with the Cefas CLiP team to ensure the shortlisted entries (from the public voting) met the contest rules and were scientifically sound.
- iii. Shortlisted entries were sent to the judging panel, which consisted of:
  1. David Barnes from the British High Commission
  2. Jerome Andrews from the Council for Scientific and Industrial Research
  3. Shamier Magamoet from Sea the Bigger Picture
  4. Stacey Webb from the Sustainable Seas Trust
  5. Various members of the Cefas CLiP team (counted as two judge scores overall)
- iv. Entries were judged in each category on a scale of 1-10 against various criteria including, creativity, innovation, impact, replicability and inspiring.
- v. The finalists (three in each category) were put through a final scientific check by the Cefas CLiP scientific team to ensure the entries met the contest criteria and were scientifically sound.

## E. Awards Event



*Image 4: Photograph of all the finalists*

All finalists were contacted and invited to attend the CLiP innovation conference: STEM the tide of plastic waste in Africa, in Cape Town, where an awards ceremony was held, and



finalists were given the opportunity to showcase their work. See *Sustainable Seas Trust (SST), 2020. CLiP innovation conference: STEM the tide of plastic waste in Africa, report. The Commonwealth Litter Programme, South Africa* for details on this event.

Additional entries which were deemed worthy of special recognition, included entries with low public voting numbers but were deemed innovative or inspiring ideas and were also invited to attend the conference and showcase their work and network.

All related travel and logistics were successfully organised in collaboration with the conference organisers and the Cefas CLiP team.

## F. Awards & prizes

Each finalist was given a certificate of recognition at the final awards ceremony. Winners in each category received a handmade ceramic trophy sourced from [a local community project, Zulululu](#), as well as a framed certificate (in recycled frames).

Table 1: Winners and prizes for categories

|                     |                           |  |   |
|---------------------|---------------------------|--|---|
|                     |                           |  |   |
| Design Tech         | Winner                    | <i>Mermaid Tear Catcher</i> - Clare Swithenbank Bowman, KwaZulu-Natal.<br><br><a href="https://stompawards.co.za/index.php/vote/93-entries/168-clare-swithenbank-bowman-mermaid-tear-catcher">https://stompawards.co.za/index.php/vote/93-entries/168-clare-swithenbank-bowman-mermaid-tear-catcher</a>  | <b>Attendance of the Clean Ocean conference in the London, 2020</b><br>- flights have been confirmed for their attendance at the Clean Ocean Conference in London. At time of release of report, Green Corridors are still awaiting the final invoice for accommodation for the conference. Funds for this have been ring-fenced. |
|                     | Runners up (not in order) | <i>Pyrolysis Machine</i> - Wildtrust, Hilton, KwaZulu-Natal.<br><br><i>Games Tangibl</i> – Jean Greyling, Eastern Cape<br><br><a href="https://stompawards.co.za/index.php/vote/93-entries/203-wildtrust-pyrolysis-machine">https://stompawards.co.za/index.php/vote/93-entries/203-wildtrust-pyrolysis-machine</a><br><br><a href="https://stompawards.co.za/index.php/vote/93-entries/151-jean-greyling-games-tangibl">https://stompawards.co.za/index.php/vote/93-entries/151-jean-greyling-games-tangibl</a> |   |
| Product Development |                           | <i>Biodegradable bamboo plasters, PATCH plasters</i> - Miliea Anis, Gauteng<br><br><a href="https://stompawards.co.za/index.php/vote/93-entries/211-miliea-anis-patch-bamboo-plasters">https://stompawards.co.za/index.php/vote/93-entries/211-miliea-anis-patch-bamboo-plasters</a>   | <b>Business development support</b><br>- The winners have submitted a very innovative proposal for an awareness (pilot) campaign at a Gauteng school (attached as Appendix D). Funds for rolling out this campaign have been ring-fenced and will be implemented over the coming three months.                                    |

|               |                              |   |  |
|---------------|------------------------------|---|--|
|               | Runner ups<br>(not in order) | <p><i>The Big Scoop SA</i> – Alexis Wellman, Western Cape</p> <p><i>Beeswax Wrap</i> – Mica Da Silva, KwaZulu-Natal</p> <p><i>The Mutea EcoPod</i> – Liam Bulgen, Western Cape</p>  | <p><a href="https://stompawards.co.za/index.php/vote/93-entries/140-alexis-wellman-the-big-scoop-sa">https://stompawards.co.za/index.php/vote/93-entries/140-alexis-wellman-the-big-scoop-sa</a></p> <p><a href="https://stompawards.co.za/index.php/vote/93-entries/205-mica-da-silva-beeswax-wrap">https://stompawards.co.za/index.php/vote/93-entries/205-mica-da-silva-beeswax-wrap</a></p> <p><a href="https://stompawards.co.za/index.php/vote/93-entries/174-liam-bulgen-mutea-ecopod">https://stompawards.co.za/index.php/vote/93-entries/174-liam-bulgen-mutea-ecopod</a></p> |
| Adult Inspire |                              | <p><i>Creative arts performance called 12 Plastic Monsters</i> - Luke Rudman, Eastern Cape</p> <p><a href="https://stompawards.co.za/index.php/vote/93-entries/190-luke-rudman-recycled-plastic-performing-arts">https://stompawards.co.za/index.php/vote/93-entries/190-luke-rudman-recycled-plastic-performing-arts</a></p> | <p><b>Ocean appreciation prize</b></p> <p>- A voucher for himself and a partner to undertake a fully certified Open Water 1 SCUBA diving course, inclusive of all equipment and dives.</p>   |
|               | Runner ups<br>(not in order) | <p><i>The Well Worn Theatre Company</i> – Kyla Davis, Gauteng</p> <p><i>The SuperScientists Project</i> - by CodeMakers NPO, submitted by Justin Yarrow, KwaZulu- Natal.</p>  | <p><a href="https://stompawards.co.za/index.php/vote/93-entries/185-kyla-davis-well-worn-theatre-company">https://stompawards.co.za/index.php/vote/93-entries/185-kyla-davis-well-worn-theatre-company</a></p> <p><a href="https://stompawards.co.za/index.php/vote/93-entries/197-justin-yarrow-codemakers-npo-superscientists-project">https://stompawards.co.za/index.php/vote/93-entries/197-justin-yarrow-codemakers-npo-superscientists-project</a></p>  |
| Youth Inspire |                              | <p><i>“Oceano Reddentes NPC”</i> - Jade Bothma, Western Cape</p> <p><a href="https://stompawards.co.za/index.php/vote/93-entries/153-jade-bothma-oceano-reddentes-npc">https://stompawards.co.za/index.php/vote/93-entries/153-jade-bothma-oceano-reddentes-npc</a></p>   | <p><b>Ocean appreciation prize</b></p> <p>- voucher for a free diving and snorkeling marine educational experience with I Am Water Foundation in Cape Town, as well as, a resource library on marine life, consisting of several field guides and reference books.</p>   |
|               | Runner ups<br>(not in order) | <p><i>The Future Kids</i> – Rocco Da Silva, Western Cape</p> <p><i>Norman Klutsky Eco-Warrior of the High Seas</i> – Eden College submitted by Jean Van</p>   | <p><a href="https://stompawards.co.za/index.php/vote/93-entries/162-rocco-da-silva-the-future-kids">https://stompawards.co.za/index.php/vote/93-entries/162-rocco-da-silva-the-future-kids</a></p> <p><a href="https://stompawards.co.za/index.php/vote/93-entries/161-jean-van-elden-eden-college">https://stompawards.co.za/index.php/vote/93-entries/161-jean-van-elden-eden-college</a></p>  |



|                                      |  |   |   |
|--------------------------------------|--|---|---|
|                                      |  | Elden, KwaZulu-Natal  |   |
| Special Recognition Award for Action |  | <i>Captain Fanplastic</i> - Nwabisa Joba, Cape Town, Western Cape<br><br><i>The Ethekwini Conservancies Forum</i> - Paolo Candoti, KwaZulu-Natal<br><br><i>Singakwenza</i> – Julie Hay, KwaZulu-Natal | <a href="https://stompawards.co.za/index.php/vote/93-entries/183-nwabisa-joba-captain-fanplastic">https://stompawards.co.za/index.php/vote/93-entries/183-nwabisa-joba-captain-fanplastic</a><br><br><a href="https://stompawards.co.za/index.php/vote/93-entries/157-paolo-candotti-ethekwini-conservancies-forum">https://stompawards.co.za/index.php/vote/93-entries/157-paolo-candotti-ethekwini-conservancies-forum</a><br><br><a href="https://stompawards.co.za/index.php/vote/93-entries/189-julie-hay-singakwenza">https://stompawards.co.za/index.php/vote/93-entries/189-julie-hay-singakwenza</a> |

### 3. Impact and reach

To maximise the reach and impact of the contest, marketing, media and PR was a core focus since the project launch, in order to ensure the contest was communicating with and reaching as broad a sector of South African society as possible. This ensured the increase in awareness of the issue of marine litter and innovative South African base solutions.

#### A. Social media

A fortnightly social media plan was drawn up, reviewed and planned with messaging and advert spend / audiences for the period. Total social media reach for the contest was more than 500,000 people and 115,137 engagements via the contest social platforms (Figure 3 and Figure 4) and additional unmeasured partner platforms. See Appendix E for paid traffic summary (This excludes reach via third party social platforms).

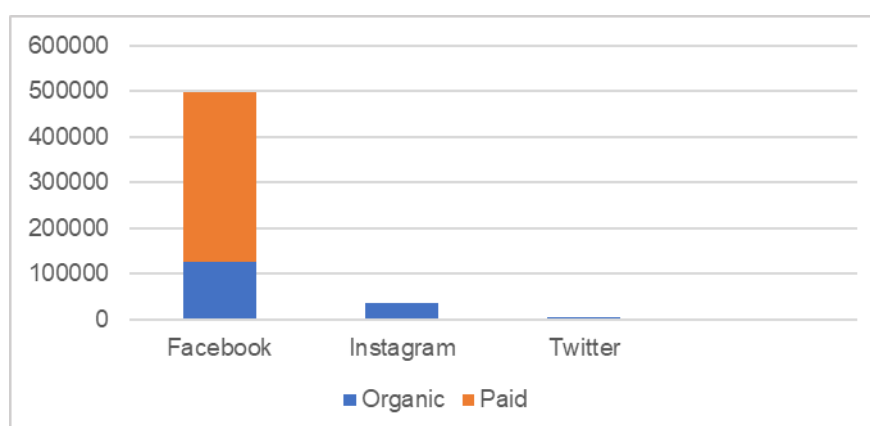


Figure 3: Social media reach throughout contest period

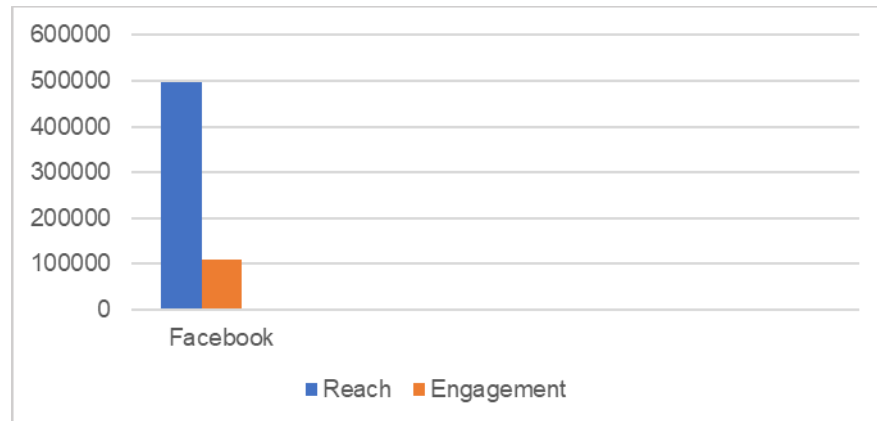


Figure 4: Social media engagement through contest period

## B. Media and publicity

Throughout the contest there was ongoing activity around pitching stories to various media outlets and newspapers. The STOMP awards were featured in several newspapers (local and national) as well as numerous radio interviews (local and national). Of significance is the media and PR exposure value the contest received from this publicity, which exceeded R2 million (Table 2).

Table 2: Media reach throughout the contest period

| Media        | No        | Advertising Value Equivalent | Reach            | PR Value / Editorial Value |
|--------------|-----------|------------------------------|------------------|----------------------------|
| Broadcast    | 10        | R282 467                     | 772 000          | R847 401                   |
| Online       | 52        | R303 685                     | 94 372           | R911 055                   |
| Print        | 8         | R120 602                     | 1 711 333        | R361 806                   |
| <b>Total</b> | <b>70</b> | <b>R706 754</b>              | <b>2 577 705</b> | <b>R2 120 262</b>          |

The media coverage was covered by Versfeld & Associates. Please see Appendix F for a detailed publicity report, including press statements released throughout the contest, and examples of news articles covering the contest.

## C. Website

The STOMP Awards website fared well throughout the contest without any major technical glitches (which could be expected due to limited testing time) and reached an audience of 13,235 people and 39,412 page views (Figure 5). The vast majority of this audience was acquired via social media. See Appendix G and H for a summary of website traffic statistics.

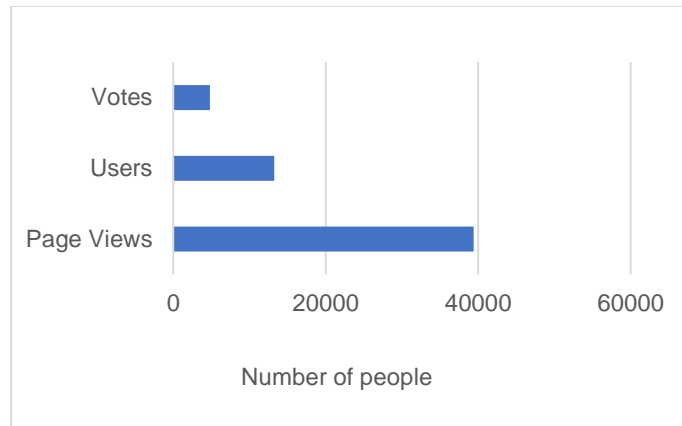


Figure 5: Website Traffic Summary

### D. Direct marketing

The STOMP Awards had a stand at the STEM careers conference in Johannesburg in October 2019. Award posters were also sent to Cefas representatives for display at activation events in Cape Town. There was also ongoing direct engagement with potential contest entrants via direct cold calling and emailing to a database of schools, NGO's and related organisations.

## 4. Challenges & lessons learned

Green Corridors initial concerns around the contest roll out in our inception report were around the tight timeframes involved (dictated by the CLiP timelines), this was largely overcome through careful project planning by Green Corridors. The lessons learned from this contest are summarised below.

One of the outputs Green Corridors were not able to roll out at the aspired level was the securing of a network of high-profile ambassadors for the contest. The project time frames were dictated by the CLiP timeframes and unmoveable. The Green Corridors team found a general reluctance amongst people we engaged with (at various levels) to commit time to being involved in the contest (as ambassadors, judges etc.) due to the short lead time involved. The November / December period in South Africa is also usually a fairly full calendar with companies hosting year end functions, people planning holidays etc.

Engagement with schools and teachers, was positive but there was also a reluctance to commit due to the October/ November period due to it being right in the middle of our year end exam period.

Green Corridors experienced several issues around entries not suiting individual category criteria very well and/or not understanding the criteria in each category. Categories should be kept to a minimum and be clearer in the description of what they are looking for. For example, the Inspire categories were focused on the creative arts, but we received several entries which were not "arts" but were inspiring. Without very clear descriptions and checklist of criteria, people misinterpreted the envisaged criteria.

The initial approach was to make the entry process simple, quick and seamless. This allowed several entries to filter through which upon further interrogation did not fully adhere to the contest rules or rules that may have been open to interpretation. It does appear there is a need to have a more formal application process where entrants are taken through the rules and agree to the more important individual criteria (and submit supporting evidence) rather than a generic “we agree” tick box which was used.

It was generally agreed by the project team that the contest rules, although clear and easily accessible needed to be extrapolated and spelt out for entrants.

Green Corridors experienced a few issues with shortlisted entries which were misinformed that they were finalists. This was largely due to Green Corridors communicating with shortlisted candidates verbally. Clearer, more formal communication with finalists (such as official letters) would have alleviated this.

Overall, most of the challenges faced could be alleviated with longer lead in times in future projects of this nature and ideally timed in the earlier part of the school and academic year (April-October).

A more formal approach to our interaction with the public could have impacted project outcomes. The contest approach was specifically designed to be fun, light, informal, but in retrospect, making the approach more formal could have alleviated some of the challenges faced in the shortlisting and voting process.

Based on entries received and general conversation, Green Corridors feel that (potentially) South Africa is still at a very early stage of plastic pollution being at the forefront of people’s minds. Most individuals, schools, organisations are still very focused on “ditching the straw” and beach clean-up campaigns rather than longer term solutions. On a positive note though, the initiatives and awareness which can be raised through a project like this will help to change this!

## 5. Conclusions

Managing and implementing the STOMP awards was a valuable learning curve for Green Corridors in terms of managing a contest of this nature. We anticipate taking lessons learned and rolling out this contest as an annual event which can ensure this project has an ongoing legacy. We would like to thank the Cefas CLiP team for their support, hands on approach and enthusiasm throughout the process. The project and working with the Cefas Project team was an absolute pleasure to roll out.

## **6. Appendices**

- A. Project Gantt Chart
- B. Branding and creative materials
- C. Judging score sheets (blank)
- D. Patch Plasters Awareness Campaign Proposal
- E. Social media paid traffic summary
- F. Publicity report and statistics
- G. Website audience overview

## Appendix A: Project Gantt Chart

| WBS        | Task description  | Start date        | Finish date       | Progress    |
|------------|---|-------------------|-------------------|-------------|
| <b>1</b>   | <b>Phase 1: Planning. Logistics, Road To Launch</b>                         | <b>29/08/2019</b> | <b>28/09/2019</b> | <b>91%</b>  |
| <b>1.1</b> | <b>Contest Branding and Visuals</b>   | <b>29/08/2019</b> | <b>05/09/2019</b> | <b>100%</b> |
| 1.1.1      | Agreement on brand name   | 29/08/2019        | 30/08/2019        | 100%        |
| 1.1.2      | Logo Design Options Submitted   | 30/08/2019        | 03/09/2019        | 100%        |
| 1.1.3      | CI Finalised  | 31/08/2019        | 05/09/2019        | <b>100%</b> |
| <b>1.2</b> | <b>Front End Contest Copy</b>   | <b>02/09/2019</b> | <b>14/09/2019</b> | <b>100%</b> |
| 1.2.1      | Contest Terms & Conditions Draft Approved                                   | 03/09/2019        | 06/09/2019        | 100%        |
| 1.2.2      | Contest Public Narratives and media core copy                               | 02/09/2019        | 06/09/2019        | 100%        |
| 1.2.3      | Contest Prizes, Categories and Criteria Guidelines Approved                 | 02/09/2019        | 06/09/2019        | 100%        |
| 1.2.4      | All Content / Copy For Website & Public Distribution Confirmed              |                   | 14/09/2019        | 100%        |
| <b>1.3</b> | <b>Media &amp; Publicity Content</b>  | <b>30/08/2019</b> | <b>20/09/2019</b> | <b>83%</b>  |
| 1.3.1      | Poster & Flyer Design Approved & Sent For Print                             | 05/09/2019        | 15/09/2019        | 100%        |
| 1.3.2      | Contest Social Platforms Active   | 12/09/2019        | 20/09/2019        | 100%        |
| 1.3.3      | Social Content Templates, Graphics & Video Package Approved                 | 08/09/2019        | 20/09/2019        | 100%        |
| 1.3.4      | Photography to support media  | 03/09/2019        | 07/09/2019        | 100%        |
| 1.3.5      | Securing network of contest ambassadors                                     | 02/09/2019        | 20/09/2019        | 50%         |
| 1.3.6      | Media Plan & Messaging For Launch Approved                                  |                   | 30/08/2019        | 100%        |
| <b>1.4</b> | <b>Website &amp; Contest Entry Systems</b>                                  | <b>09/09/2019</b> | <b>28/09/2019</b> | <b>100%</b> |
| 1.4.1      | Website Domain & Hosting  | 09/09/2019        | 11/09/2019        | 100%        |
| 1.4.2      | Website Look & Feel and General Functionality Approved                      | 10/09/2019        | 13/09/2019        | 100%        |
| 1.4.3      | Populating Demo Content / Pre Entries                                       | 13/09/2019        | 20/09/2019        | 100%        |
| 1.4.4      | Website Testing   | 20/09/2019        | 26/09/2019        | 100%        |
| 1.4.5      | Website Live, Open For Entries  |                   | 28/09/2019        | 100%        |
| <b>2</b>   | <b>Phase 2: Launch &amp; Driving Contest Entries</b>                        | <b>23/09/2019</b> | <b>15/11/2019</b> | <b>89%</b>  |
| <b>2.1</b> | <b>Roll out of post launch media and publicity</b>                          | <b>23/09/2019</b> | <b>15/11/2019</b> | <b>89%</b>  |
| 2.1.1      | Ambassador and other partner management                                     | 23/09/2019        | 15/11/2019        | 50%         |
| 2.1.2      | Social media roll out and updating  | 23/09/2019        | 15/11/2019        | 100%        |
| 2.1.3      | Online marketing campaigns  | 23/09/2019        | 15/11/2019        | 100%        |
| 2.1.4      | Direct engagement - telephone & email                                       | 01/10/2019        | 15/11/2019        | 100%        |
| 2.1.5      | Contest entry management, moderation and monitoring                         | 01/10/2019        | 15/11/2019        | 100%        |
| <b>3</b>   | <b>Phase 3: Adjudication &amp; Awards</b>                                   | <b>01/10/2019</b> | <b>15/12/2019</b> | <b>93%</b>  |
| 3.1        | Awards and post contest media roll out                                      | 18/11/2019        | 10/12/2019        | 100%        |
| 3.2        | Contest awards - travel logistics, format and finalising related planning   | 01/10/2019        | 07/12/2019        | 100%        |
| 3.3        | Prizes - logistics and engagement with winners around claiming their prizes | 01/11/2019        | 30/01/2020        | 80%         |

|          |  |                   |                   |             |
|----------|--|-------------------|-------------------|-------------|
| <b>4</b> | <b>Phase 4 (Ongoing activities) Logistics and Planning</b>   | <b>04/09/2019</b> | <b>01/11/2019</b> | <b>100%</b> |
| 4.1      | Confirmation of adjudication panel                           | 04/09/2019        | 12/10/2019        | 100%        |
| 4.2      | Adjudication Panel Travel & Adjudication Process / Logistics | 04/09/2019        | 12/10/2019        | 100%        |
| 4.3      | Planning, Logistics, Reporting                               | 04/09/2019        | 01/11/2019        | 100%        |
| 4.4      | Travel Logistics   | 11/09/2019        | 01/11/2019        | 100%        |
| 4.5      | Cape Town Beach Activation                                   | 13/09/2019        | 25/09/2019        | 100%        |
| 4.6      | JHB STEM Conference  | 11/09/2019        | 06/10/2019        | 100%        |
| 4.7      | Cape Town Aquarium Event                                     | 13/09/2019        | 13/10/2019        | 100%        |
| 4.8      | STEM Conference Finalists & Related                          | 01/11/2019        | 01/11/2019        | 100%        |
| 4.9      | All Travel Arrangements and related confirmed                | 31/10/2019        | 31/10/2019        | 100%        |

## Appendix B: Branding and creative materials:



# STOMP! awards

Innovate! Create! Act!



Funded by the  
Commonwealth  
Litter Programme



# STAMP OUT MARINE PLASTIC POLLUTION!



## BECOME PART OF THE SOLUTION!



enter the  
**STOMP!**awards

Innovate · Create · Act



Funded by the  
Commonwealth  
Litter Programme

# AND WIN!

ENTRIES CLOSE 8 NOV 2019

[www.stompawards.co.za](http://www.stompawards.co.za)



stompawards



stomp\_awards



Department  
for Environment  
Food & Rural Affairs



Centre for Environment  
Fisheries & Aquaculture  
Science



Funded by  
UK Government



Green  
Corridors

THE OCEANS NEED YOU!



enter the  
**STOMP!awards**

Innovate!Create!Act!



Funded by the  
Commonwealth  
Litter Programme



ENTRIES CLOSE 8 NOV 2019

 Department  
for Environment  
Food & Rural Affairs

 Centre for Environment  
Fisheries & Aquaculture  
Science

 Funded by  
UK Government

 COMMONWEALTH  
LITTER PROGRAMME

 Green  
Corridors



# STOMP!awards

Innovate!Create!Act!



Funded by the  
Commonwealth  
Litter Programme



## WINNER 2019

### TECHNOLOGY OR TECHNICAL DESIGN CATEGORY



## Clare Swithenbank-Bowman

### The Mermaid Tear Catcher

5 December 2019



Department  
for Environment  
Food & Rural Affairs



Centre for Environment  
Fisheries & Aquaculture  
Science



Funded by  
UK Government



PROUD TO SUPPORT

COMMONWEALTH  
HEADS OF GOVERNMENT MEETING  
LONDON 2018



Green  
Corridors

| Entry URL / Link  | Creativity                               | Innovation  | Practicality  | Feasibility  | Applicability  | Impressions  |
|---|--|---|---|--|--|--|
|   | How creative do you consider this entry? | Is this new, innovative / something you have not seen before? | Does this entry have practical applications that will actually help consumers change their behaviors? | Do you feel this entry is a feasible alternative to traditional plastics and gives consumers better choices? | Do you feel this entry adequately fits the category criteria of consumer products? Is this something that will be of interest to the average consumer? | What was your overall impression of the entry, enthusiasm, drive, passion? |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/200-zoe-prinsloo-save-a-fishie">https://stompawards.co.za/index.php/vote/93-entries/200-zoe-prinsloo-save-a-fishie</a>   |  |   |   |  |  |  |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/174-liam-bulgen-mutea-ecopod">https://stompawards.co.za/index.php/vote/93-entries/174-liam-bulgen-mutea-ecopod</a>   |  |   |   |  |  |  |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/192-leanne-hendriks-house-of-bravo-waste-free-shop">https://stompawards.co.za/index.php/vote/93-entries/192-leanne-hendriks-house-of-bravo-waste-free-shop</a>   |  |   |   |  |  |  |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/205-mica-da-silva-beeswax-wrap">https://stompawards.co.za/index.php/vote/93-entries/205-mica-da-silva-beeswax-wrap</a>   |  |   |   |  |  |  |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/206-da-neela-govender-upcycling">https://stompawards.co.za/index.php/vote/93-entries/206-da-neela-govender-upcycling</a>   |  |   |   |  |  |  |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/211-miliea-anis-patch-bamboo-plasters">https://stompawards.co.za/index.php/vote/93-entries/211-miliea-anis-patch-bamboo-plasters</a>   |  |   |   |  |  |  |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/201-andi-shaughnessy-the-green-cabin">https://stompawards.co.za/index.php/vote/93-entries/201-andi-shaughnessy-the-green-cabin</a>   |  |   |   |  |  |  |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/140-alexis-wellman-the-big-scoop-sa">https://stompawards.co.za/index.php/vote/93-entries/140-alexis-wellman-the-big-scoop-sa</a>   |  |   |   |  |  |  |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/195-nozipho-zulu-zulugal-retro">https://stompawards.co.za/index.php/vote/93-entries/195-nozipho-zulu-zulugal-retro</a>   |  |   |   |  |  |  |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/193-diony-lalieu-ocean-pledge">https://stompawards.co.za/index.php/vote/93-entries/193-diony-lalieu-ocean-pledge</a>   |  |   |   |  |  |  |
| <a href="https://stompawards.co.za/index.php/vote/93-entries/196-steve-cohen-planet-protector-certification-scheme-and-motivation-platform-for-circular-living">https://stompawards.co.za/index.php/vote/93-entries/196-steve-cohen-planet-protector-certification-scheme-and-motivation-platform-for-circular-living</a> |  |   |   |  |  |  |

| Entry URL / Link | Creativity | Innovation | Practicality | Feasibility | Applicability | Impressions |
|------------------|------------|------------|--------------|-------------|---------------|-------------|
|                  |            |            |              |             |               |             |

<https://stompawards.co.za/index.php/vote/93-entries/151-jean-greyling-games-tangibl>  
<https://stompawards.co.za/index.php/vote/93-entries/203-wildtrust-pyrolysis-machine>  
<https://stompawards.co.za/index.php/vote/93-entries/141-demo-entry-4>  
<https://stompawards.co.za/index.php/vote/93-entries/168-clare-swithenbank-bowman-mermaid-tear-catcher>  
<https://stompawards.co.za/index.php/vote/93-entries/202-wildtrust-green-brick-machine>  
<https://stompawards.co.za/index.php/vote/93-entries/210-charlene-moss-enviromall>

Entry URL / Link

Creativity

Inspiring

Message

Impressions

<https://stompawards.co.za/index.php/vote/93-entries/190-luke-rudman-recycled-plastic-performing-arts>  
<https://stompawards.co.za/index.php/vote/93-entries/169-janet-ormond-curb-beach-plastic-art>  
<https://stompawards.co.za/index.php/vote/93-entries/185-kyla-davis-well-worn-theatre-company>  
<https://stompawards.co.za/index.php/vote/93-entries/172-clare-swithenbank-bowman-litter4tokens>  
<https://stompawards.co.za/index.php/vote/93-entries/197-justin-yarrow-codemakers-npo-superscientists-project>  
<https://stompawards.co.za/index.php/vote/93-entries/157-paolo-candotti-ethekwini-conservancies-forum>  
<https://stompawards.co.za/index.php/vote/93-entries/191-wilmot-arendse-no-messing-in-bonteheuwel>  
<https://stompawards.co.za/index.php/vote/93-entries/186-refilwe-mofokeng-getinvolved>  
<https://stompawards.co.za/index.php/vote/93-entries/175-goodness-mathe-renew-reuse-and-recycle-green-team>

Entry URL / Link

Creativity

Inspiring

Message

Impressions

<https://stompawards.co.za/index.php/vote/93-entries/187-sydney-steenland-sea-monkey-project>

<https://stompawards.co.za/index.php/vote/93-entries/161-jean-van-elden-ed-en-college>

<https://stompawards.co.za/index.php/vote/93-entries/153-jade-bothma-oceano-reddentes-npc>

<https://stompawards.co.za/index.php/vote/93-entries/162-rocco-da-silva-the-future-kids>

<https://stompawards.co.za/index.php/vote/93-entries/184-kate-boyes-hero-in-my-hood-books>

<https://stompawards.co.za/index.php/vote/93-entries/159-promise-msimango-indigenous-ingenious-generation>

<https://stompawards.co.za/index.php/vote/93-entries/139-deborah-robertson-andersson-mac-lab>

<https://stompawards.co.za/index.php/vote/93-entries/164-sphelele-ngqulunga-makhasa-youth-council>





# PATCH

## Stomp! Marketing Spend Proposal

January 2020





# STOMP! Award

- We'd like to thank the organizers for accepting our entry to the STOMP! Awards.
- We were humbled to be considered for the awards and to take part in the 2 day conference. It was highly educational and thought provoking.
- We were incredibly proud to receive the Stomp! Product award, and be recognized as a brand who is bringing a real solution to reducing plastic across the world.





# Eyes on the Prize

- We're very excited to not only win the award but also the prize offering of R20k for marketing exposure.
- PATCH is more than a brand to us, it's a way of life
- Therefore rather than spending the prize money on an ad in a magazine, we're looking to create an experiential activation which is in keeping with what PATCH signifies and means to those that use it
- We've spent a lot of time trying to identify what would work best, and have come up with proposal we're happy with.
- Looking at who PATCH appeals to:
  - Children
  - Devoted parents
  - Eco conscious
  - Communities
  - Trendsetters
- We thought it important to provide a platform where the youth (a generation speaking up about their environment) can be educated, educate their communities and be an example to the country.
- Therefore, we chose to do



## A school plastic drive and activation





# Idea and Spend Breakdown – Draft Proposal

---

The money would be spent on a Marketing Agency who would run this activation from start to finish.

## Scope:

- Identifying a local JHB private school willing to conduct such an activity.
- Conceptualizing the activation (e.g. a plastic clean up, plastic innovation competition, school project, etc).
- Providing all props and planning all activities
- Ensure PATCH is the underlying theme

## Choosing the Right Marketing Team:

- We would be part of the selection process, to ensure they resonate with our brand and what it represents.
- Their connections and links to reputable schools.
- The activation concept.
- Their links to SA personalities, talk radio stations, media stations, TV stations, magazines, sponsors.
  - *This is probably the most important requirement, as media exposure will create brand awareness for both PATCH and Green Corridors.*
- Access to videography, photography, with strong social media exposure.

## Timeline:

- This will require a lot of planning and preparation, and although the likelihood of spend before end Jan is low, we can look to commit the money for an activation in Q1 2020.
- Best to accomplish at the beginning of the school year whilst energy is high.



## Appendix E: Social Media Paid Traffic Summary

[illegible]



**STOMP!**awards  
Innovate!Create!Act!



# Publicity Report

## October - December 2019

VERSFELD &  
ASSOCIATES.



## STOMP Awards – South Africa Publicity Report

### Brief

The brief was to maximise exposure in the media for the new brand - STOMP Awards – in order to encourage entries.

### Methodology

Four media releases were written:

- Commonwealth Litter Programme Announces STOMP Awards for South African Innovations that will help reduce and eliminate plastic waste: 7 October 2019
- Search is on for the next great 21<sup>st</sup> century science, technology and technical innovation that will help reduce and eliminate plastic waste in South Africa: 31 October 2019
- Finalists Announced in CLiP's STOMP Awards – South Africa: 29 November 2019
- Winners of the CLiP STOMP Awards Announced – South Africa: 4 December 2019

These were issued to a national database of media, which included the following media types:

- News
- Environmental
- Creative
- Technical and Technology
- Academic
- 

### Summary of Exposure

| Broadcast | 10 | 282467 | 772000  | 847401 |
|-----------|----|--------|---------|--------|
|           |    |        |         |        |
| Print     | 8  | 120602 | 1711333 | 361806 |
|           |    |        |         |        |

Overall Summary Separator



# Overall Summary

Date from



Date to



2019-10-04



2019-12-18

Total item count



Total AVE



Total Reach



70

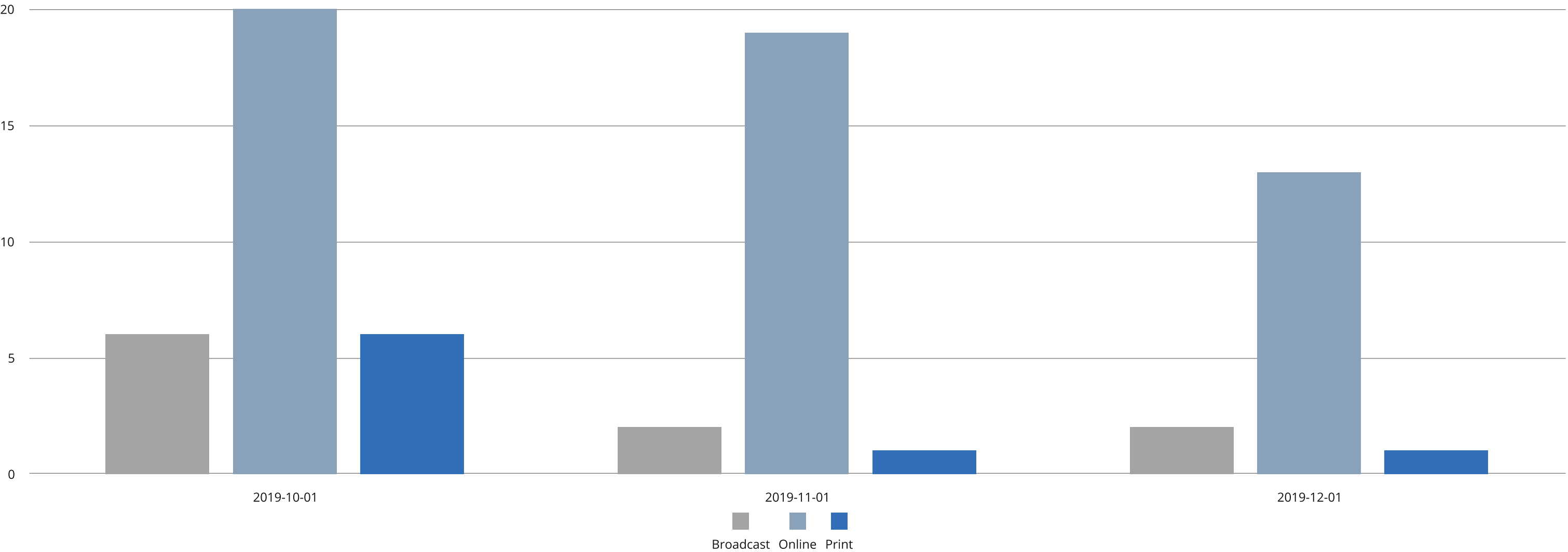


R 706 754,00



1036005

Item count p/m by media type

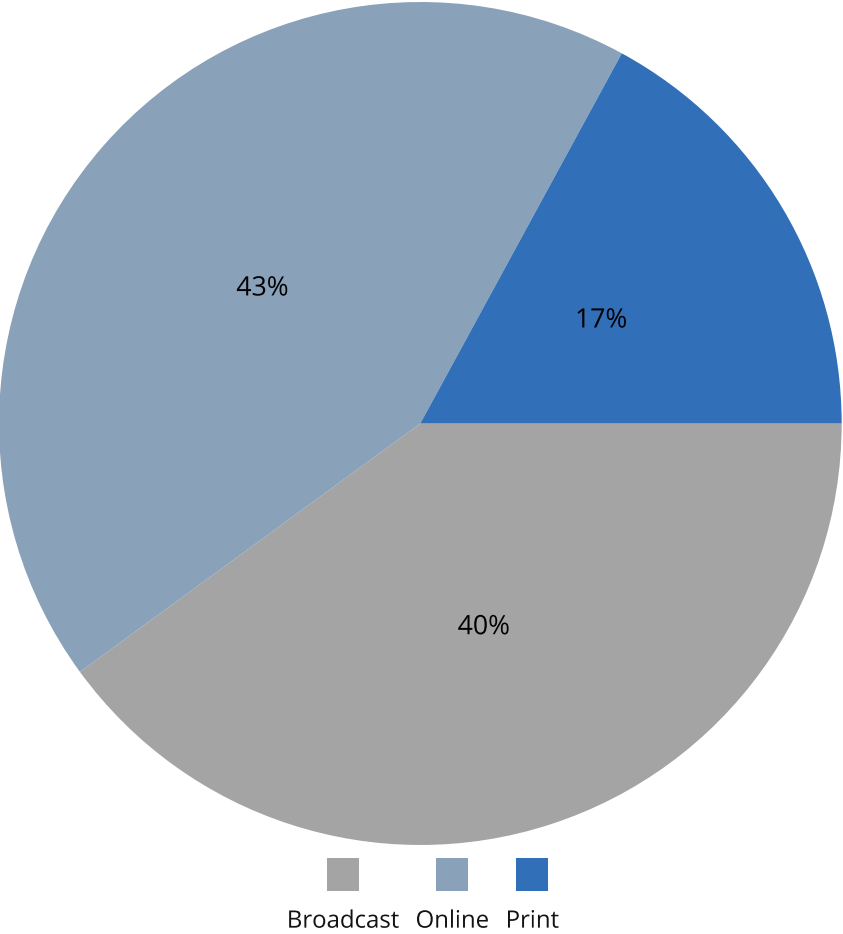


Summary by media type / type

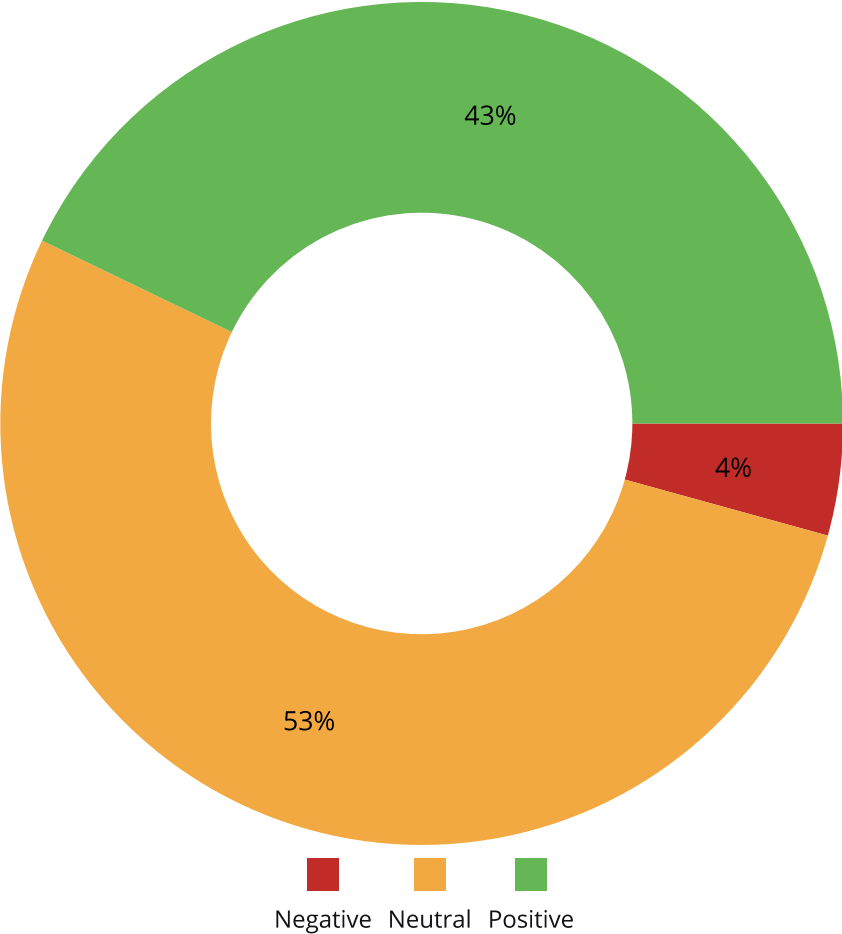


| <div><div><div></div><div></div></div></div> |  |       |         |           |
|--|--|-------|---------|-----------|
|  |  | COUNT | AVE     | REACH     |
| ▼  |  |       |         |           |
|  |  |       |         |           |
| ▼  |  |       |         |           |
|  |  |       |         |           |
|  |  |       |         |           |
| ▼  |  |       |         |           |
|  |  |       |         |           |
| Grand Total                                  |  | 70    | 706 754 | 1 038 505 |

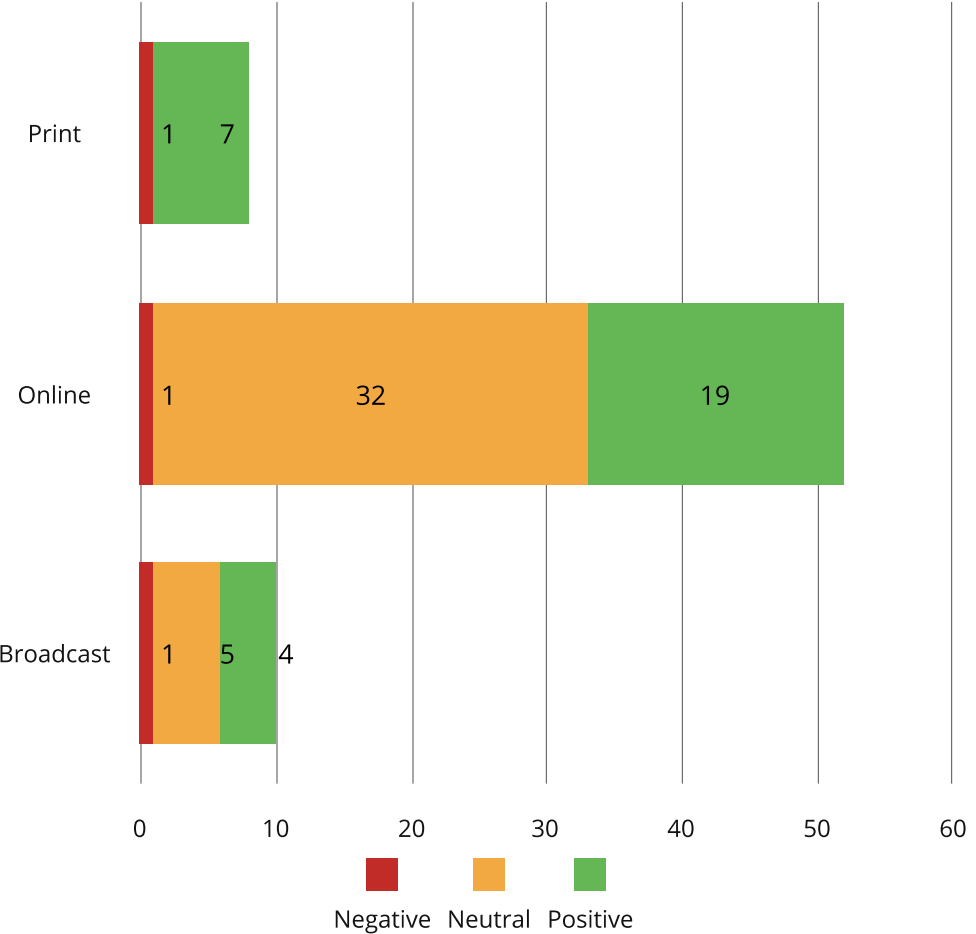
SOV by AVE by Feed Type



Sentiment Indication

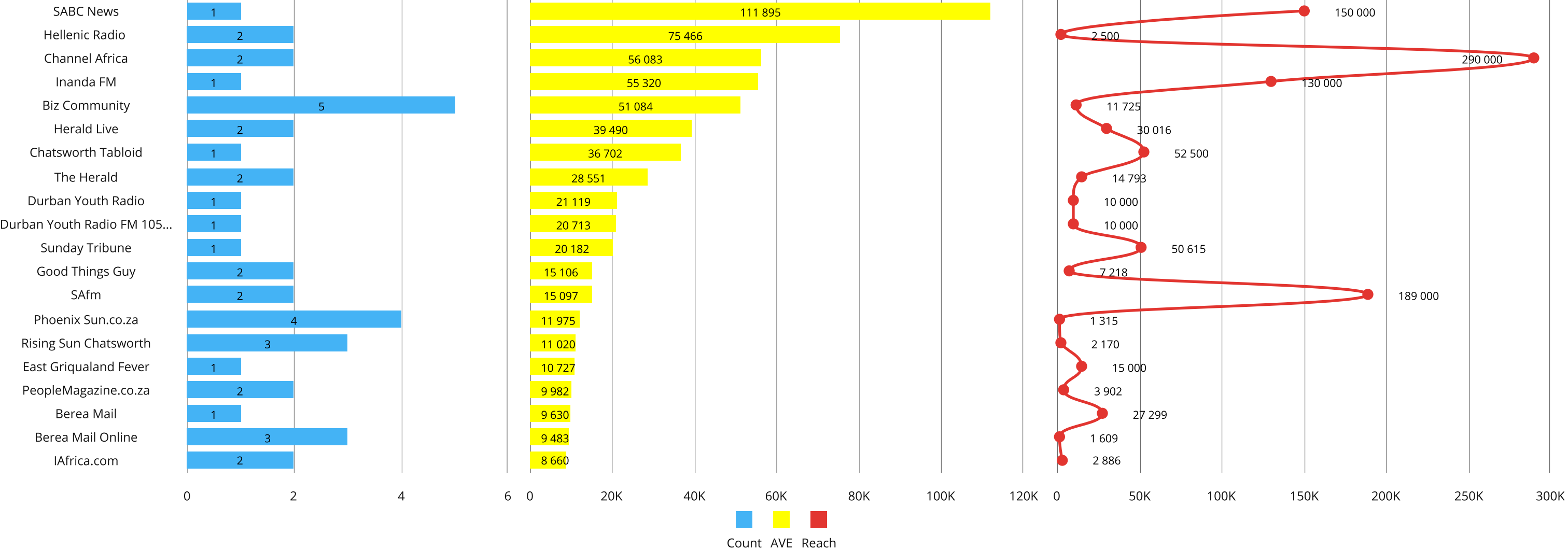


SOV by Item Count by Sentiment by Feed Type





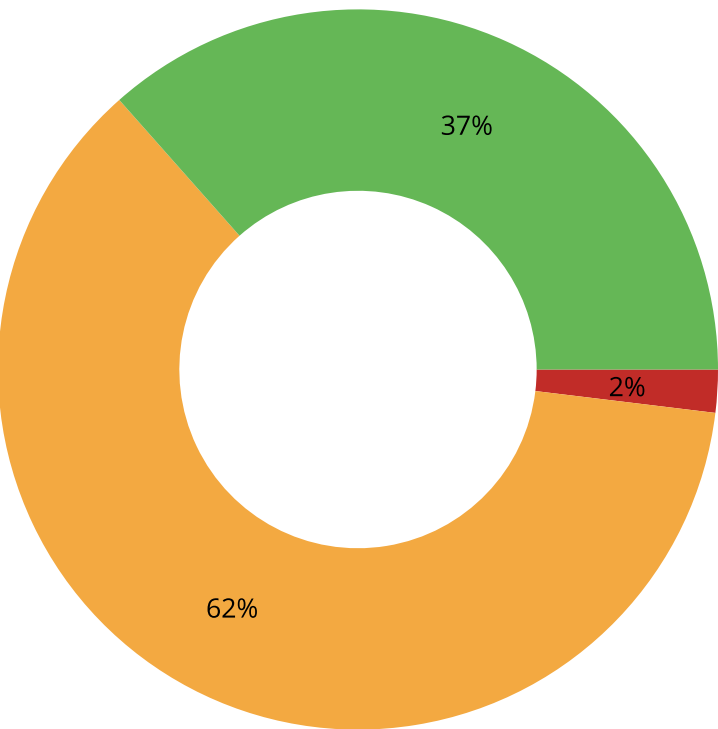
Top 20 Sources by AVE / All Media





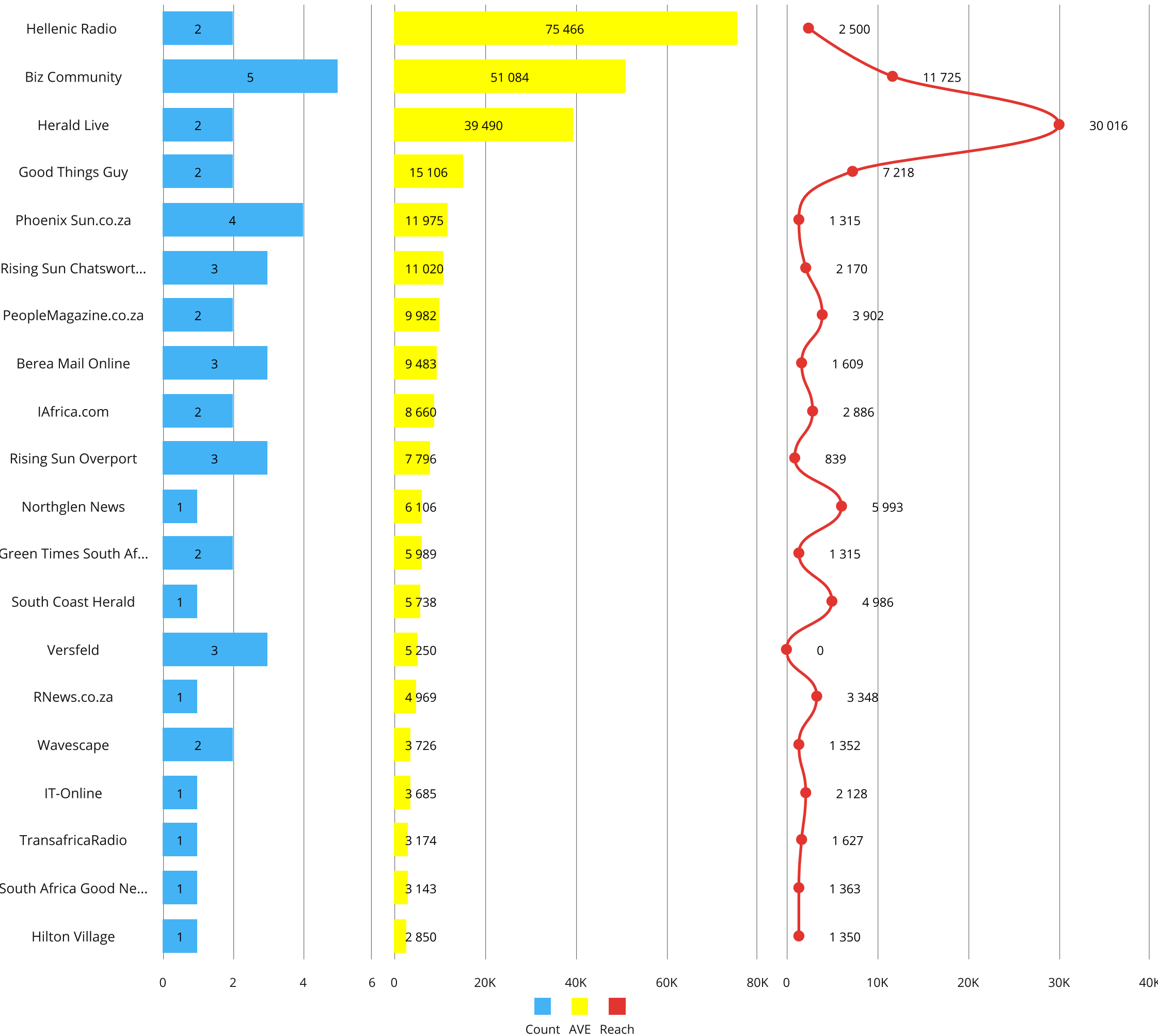
# Online Media

Online Media / Auto-Sentiment

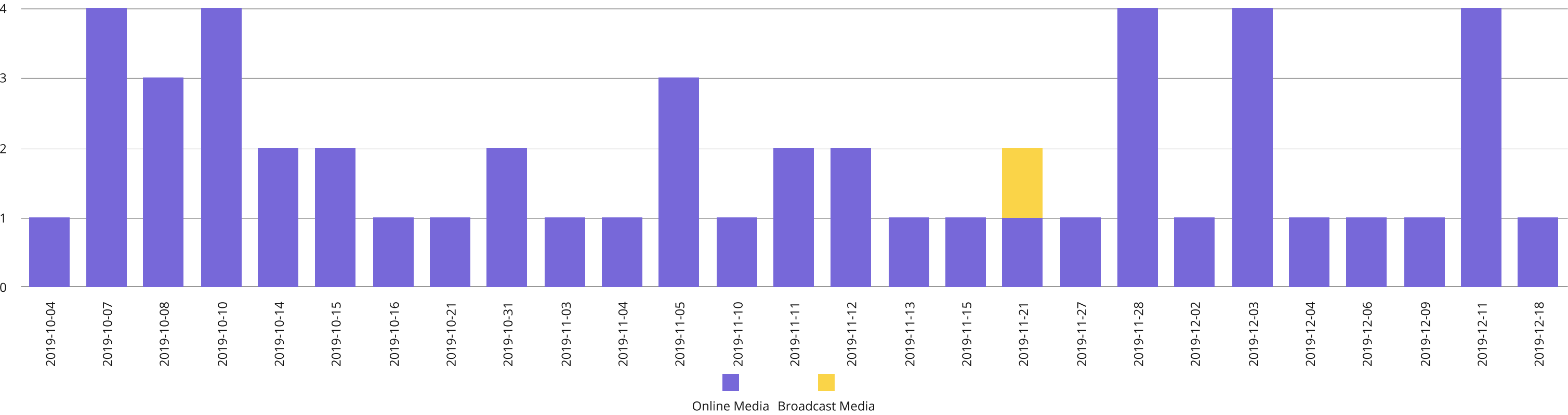


■ Negative ■ Neutral ■ Positive

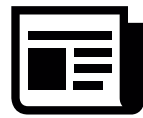
Top 20 Sources by AVE / Online Media



Online Item count by day



Print Media Sep.



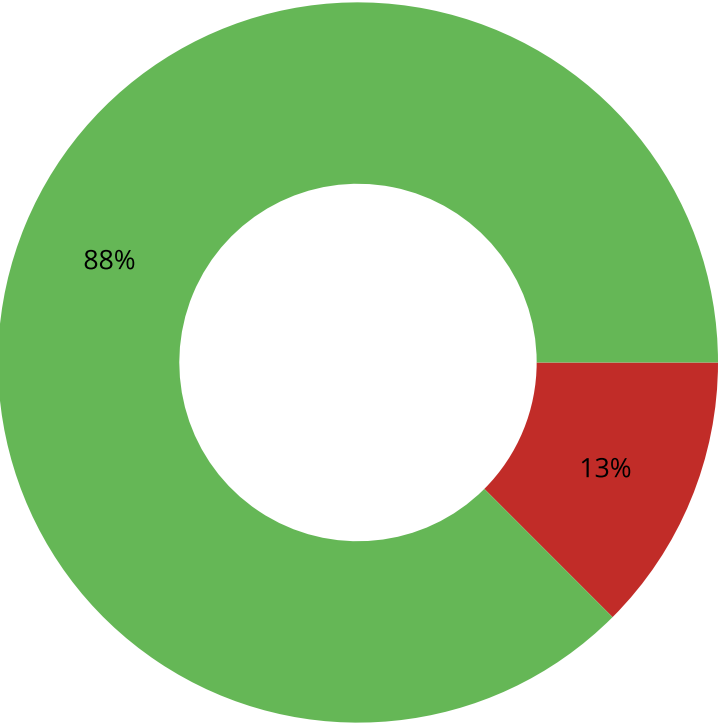
# Print Media

Print Sum. by media type / type



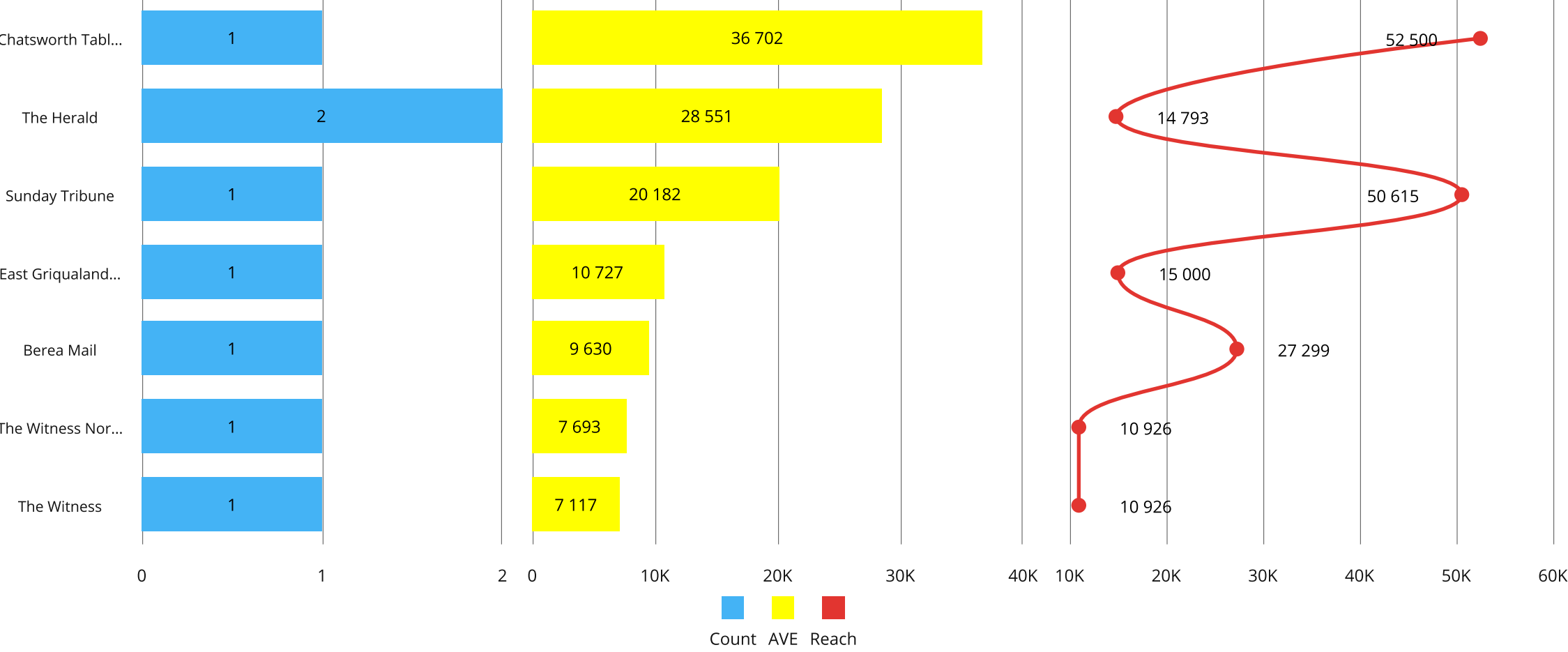
| <div><div></div><div></div></div> |  | Print |         |         |
|-----------------------------------|--|-------|---------|---------|
|                                   |  | COUNT | AVE     | REACH   |
| ▼                                 |  |       |         |         |
|                                   |  |       |         |         |
| Grand Total                       |  | 8     | 120 602 | 171 133 |

Print Media / Auto-Sentiment



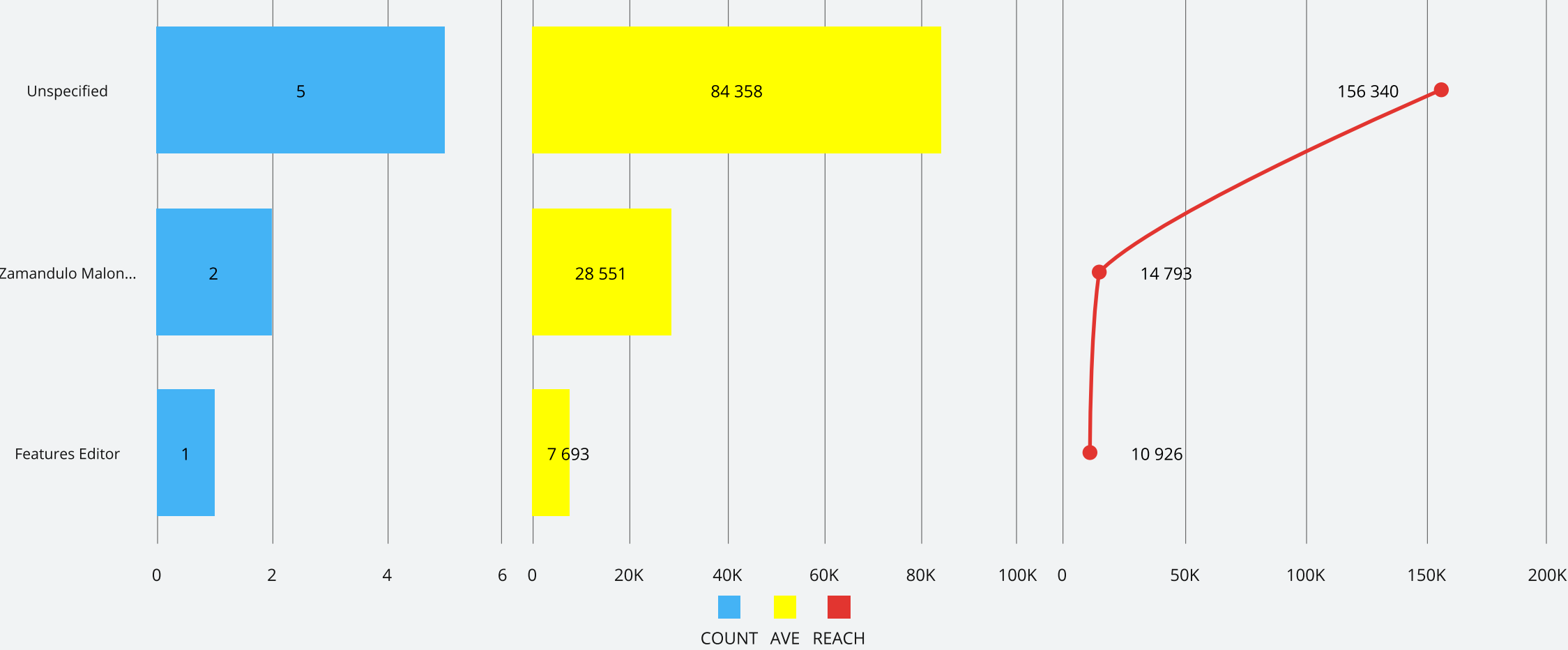
■ Negative ■ Positive

Top 20 Sources by AVE / Print Media



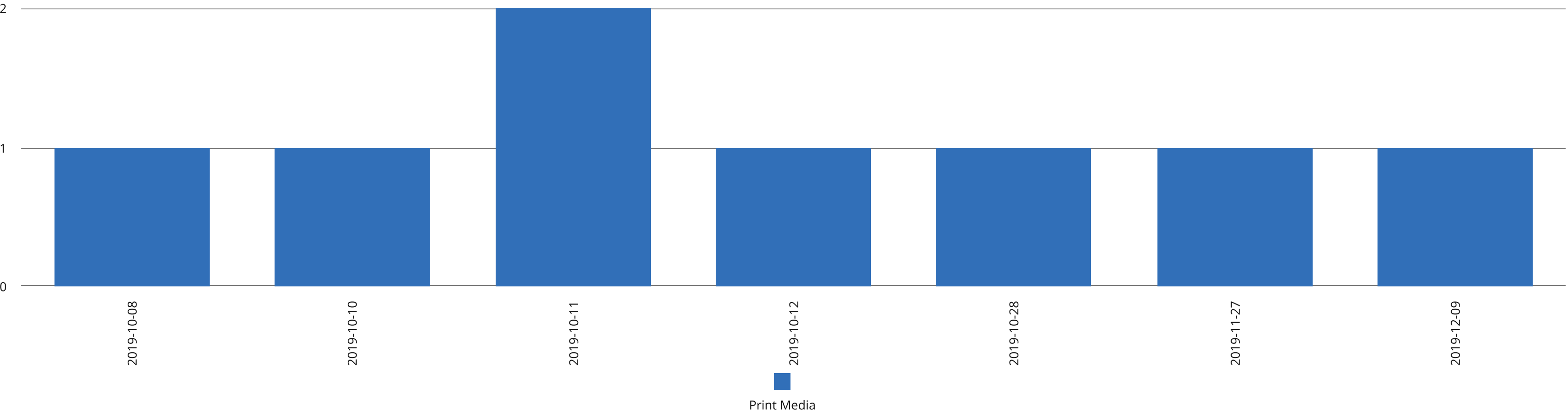
■ Count ■ AVE ■ Reach

Top 20 Print Authors by Count, AVE, Reach



■ COUNT ■ AVE ■ REACH

Print Item count by day

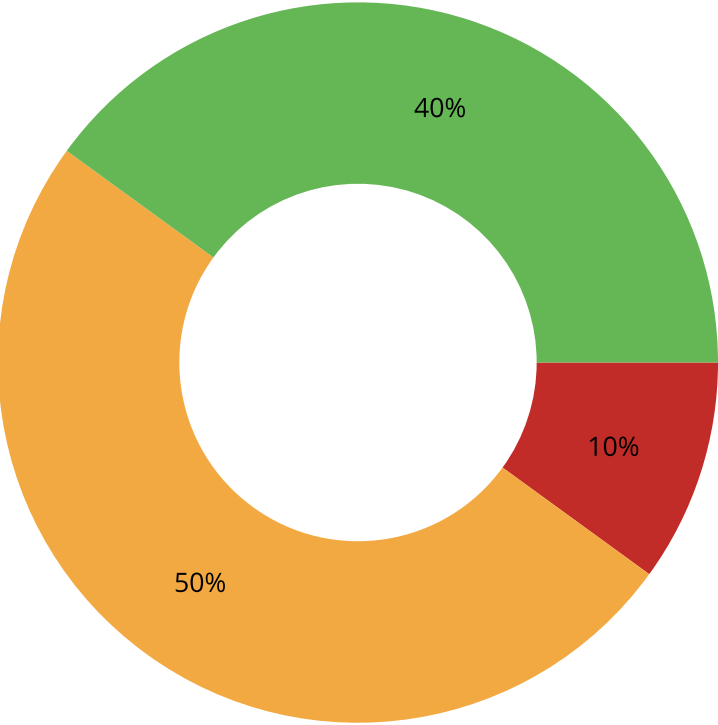


Broadcast Media Sep.



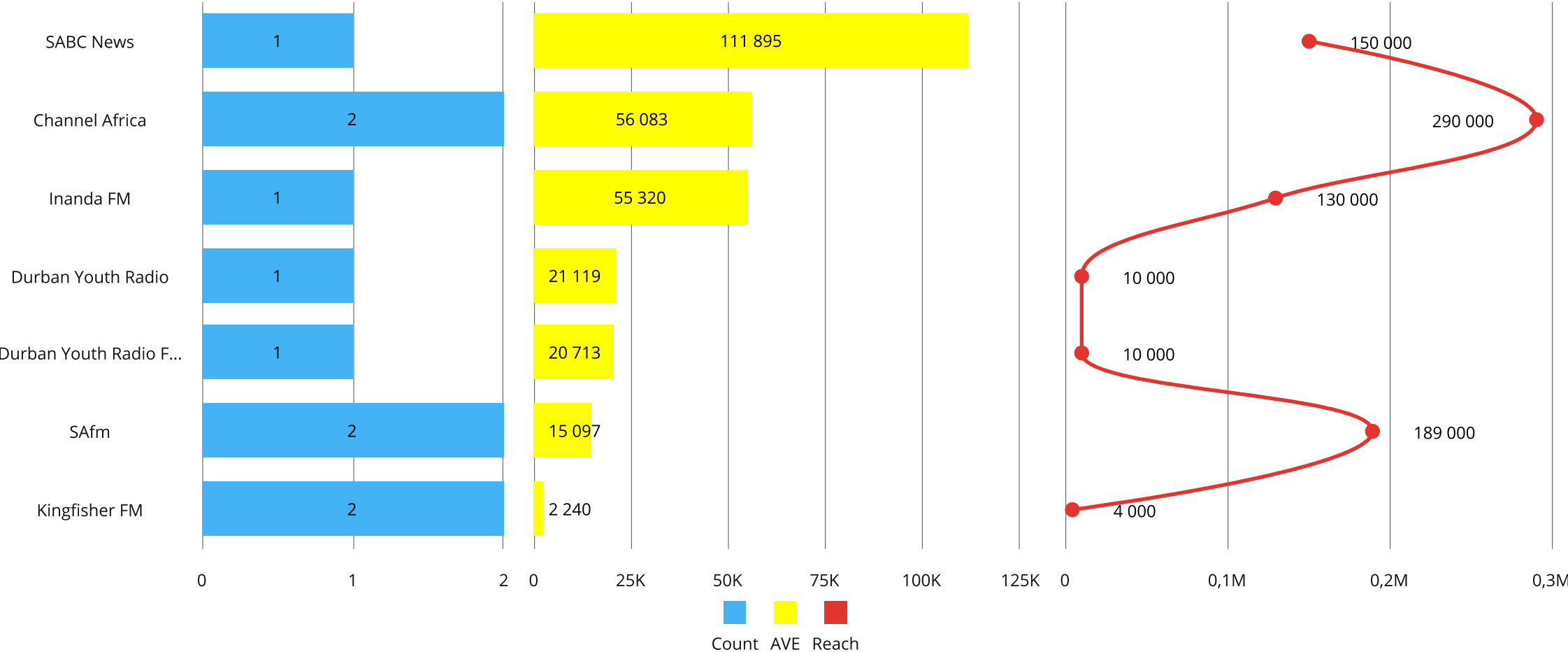
# Broadcast Media

Broadcast Media / Auto-Sentiment

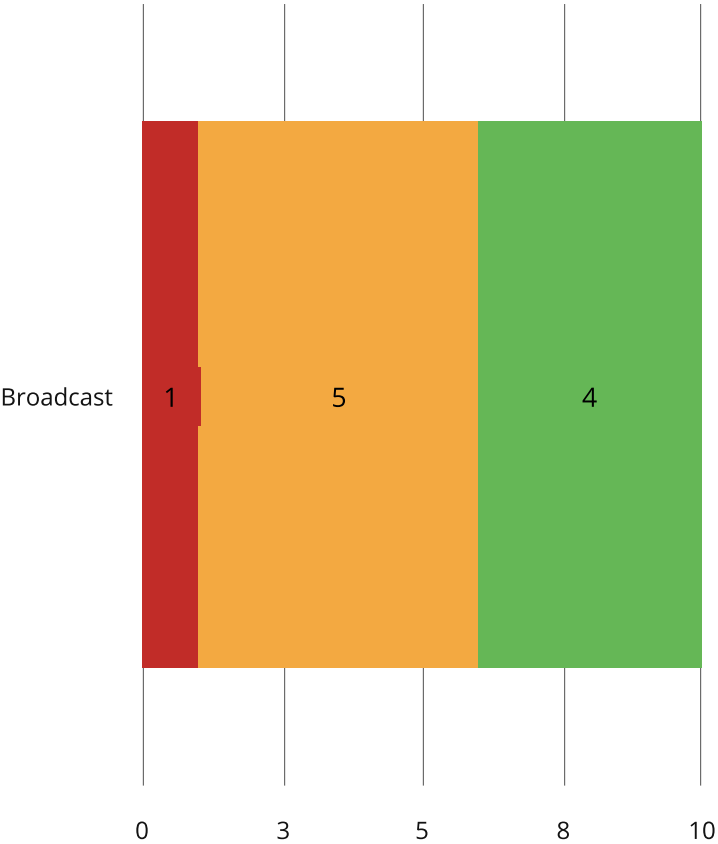


Negative Neutral Positive

Top 20 Sources by AVE / Broadcast Media

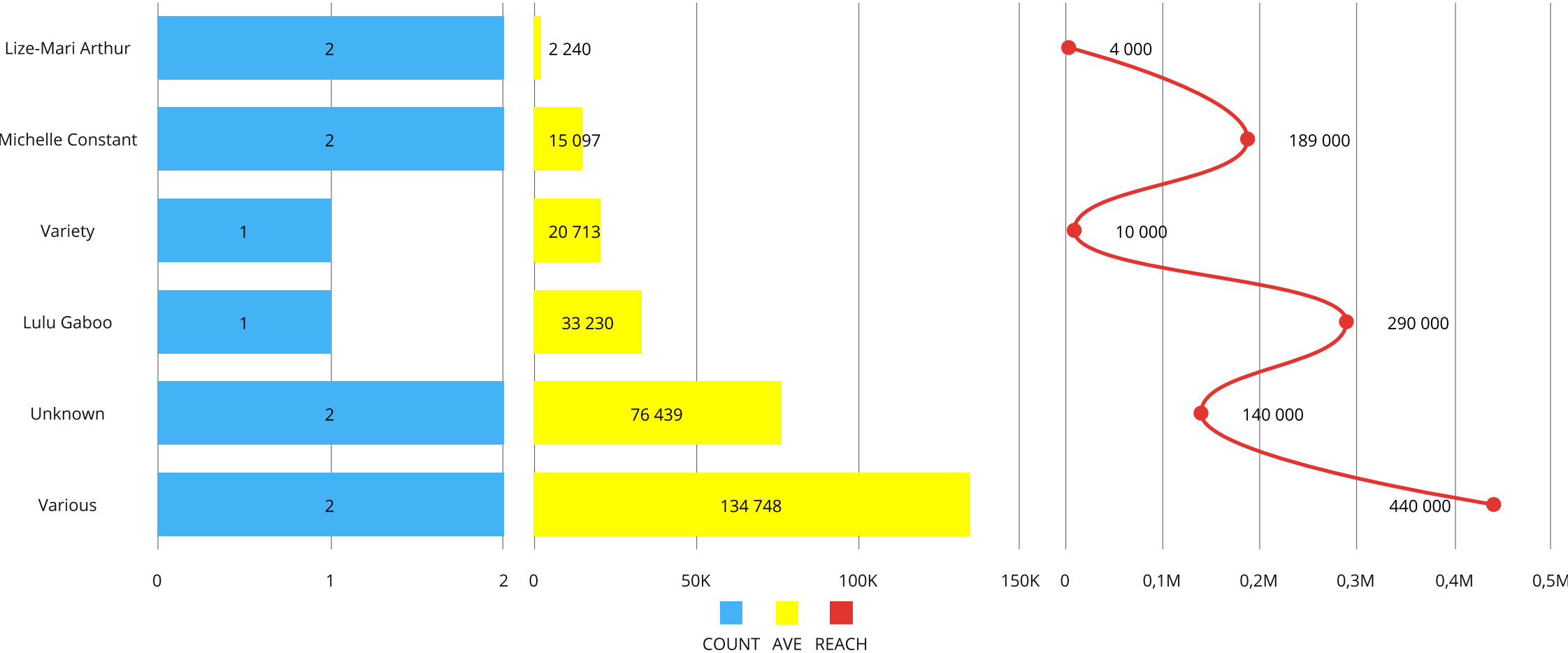


SOV of Item Count / Broadcast

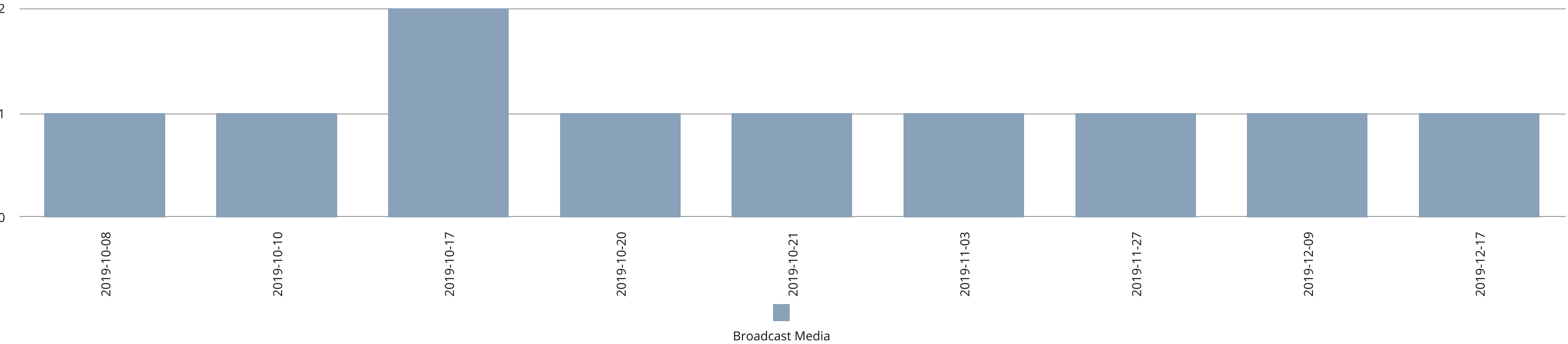


Negative Neutral Positive

Top 20 Broadcast Reporters by Count, AVE, Reach



Broadcast Item count by day

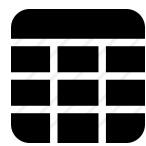


Word Cloud Separator

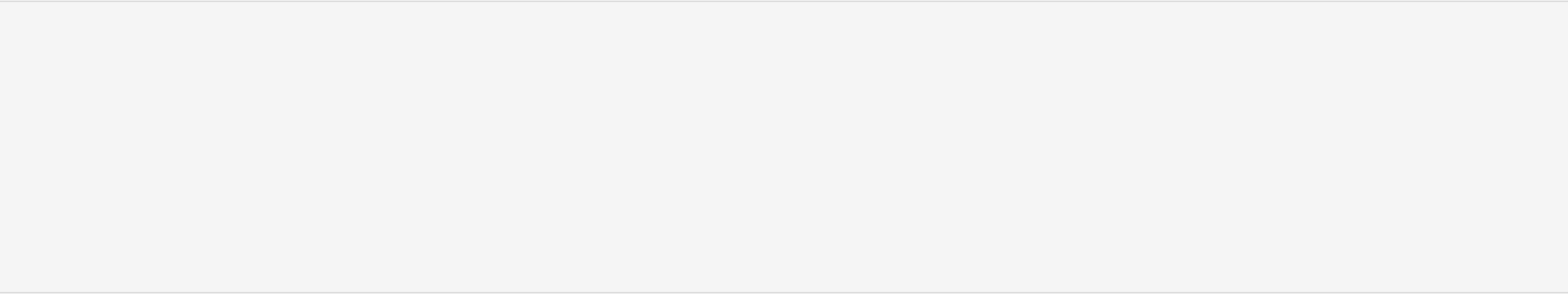


Word Cloud





# Supporting Data





## Publicity Summary

| Topic Name      | Published Date | Source            | Title  | Extract  | AVE   | REACH  |
|-----------------|----------------|-------------------|--|--|-------|--------|
| Online Media    | 2019-12-17     | Berea Mail Online | Winners of the CLIP STOMP Awards announced   | ...Catcher submitted by Clare Swithenbank-Bowman from KwaZulu-Natal. The catcher is a recycled plastic 'frisbee' that essentially is used to sieve out nurdles and other small plastics from the sand and facilitates people ...                             | 3149  | 1609   |
| Online Media    | 2019-12-11     | Versfeld          | Winners of the CLIP STOMP Awards Announced - South Africa  | ...recycled plastic 'frisbee' that essentially is used to sieve out nurdles and other small plastics from the sand and facilitates people getting involved in citizen science projects. The judges said that the ...   | 1750  | 0      |
| Online Media    | 2019-12-11     | RNews.co.za       | International Conference STEMs the Tide of Marine Litter in South Africa   | ...ensure that what we put out there is reliable and trustworthy.' 'If Africa is threatening to become the worst polluted continent then the world should be investing in Africa' Ribbink stated. The winners of the Stamp ...                               | 4969  | 3348   |
| Online Media    | 2019-12-11     | Biz Community     | New survey: Most South Africans find recycling too much effort   | ...Scholtz. 'Specifically consumers do not understand how technologically advanced and sophisticated the PET plastic bottle recycling process in South Africa is. 'They are not aware that PET plastic is 100% recyclable ...                                | 10599 | 11725  |
| Online Media    | 2019-12-11     | Good Things Guy   | South Africans inspiring environmental innovation awarded at Stomp Awards  | ...universities NGOs and communities in countries across the Commonwealth to take action on plastics entering the oceans has announced the introduction of its STOMP (Stamp Out Marine Plastic Pollution) Awards in South ...                                | 7328  | 7218   |
| Broadcast Media | 2019-12-09     | Channel Africa    | Africa Midday - The Stamp Out Marine Plastic Pollution Awards called on South Africans to enter ideas and solutions with could reduce or eliminate plastic pollution | ...The Stamp Out Marine Plastic Pollution Awards called on South Africans to enter ideas and solutions with could reduce or eliminate plastic pollution....  | 22853 | 290000 |
| Broadcast Media | 2019-12-09     | Kingfisher FM     | Life-Style with Lize 107.5 FM - A Nelson Mandela Bay student has won the Stomp Award for his creativity  | ...A Nelson Mandela Bay student has won the Stomp Award for his creativity   | 851   | 4000   |
| Online Media    | 2019-12-09     | Herald Live       | p3 lead: NMU student wins Stomp award  | ...Mandela University student Luke Rudman 19 who recently presented his artwork on the environmental impact of plastic at the Stomp Awards in Cape Town has won the Adult Inspire Through Creativity category beating two other finalists ...                | 20875 | 30016  |
| Print Media     | 2019-12-09     | The Herald        | NMU student wins Stomp award   | ...NMU student wins Stomp awardNelson Mandela University student Luke Rudman 19 who recently presented his artwork on the environmental impact of plastic at the Stomp Awards in Cape Town has won the Adult Inspire Through Creativity category beating ... | 15892 | 14793  |

|              |            |                           |  |   |       |       |
|--------------|------------|---------------------------|--|---|-------|-------|
| Online Media | 2019-12-06 | Biz Community             | All SAs CLiP STOMP Awards winners  | ...Photo by Courtenay Webster. The winning entries were as follows: The Technology or Technical Design Award went to The Mermaid Tear Catcher submitted by Clare Swithenbank-Bowman from the KwaZulu-Natal North Coast A recycled ...                 | 10196 | 11725 |
| Online Media | 2019-12-04 | Berea Mail Online         | Local finalists announced in eco competition                               | ...in the Commonwealth Litter Programme (CLIP) STOMP Awards have been announced. The STOMP (Stamp Out Marine Plastic Pollution) Awards made a call in October for South Africans to enter ideas and solutions that could ...                          | 3186  | 1609  |
| Online Media | 2019-12-03 | Artsmart                  | FINALISTS IN CLIPS STOMP AWARDS - SA                                       | ...(Defra) and has partnered with Green Corridors a Durban based non-profit organisation to roll out the awards programme in South Africa. The STOMP (Stamp Out Marine Plastic Pollution) Awards made a call ...                                      | 2198  | 386   |
| Online Media | 2019-12-03 | Phoenix Sun.co.za         | Finalists announced for STOMP Awards                                       | ...news- finalists in the Commonwealth Litter Programme (CLIP) STOMP Awards have been announced. The STOMP (Stamp Out Marine Plastic Pollution) Awards made a call out in October for South Africans to enter ideas ...                               | 2976  | 1315  |
| Online Media | 2019-12-03 | Rising Sun Overport       | Finalists announced for STOMP Awards                                       | ...news- finalists in the Commonwealth Litter Programme (CLIP) STOMP Awards have been announced. The STOMP (Stamp Out Marine Plastic Pollution) Awards made a call out in October for South Africans to enter ideas ...                               | 2585  | 839   |
| Online Media | 2019-12-03 | Rising Sun Chatsworth     | Finalists announced for STOMP Awards                                       | ...news- finalists in the Commonwealth Litter Programme (CLIP) STOMP Awards have been announced. The STOMP (Stamp Out Marine Plastic Pollution) Awards made a call out in October for South Africans to enter ideas ...                               | 3642  | 2170  |
| Online Media | 2019-12-02 | Media Update South Africa | Wavescape Surf and Ocean Festival partners with UK conservation initiative | ...The conference will announce the winners of the inaugural STOMP Awards which was initiated to discover and encourage innovations that reduce and eliminate marine plastic pollution. The finalists will be hosted by CLiP and their innovations... | 2490  | 774   |
| Online Media | 2019-11-28 | Green Times South Africa  | Eliminating marine pollution with innovative design                        | ...in the Commonwealth Litter Programme (CLIP) STOMP Awards have been announced. The STOMP (Stamp Out Marine Plastic Pollution) Awards made a call out in October for South Africans to enter ideas and solutions that ...                            | 2996  | 1315  |
| Online Media | 2019-11-28 | Biz Community             | Here are the finalists in the inaugural South African CLiP STOMP Awards    | ...finalists in the CLiP STOMP (Stamp Out Marine Plastic Pollution) Awards which seeks to recognise ideas and solutions that could reduce or eliminate plastic pollution have been announced. Over 60 entries were ...                                | 10074 | 11725 |
| Online Media | 2020-01-23 | Durban TV                 | Durbanites step up to STAMP out Plastic Pollution                          | ...out-plastic-pollution/>Durbanites step up to STAMP out Plastic Pollution</a> appeared first on <a rel=nofollow href=https://www.durbantv.net></a>.</p>...  | 0     | 131   |
| Online Media | 2019-11-28 | Versfeld                  | Finalists Announced in CLiPs STOMP Awards - South Africa                   | ...in the Commonwealth Litter Programme (CLIP) STOMP Awards have been announced. The STOMP (Stamp Out Marine Plastic Pollution) Awards made a call out in October for South Africans to enter ideas and solutions ...                                 | 1750  | 0     |

|                 |            |                        |   |  |       |       |
|-----------------|------------|------------------------|---|--|-------|-------|
| Broadcast Media | 2019-11-27 | Kingfisher FM          | Life-Style with Lize 107.5 FM - Marine Plastic Pollution award                | ...A Nelson Mandela art and design student known for his unconventional approach to performance art by producing extravagant wearable clothing items made of plastic waste has been shortlisted for a Stamp Out Marine Plastic Pollution ...                   | 1389  | 4000  |
| Online Media    | 2019-11-27 | Herald Live            | Turning plastic waste into fashion  | ...Nelson Mandela art and design student known for his unconventional approach to performance art by producing extravagant wearable clothing items made of plastic waste has been shortlisted for a Stamp Out Marine ...                                       | 18615 | 30016 |
| Print Media     | 2019-11-27 | The Herald             | Turning plastic waste into fashion  | ...NMU student shortlisted for award for artwork raising awareness about marine pollution crisisTurning plastic waste into fashionZamandulo MalondeA Nelson Mandela University art and design student known for his unconventional approach to performance ... | 12659 | 14793 |
| Online Media    | 2019-11-16 | Hellenic Radio         | Stomp Awards  | ...During Saturday's Role on 16/11/2019 radio host Renos Nicos Spanoudes spoke to Duncan Pritchard Project Manager of Green Corridors the Durban-based non-profit organisation tasked with managing the awards programme. STOMP Awards 16 November ...         | 37733 | 2500  |
| Broadcast Media | 2019-11-16 | Hellenic Radio         | Stomp Awards  | ...During Saturday's Role on 16/11/2019 radio host Renos Nicos Spanoudes spoke to Duncan Pritchard Project Manager of Green Corridors the Durban-based non-profit organisation tasked with managing the awards programme. STOMP Awards 16 November ...         | 37733 | 2500  |
| Online Media    | 2019-11-15 | Biz Community          | Vote now in CLiPS inaugural STOMP Awards                                      | ...voting in the inaugural Commonwealth Litter Programme's STOMP (Stamp Out Marine Plastic Pollution) Awards closes this Friday 15 November. To vote click here . The initiative aims to discover and encourage innovations ...                                | 9863  | 11725 |
| Online Media    | 2019-11-12 | Versfeld               | CLIPS STOMP (Stamp Out Marine Plastics) Awards - Public Voting Has Started    | ...Media Release Public voting has started for the inaugural Commonwealth Litter Programme's STOMP (Stamp Out Marine Plastic Pollution) Awards which was initiated to discover and encourage innovations to reduce and eliminate marine plastic pollution. ... | 1750  | 0     |
| Online Media    | 2019-11-12 | IAfrica.com            | Wavescape Festival: 5 Things You Can Do To Save The Ocean                     | ...entangle marine animals. Take this to heart. Use the SAME water bottle. Reject plastic wrapped food. Use your own reusable bag or fabric tote. 2. Support ocean activism Find an ocean ...  | 4385  | 2886  |
| Online Media    | 2019-11-11 | South Africa Good News | 5 Things You Can Do to Save the Ocean   | ...animals. Take this to heart. Use the SAME water bottle. Reject plastic wrapped food. Use your own reusable bag or fabric tote. Support ocean activism Find an ocean advocacy group who is fighting to protect ocean habitats ...                            | 3143  | 1363  |
| Online Media    | 2019-11-11 | Odin Africa            | Hundreds of thousands of people in East Africa are affected by heavy rains... | ...The STOMP Awards form part of a nationwide activation ahead of the Cape Town CLIP Innovation Conference: STEM the tide of plastic waste in ...  | 1890  | 1050  |
| Online Media    | 2019-11-10 | Northglen News         | Stamp out marine plastic pollution  | ...the introduction of its STOMP (Stamp Out Marine Plastic Pollution) Awards in South Africa. The STOMP Awards form part a nationwide activation ahead of the Cape Town 'CLIP Innovation Conference: STEM the tide of ...                                      | 6106  | 5993  |

|                 |            |                          |  |  |        |        |
|-----------------|------------|--------------------------|--|--|--------|--------|
| Online Media    | 2019-11-05 | Phoenix Sun.co.za        | Search is on for 21st century innovation that will help reduce and eliminate plastic waste   | ...STOMP (Stamp Out Marine Plastic Pollution) Awards in South Africa. The awards which are open to all South African residents are grouped into four categories: Technology or Technical Design Product Development ...  | 2988   | 1315   |
| Online Media    | 2019-11-05 | Rising Sun Chatsworth    | Search is on for 21st century innovation that will help reduce and eliminate plastic waste   | ...STOMP (Stamp Out Marine Plastic Pollution) Awards in South Africa. The awards which are open to all South African residents are grouped into four categories: Technology or Technical Design Product Development ...  | 3659   | 2170   |
| Online Media    | 2019-11-05 | Rising Sun Overport      | Search is on for 21st century innovation that will help reduce and eliminate plastic waste   | ...STOMP (Stamp Out Marine Plastic Pollution) Awards in South Africa. The awards which are open to all South African residents are grouped into four categories: Technology or Technical Design Product Development ...  | 2592   | 839    |
| Online Media    | 2019-11-05 | Wavescape                | Last Chance to Enter!  | ...You have until Friday to enter the STOMP Awards for innovations that eliminate plastic waste. Prizes include entry to a conference by the Commonwealth Litter Programme in ...  | 2298   | 396    |
| Online Media    | 2019-11-03 | SABC Digital News        | Sfiso Mngoma on Stamp Out Marine Plastic Pollution awards  | ...STOMP (Stamp Out Marine Plastic Pollution) Awards are open to all South African residents and are grouped into four categories: Technology or Technical Design Product Development Inspire through Creativity and Action.The...                             | 1750   | 0      |
| Broadcast Media | 2019-11-03 | SABC News                | Morning Live - STOMP recognises and awards organisations for fighting against marine plastic pollution   | ...STOMP recognises and awards organisations for fighting against marine plastic pollution....   | 111895 | 150000 |
| Online Media    | 2019-10-31 | Green Times South Africa | Searching for technical innovations to eliminate SA's plastic waste  | ...waste and be the next great 21st century innovation that could change the world as the UK-based Commonwealth Litter Programme (CLIP) introduces its STOMP (Stamp Out Marine Plastic Pollution) Awards in South Africa. ...                                  | 2993   | 1315   |
| Online Media    | 2019-10-31 | South Coast Herald       | Search is on for innovations to reduce and eliminate plastic waste   | ...The search is on for science technology and technical innovations that will help reduce and eliminate plastic waste and be the next great 21 st ;century innovation that could change the world as the UK-based ; Commonwealth Litter Programme ...         | 5738   | 4986   |
| Online Media    | 2019-10-31 | Hilton Village           | Search is on for the next great 21st century science technology and technical innovation that will help reduce and eliminate plastic waste in South Africa | ...litter saverThe search is on for science technology and technical innovations that will help reduce and eliminate plastic waste and be the next great 21st century innovation that could change the world as the UK-based Commonwealth Litter Programme ... | 2850   | 1350   |
| Print Media     | 2019-10-25 | East Griqualand Fever    | Stem the tide of plastic waste   | ...Stem the tide of plastic wasteTHE Commonwealth Litter Programme (Clip) an international science and outreach programme working in partnership with governments universities NGOs and communities in countries across the Commonwealth to take action ...    | 10727  | 15000  |
| Online Media    | 2019-10-21 | Phoenix Sun.co.za        | Annual skills development programme expands to offer more inclusive tech skills  | ...entrepreneurs. Since its inaugural intake in 2013 the work exposure programme has become a hugely-anticipated event in the academic calendar. ALSO READ: STOMP Awards for SA innovations that will help reduce and eliminate ...                            | 2984   | 1315   |
| Broadcast Media | 2019-10-20 | SAfm                     | The Jet Set Breakfast - A WhatsApp reads about the Marine Plastic Pollution Awards   | ...A WhatsApp reads about the Marine Plastic Pollution ...   | 1932   | 189000 |
| Broadcast Media | 2019-10-20 | SAfm                     | The Jet Set Breakfast - Duncan Pritchard Development Manager of Durban Green Corridor unpacks the Stomp Awards aimed at reducing marine plastic pollution  | ...Duncan Pritchard Development Manager of Durban Green Corridor unpacks the Stomp Awards aimed at reducing marine plastic pollution....   | 13165  | 189000 |

|                 |            |                             |  |   |       |       |
|-----------------|------------|-----------------------------|--|---|-------|-------|
| Online Media    | 2019-10-16 | Biz Community               | Entries open for SAs inaugural STOMP Awards  | ...Commonwealth Litter Programme (CLIP) is this year launching its STOMP ( Stamp Out Marine Plastic Pollution) Awards in South Africa. The STOMP Awards recognises and rewards individuals civil society organisations...   | 10352 | 11725 |
| Online Media    | 2019-10-15 | IAfrica.com                 | Commonwealth Litter Programme Announces STOMP Awards For South African Innovations That... | ...the oceans has announced the introduction of its STOMP ( Stamp Out Marine Plastic Pollution) Awards in South Africa. The STOMP Awards form part a nationwide activation ahead of the Cape Town 'CLIP Innovation ...  | 4275  | 2886  |
| Online Media    | 2019-10-15 | Berea Mail Online           | Enter waste innovation competition   | ...Commonwealth Litter Programme (CLIP) has announced the introduction of its STOMP ( Stamp Out Marine Plastic Pollution) Awards in South Africa. The STOMP Awards form part of a nationwide activation ahead ...   | 3148  | 1609  |
| Online Media    | 2019-10-14 | PeopleMagazine.co.za        | STOMP Awards For Combating Plastic Pollution   | ...STOMP ( Stamp Out Marine Plastic Pollution) Awards in South Africa are here! The Commonwealth Litter Programme (CLIP) the international science and outreach programme working in partnership with governments ...   | 5023  | 3902  |
| Online Media    | 2019-10-14 | IT-Online                   | Awards aim to stomp out plastic waste  | ...the oceans has introduced its Stomp ( Stamp out Marine Plastic Pollution) Awards in South Africa. The Stomp Awards form part a nationwide activation ahead of the Cape Town 'Clip Innovation Conference: ...   | 3685  | 2128  |
|                 |            |                             |  |   |       |       |
| Print Media     | 2019-10-11 | The Witness                 | Action over litter   | ...Action over litterCommonwealth awards programme offers rewards in bid to find solution to plastic pollutionTHE Commonwealth Litter Programme (Clip) will be rewarding people who help reduce and eliminate plastic waste in South Africa.The international ... | 7117  | 10926 |
| Print Media     | 2019-10-11 | The Witness North West      | Action over litter   | ...Action over litterCommonwealth awards programme offers rewards in bid to find solution to plastic pollutionTHE Commonwealth Litter Programme (Clip) will be rewardingpeople who help reduce and eliminate plastic waste in South Africa.The international ...  | 7693  | 10926 |
| Print Media     | 2019-10-11 | Berea Mail                  | Enter waste innovation competition   | ...Enter waste innovation competitionTHE Commonwealth Litter Programme (CLIP) has announced the introduction of its STOMP (Stamp Out Marine Plastic Pollution) Awards in South Africa.The STOMP Awards form part of a nationwide activation ahead of the ...      | 9630  | 27299 |
| Online Media    | 2019-10-10 | PeopleMagazine.co.za        | Marine Month: Oceans Engulfed By Plastic   | ...the second week of October South Africa celebrates National Marine Week as part of Marine Month. This campaign aims to raise awareness around our oceans are facing an unprecedented threat from mainly though not exclusively ...                             | 4959  | 3902  |
| Broadcast Media | 2019-10-10 | Durban Youth Radio FM 105.1 | Breakfast with Kevin Minster-Brown - Issues of plastic waste products                      | ...Issues of plastic pollution as Marine plastic pollution Awards John Duncan talks more about the program which tries to deal with plastic waste ...   | 20713 | 10000 |
| Broadcast Media | 2019-10-10 | Durban Youth Radio          | Breakfast with Kevin Minster   | ...Duncan Pritchard who represents Stamp Out Marine Plastic Pollution (STOMP) talks about dealing with plastic pollution....  | 21119 | 10000 |

|                 |            |                       |   |  |       |        |
|-----------------|------------|-----------------------|---|--|-------|--------|
| Online Media    | 2019-10-10 | Phoenix Sun.co.za     | STOMP Awards for SA innovations that will help reduce and eliminate plastic waste   | ...the introduction of its Stamp Out Marine Plastic Pollution (STOMP) Awards in South Africa. The STOMP Awards form part a nationwide activation ahead of the 'CLIP Innovation Conference: STEM the tide ...   | 1315  |        |
| Online Media    | 2019-10-10 | Rising Sun Chatsworth | STOMP Awards for SA innovations that will help reduce and eliminate plastic waste   | ...the introduction of its Stamp Out Marine Pollution (STOMP) Awards in South Africa. The ST Awards form part a nationwide activation ahead of the 'CLIP Innovation Conference: STEM the tide ...  |       |        |
| Online Media    | 2019-10-10 | Rising Sun Overport   | STOMP Awards for SA innovations that will help reduce and eliminate plastic waste   | ...the introduction of its Stamp Out Marine Plastic Pollution (STOMP) Awards in South Africa. The STOMP Awards form part a nationwide activation ahead of the 'CLIP Innovation Conference: STEM the tide ...   | 2619  | 839    |
| Print Media     | 2019-10-09 | Chatsworth Tabloid    | Turning the tide on plastic waste   | ...Turning the tide on plastic wasteThe Commonwealth Litter Programme (CLIP) the international science and outreach programme working in partnership with governments universities NGOs and communities in countries across the Commonwealth to take ... | 36702 | 52500  |
| Online Media    | 2019-10-08 | Good Things Guy       | STOMP Awards SA: Innovations that will help reduce and eliminate plastic waste  | ...NGOs and communities in countries across the Commonwealth to take action on plastics entering the oceans has announced the introduction of its STOMP ( Stamp Out Marine Plastic Pollution ...   | 7778  | 7218   |
| Broadcast Media | 2019-10-08 | Channel Africa        | Africa Rise and Shine - Commonwealth Litter Programme announces STOMP Awards for South African Innovations and Creativity that will help reduce and eliminate plastic waste | ...Commonwealth Litter Programme announces STOMP Awards for South African Innovations and Creativity that will help reduce and eliminate plastic waste Project Manager of the Stomp Awards Duncan Prichard gives more ...                                | 33230 | 290000 |
| Online Media    | 2019-10-07 | Artslink.co.za        | Environmental STOMP Awards introduced   | ...governments universities NGOs and communities in countries across the Commonwealth to take action on plastics entering the oceans has announced the introduction of its STOMP ( Stamp Out Marine Plastic ...  | 1888  | 88     |
| Online Media    | 2019-10-07 | Artsvark              | Environmental STOMP Awards introduced by the Commonwealth Litter Programme  | ...governments universities NGOs and communities in countries across the Commonwealth to take action on plastics entering the oceans has announced the introduction of its STOMP ( Stamp Out Marine Plastic ...  | 2845  | 900    |
| Online Media    | 2019-10-07 | Versfeld & Associates | COMMONWEALTH LITTER PROGRAMME ANNOUNCES STOMP AWARDS FOR SOUTH AFRICAN INNOVATIONS THAT WILL HELP REDUCE AND ELIMINATE PLASTIC WASTE  | ...universities NGOs and communities in countries across the Commonwealth to take action on plastics entering the oceans has announced the introduction of its STOMP ( Stamp Out Marine Plastic ...  | 2006  | 195    |
| Online Media    | 2019-10-07 | Green Corridors       | Enter Now: Green Corridors Rolling Out STOMP Awards (Stamp Out Marine Plastic Pollution)  | ...universities NGOs and communities in countries across the Commonwealth to take action on plastics entering the oceans has announced the introduction of its STOMP ( Stamp Out Marine Plastic ...  | 1568  | 968    |
| Print Media     | 2019-10-06 | Sunday Tribune        | BEST FOOT FORWARD   | ...BEST FOOT FORWARDSTAMPING Out Marine Plastic Pollution are Thulas Luthuli Sne Pomani Cebo Luthuli and Mancinza Zondi from Green Corridors the South African organisation tasked with arranging the Commonwealth Letter Programme's STOMP Awards. ...  | 20182 | 50615  |
| Online Media    | 2019-10-04 | TransafricaRadio      | STOMP Awards launch ahead of National Marine Week in SA   | ...the oceans has announced the introduction of its STOMP ( Stamp Out Marine Plastic Pollution ) Awards in South Africa. The STOMP Awards form part a nationwide activation ...  | 3174  | 1627   |

|              |            |           |   |   |      |      |
|--------------|------------|-----------|---|---|------|------|
| Online Media | 2019-10-04 | Durban TV | Stomp Out Plastic Pollution For Marine Life | ...October is Marine Month in SA and National Marine Week is 7 - 11 October. If youve been wondering how you can really get involved in saving our oceans and doing good for the environment try stomping on pollution. Enter the STOMP Awards for SA innovation... | 2358 | 1053 |
| Online Media | 2019-10-04 | Wavescape | Stamp Out Marine Pollution!                 | ...The Commonwealth Litter Programme CLIP has announced the STOMP Awards for South African innovations that help reduce and eliminate plastic ...   | 1428 | 956  |



## **Media Release**

### **Commonwealth Litter Programme Announces STOMP Awards for South African Innovations that will help reduce and eliminate plastic waste**

The Commonwealth Litter Programme (CLIP), the international science and outreach programme working in partnership with governments, universities, NGOs and communities in countries across the Commonwealth to take action on plastics entering the oceans, has announced the introduction of its STOMP (Stamp Out Marine Plastic Pollution) Awards in South Africa.

The STOMP Awards form part a nationwide activation ahead of the Cape Town “CLIP Innovation Conference: STEM the tide of plastic waste in Africa” in Cape Town on 4 and 5 December 2019. The conference, which is co-hosted together with the Sustainable Seas Trust, aims to practically address STEM (Science, Technology, Engineering and Mathematics) solutions to tackling and preventing marine litter. Entries to the STOMP Awards will be showcased at the conference and all entrants are invited to register for this free conference.

CLIP is led by the United Kingdom through the Centre for Environment Fisheries and Aquaculture Science (Cefas), funded by the UK’s Department of Environment, Food and Rural Affairs (Defra), and has partnered with Green Corridors, a Durban based non-profit organisation to roll out the awards programme in South Africa.

"Up to 90% of marine litter is made up of plastics, originating from both land and sea-based sources. This makes plastic pollution one of the most widespread problems facing our oceans today. If we are to tackle this issue, urgent, coordinated and effective action is paramount," says Thomas Maes, principal marine litter scientist of CLIP. "We are working collaboratively with countries across the Commonwealth to try to find tangible and practical geographic and environmental solutions and are using these awards as a means to galvanize solution-based thinking around the issues of plastic pollution and in particular how it impacts on the oceans."

The STOMP Awards recognize and reward individuals, civil society organizations, interest groups and youth that are taking action and making an impact on the reduction of marine plastic pollution in South Africa.

"These Awards create a fantastic opportunity for individuals and groups to come together to act, create and innovate with a common purpose," says Thomas Maes. "We aim to educate and communicate to a wide range of communities, the urgent need to change behaviours around the use of plastics, and to bring tangible and actionable opportunities for change to the forefront."

The awards, which are open to all South African residents, are grouped into four categories: Technology or Technical Design, Product Development, Inspire through

Creativity, and Action.

**Technology or Technical Design** category is recommended for (but not limited to) students and researchers in the science, technology and engineering fields, who are working with new and innovative design and or technologies that will help reduce or manage plastic pollution and encourage circular economy thinking.

The **Product Development** category is also open to South African registered small to medium micro-enterprises who have consumer products or services that are innovative and allow consumers to reduce their plastic waste.

The **Inspire through Creativity** category is divided into an adult (17 years and older) and youth section (16 years and younger). The aim here is to encourage people to use creative arts, artwork, photography, short films, dance, sculpture, graffiti, advert campaigns or any other art form to inspire people into creating a better planet. It is hoped that the creative work can live as a legacy to future generations to inspire them not to revert back a world without concern about the environment.

A **Special Recognition Award for Action Category** recognizes individuals, schools, civil society organizations or informal groups for the work they do in implementing cleanups, or developing and implementing projects to mitigate waste, reduce plastic, change behaviours or create awareness at a local, community level.

There are a variety of educational and experiential prizes for the winning entrants ranging from business development support to resource libraries. Representatives of the final entries in the Technology or Technical Design and the Product Development categories will also be hosted, and their innovations showcased, at the CLIP Innovation Conference in December with the winners announced during the conference. The finalist entries in the Inspire through Creativity and Special Recognition Award for Action Categories will also be showcased at this conference where the winners will be announced.

Entries are now open and close on 8 November, and must be made online via [www.stompawards.co.za](http://www.stompawards.co.za). There is a public voting period for one week from 8 to 15 November.

-ends

## **Media Release**

### **Search is on for the next great 21<sup>st</sup> century science, technology and technical innovation that will help reduce and eliminate plastic waste in South Africa**

The search is on for science, technology and technical innovations that will help reduce and eliminate plastic waste, and be the next great 21<sup>st</sup> century innovation that could change the world, as the UK-based Commonwealth Litter Programme (CLIP), introduces its STOMP (Stamp Out Marine Plastic Pollution) Awards in South Africa.

The awards, which are open to all South African residents, are grouped into four categories: Technology or Technical Design, Product Development, Inspire through Creativity, and Action.

Finalists in the Technology or Technical Design category will present their ideas or projects at CLIP's Innovation Conference co-hosted by the Sustainable Seas Trust, titled STEM the tide of plastic waste in Africa, in Cape Town in 4 and 5 December. The winner will also receive a trip to the UK in 2020, to attend the London CLIP Conference, along with winners from across the Commonwealth, where they will showcase their project. They will also receive further research and development mentoring and support from industry experts at South Africa's Council for Scientific and Industrial Research (CSIR).

With 90% of marine litter made up of plastics that originate from land and sea-based sources, it is one of the most widespread problems facing oceans, and key to coming up with solutions to this plastic pollution problem, are the science, technology and technical innovators.

Speaking about their involvement in the awards Jerome Andrew, Senior Researcher and Project Manager at the CSIR said, "With the ever-increasing challenges around marine plastic that has a direct impact on the quality of life for the people of this country, and its marine life, we are very excited about the possibilities and potential of some ideas that may come through this initiative. It is our organisational objective to undertake directed, multidisciplinary research and technological innovation that contributes to the improved quality of life of South Africans. So we look forward to seeing the submissions and hopefully there will be one brilliant innovation that we can support in becoming a sustainable solution to the plastic problem."

'While we are encouraging people to enter into any category in the awards, we are particular interested from a long-term and sustainable point of view, in those studying, researching and working in the science, technology and technical sectors who are the thinkers and creators that are finding new ideas, inventions and innovations that cut across so many aspects of our 21<sup>st</sup> century lifestyles," says Duncan Pritchard, from Green Corridors in Durban, the Project Manager of the Awards. "This a global problem

and we are looking for those individuals or institutions in South Africa who may have the solutions the world needs. Wouldn't that be awesome to have a South African innovation blaze the trail in stamping out marine pollution?"

All categories are important to a holistic approach to dealing with the plastic pollution problem and will be awarded and acknowledged. CLIP, however, recognizes that innovations in the technology or technical design category will be where the practical solutions will emanate.

CLIP is led by the United Kingdom through the Centre for Environment Fisheries and Aquaculture Science (Cefas), funded by the UK's Department of Environment, Food and Rural Affairs (Defra), and has partnered with Green Corridors, a Durban based non-profit organisation to roll out the awards programme in South Africa.

For more information about all the categories and prizes or to enter go to [www.stompawards.co.za](http://www.stompawards.co.za). Entries close on 8 November after which there is a public voting period for one week until 15 November.

-ends

**Media Release**  
**Finalists Announced in CLiP's STOMP Awards – South Africa**

Finalists in the Commonwealth Litter Programme (CLIP) STOMP Awards have been announced.

The STOMP (Stamp Out Marine Plastic Pollution) Awards made a call out in October for South Africans to enter ideas and solutions that could reduce, or eliminate plastic pollution, which ultimately ends up in the ocean destroying habitats, and endangering marine species.

Over 60 entries in five categories were submitted: Technology or Technical Design in which judges were looking for new and innovative design and or technologies to reduce or manage plastic pollution and encourage circular economy thinking; Product Development which were innovative allowing consumers to reduce their plastic waste; Adult Inspire through Creativity and Youth Inspire for any kind of creative art made to inspire people into creating a better place and a Special Recognition Award for Action that recognizes work done to implement cleanups, or projects that mitigate waste, reduce plastic, change behaviours or create awareness on a community level.

The finalists are listed in no particular order:

**Technology or Technical Design**

*Wildtrust – Pyrolysis Machine* from Hilton, KwaZulu-Natal

*The Mermaid Tear Catcher* submitted by Clare Swithenbank-Bowman from the KwaZulu-Natal, North Coast.

*Games Tangibl* submitted by Jean Greyling from Port Elizabeth, Eastern Cape

**Product Development**

*The Big Scoop SA* submitted by Alexis Wellman from the Helderberg, Western Cape

*Beeswax Wrap* submitted by Mica Da Silva from Ballito, KwaZulu-Natal

*Patch Bamboo Plasters* submitted by Dr Milliea Anis from Johannesburg, Gauteng

*The Mutea EcoPod* submitted by Liam Bulgen from Cape Town, Western Cape

**Adult Inspire through Creativity**

*12 Plastic Monsters* submitted by Luke Rudman from the Port Elizabeth, Eastern Cape

*The Well Worn Theatre Company* submitted by Kyla Davis from Johannesburg, Gauteng

*The SuperScientists Project by CodeMakers NPO*, submitted by Justin Yarrow from Durban, KwaZulu Natal.

**Youth Inspire through Creativity**

*The Future Kids* submitted by Rocco Da Silva from the Somerset West, Western Cape

*Norman Klutsky Eco-Warrior of the High Seas - Eden College* submitted by Jean Van Elden, Durban KwaZulu-Natal

*The Oceano Reddentes NPC* submitted by Jade Bothma from Western Cape

### **Special Recognition Award for Action**

*Captain Fanplastic* submitted by Nwabisa Joba from the Cape Town, Western Cape

*The Ethekewini Conservancies Forum* submitted by Paolo Candoti from Durban, KwaZulu-Natal

*Singakwenza* submitted by Julie Hay from Hilton, KwaZulu-Natal

Some of the finalists (as well as some of the entries that did not make it into the finals but impressed the judges) will be in attendance to present their entries at the "CLIP Innovation Conference: STEM the tide of plastic waste in Africa" in Cape Town on 4 and 5 December 2019. Winners in each category will be announced at Conference on December 5.

The Conference, which will be attended by scientists, environmentalists, conservationists, and policy-makers, is co-hosted with the Sustainable Seas Trust, will be looking at STEM (Science, Technology, Engineering and Mathematics) solutions to the marine litter problem in South Africa.

"We were pleased with the number and quality of entries submitted for these inaugural awards," says STOMP Project Manager Duncan Pritchard, of Green Corridors, the NPO tasked with managing the awards in South Africa. "The entries were fairly diverse with some truly innovative ideas being showcased. It certainly demonstrates that South African's are thinking about the plastic challenges we face, and are looking at what could be the next world-changing innovation to solve the crisis. That is extremely positive for us going forward."

Commenting on the judging process, Fiona Preston-Whyte, CLiP Country Lead from the UK's Centre for Environment Fisheries and Aquaculture Science (Cefas) which leads the CLIP programme says, "As scientists we were looking for innovative, sustainable solutions which contribute to reducing or preferably eliminating plastic as a waste. The entries are high quality and creative and speak of the innovative spirit of South Africans."

To view the finalists go to <https://www.stompawards.co.za/index.php/vote>

-ends

Note to editors:

CLIP is led by the United Kingdom through the Centre for Environment Fisheries and Aquaculture Science (Cefas), funded by the UK's Department of Environment, Food and Rural Affairs (Defra), and has partnered with Green Corridors, a Durban based non-profit organisation to roll out the awards programme in South Africa.

**Media Release**  
**Winners of the CLiP STOMP Awards Announced – South Africa**

The winners of the inaugural the Commonwealth Litter Programme (CLiP) STOMP Awards were announced at the CLiP Innovation Conference: “STEM the tide of plastic waste in Africa” hosted by the Sustainable Seas Trust in Cape Town on 5 December 2019.

From the 63 entries five winners were selected in five categories: Technology or Technical Design, Product, Adult Inspire through Creativity and Youth Inspire through Creativity, and Special Recognition for Action.

The winning entries were as follows:

The Technology or Technical Design Award went to **The Mermaid Tear Catcher**, submitted by Clare Swithenbank-Bowman from the KwaZulu-Natal, North Coast. A recycled plastic “frisbee” that essentially is used to sieve out nurdles and other small plastics from the sand and facilitates people getting involved in citizen science projects. The judges said that the entry was a “fun, creative community solution to removing plastic waste that could be easily replicated anywhere in the world.”

Finalists in this category were Wildtrust – Pyrolysis Machine from Hilton in KwaZulu-Natal and Games Tangibl, submitted by Jean Greyling from Port Elizabeth, Eastern Cape. The Product Award went to **Patch Bamboo Plasters** submitted by Dr Milliea Anis. Judges said that it was “an unique, practical and tested product that has been courageously trialed in South Africa, and importantly replaces plastic products that most overlook without thinking twice.”

Finalist in this category also included The Big Scoop SA submitted by Alexis Wellman from Cape Town, Beeswax Wrap submitted by Mica Da Silva from Ballito, KwaZulu-Natal and The Mutea EcoPod submitted by Liam Bulgen from Cape Town, Western Cape.

Luke Rudman’s **The 12 Plastic Monsters**, a performance art work that uses plastic waste to convey the horror of plastic pollution, won the Adult Inspire through Creativity Category. Judges said that they loved the entry as it was brilliantly creative and driven by a passion for the oceans, citing it as inspiring and unique.

Finalists in this category were The Well Worn Theatre Company submitted by Kyla Davis from Johannesburg and The SuperScientists Project by Codemakers NPO, submitted by Justin Yarrow from Berea in Durban, KwaZulu Natal.

The Youth Inspire through Creativity was won by **The Oceano Reddentes NPC** submitted by twelve year old Jade Bothma from the Western Cape, who started the non-profit that is “Saving the sea one piece of plastic at a time” through education, awareness, and research.”

Finalists in this category were The Future Kids submitted by Rocco Da Silva from the Western Cape and Norman Klutsky Eco-Warrior of the High Seas - Eden College submitted by Jean Van Elden, Berea, Durban KwaZulu-Natal

The Special Recognition Award for Action went to **Singakwenza**, submitted by Julie Hay from KwaZulu-Natal. Singakwenza, which means 'we can do it' in isiZulu, provides low cost, high impact health and early education through empowerment programmes to economically-disadvantaged communities, particularly in rural areas of KwaZulu-Natal. Much of what they do involves recycling of plastic waste. This entry impressed the judges in terms of showing tangible impacts on both waste and social upliftment.

Finalists in this category were Captain Fanplastic, submitted by Nwabisa Joba from the Western Cape and The Ethekeini Conservancies Forum, submitted by Paolo Candoti from Durban, KwaZulu-Natal

'Most of these finalists and some other entrants that very much impressed the judges, attended our CLIP Conference, and were able to present their projects to delegates working and researching in the marine pollution sector,' said Kyle Briggs, Contest Lead from the UK's Centre for Environment Fisheries and Aquaculture Science (Cefas) which leads the CLIP Programme. "It was a really exciting two days of knowledge-sharing and looking at practical solutions to the marine pollution problem which we hope will help contestants develop their ideas further. These creative ideas from the STOMP Awards form part of CLIP's efforts in finding creative solutions to plastic waste. It sends a clear message that plastic pollution is not only confined to scientists or policy-makers, and that anyone can innovate. Together people from all walks of life can find tangible solutions that have real impact. Congratulations to all the winners, finalists and everyone who entered with a commitment to find solutions to the plastic pollution challenge!."

For more information about the awards go to [www.stompawards.co.za](http://www.stompawards.co.za).

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**Publication:** Berea Mail

**Title:** Enter waste innovation competition

**AVE:** 9630

**Page:** 8

**Publish Date:** 11 October 2019

**Author:** Unspecified



Eco-warriors from Eden College, Darshan Pillay and Thandolwethu Ngubo compare ways to cover a bowl - should one use plastic or reusable fabric?

## Enter waste innovation competition

THE Commonwealth Litter Programme (CLIP) has announced the introduction of its STOMP (Stamp Out Marine Plastic Pollution) Awards in South Africa.

The STOMP Awards form part of a nationwide activation ahead of the Cape Town "CLIP Innovation Conference: STEM the tide of plastic waste in Africa" on 4 and 5 December.

Entries to the STOMP Awards will be showcased at the conference and all entrants are invited to register for this free conference.

Thomas Maes, principal marine litter scientist of CLIP, said: "Up to 90 per cent of marine litter is made up of plastics, originating from both land and sea-based sources.

This makes plastic pollution one of the most widespread problems facing our oceans today. If we are to tackle this issue, urgent, coordinated and effective action is paramount."

The STOMP Awards recognise and reward individuals, civil society organizations, interest groups and youth that are taking action and making an impact on the reduction of marine plastic pollution in South Africa.

The awards are open to all South African residents and are grouped into four categories: Technology or Technical Design for, but not limited to students and researchers in the science, technology and engineering

fields; Product Development, open to registered small to medium micro-enterprises; Inspire through Creativity has an adult (17 years and older) and youth section (16 years and younger) and encourages the use of creative arts to inspire people into creating a better planet; and Action category that recognises individuals, schools, civic organisations etc for the work they do in implementing clean-ups or creating awareness at a community level.

Entries are now open and close on 8 November. Enter online via [www.stompawards.co.za](http://www.stompawards.co.za).

There is a public voting period for one week from 8 to 15 November.



## Turning the tide on plastic waste

The Commonwealth Litter Programme (CLIP), the international science and outreach programme working in partnership with governments, universities, NGOs and communities in countries across the Commonwealth to take action on plastics entering the oceans, has announced the introduction of its STOMP (Stamp Out Marine Plastic Pollution) Awards in South Africa.

*Continued on page 12...*

Sister and brother Divyata Ramlagan (left) and Shridhar Ramlagan (right) know to save the world, we need to look at a "solution to pollution" – like bottled containers instead of plastic ones Photo by: Val Adamson

# Turning the tide on plastic waste



Continued from page 1...

**CLIP is led by the United Kingdom through the Centre for Environment Fisheries and Aquaculture Science (Cefas), funded by the UK's Department of Environment, Food and Rural Affairs (Defra), and has partnered with Green Corridors, a Durban-based non-profit organisation to rollout the awards programme in South Africa.**

"Up to 90% of marine litter is made up of plastics, originating from both land and sea-based sources. This makes plastic pollution one of the most widespread problems facing our oceans today. If we are to tackle this issue, urgent, coordinated and effective action is paramount," says Thomas Maes, principal marine litter scientist of CLIP.

"We are working collaboratively with countries across the Commonwealth to try to find tangible and practical geographic and environmental solutions and are using these

awards as a means to galvanize solution-based thinking around the issues of plastic pollution and in particular how it impacts on the oceans."

The STOMP Awards recognise and reward individuals, civil society organisations, interest groups and youth that are taking action and making an impact on the reduction of marine plastic pollution in South Africa.

"These awards create a fantastic opportunity for individuals and groups to come together to act, create and innovate with a common purpose," says Thomas Maes. "We aim to educate and communicate to a wide range of communities, the urgent need to change behaviours around the use of plastics, and to bring tangible and actionable opportunities for change to the forefront."

The awards, which are open to all South African residents, are grouped into four categories: Technology or Technical Design, Product Development, Inspire through Creativity, and

Action.

There are a variety of educational and experiential prizes for the winning entrants ranging from business development support to resource libraries.

Representatives of the final entries in the Technology or Technical Design and the Product Development categories will also be hosted, and their innovations showcased, at the CLIP Innovation Conference in December with the winners announced during the conference. The finalist entries in the Inspire through Creativity and Special Recognition Award for Action categories will also be showcased at this conference where the winners will be announced.

Entries are now open and close on 8 November, and must be made online via [www.stompawards.co.za](http://www.stompawards.co.za). There is a public voting period for one week from 8 to 15 November.



**Publication:** East Griqualand Fever

**Title:** Stem the tide of plastic waste

**AVE:** 10727.04

**Page:** 5

**Publish Date:** 25 October 2019

**Author:** Unspecified



PHOTO: SUPPLIED

Young eco-conscious pupils join the cry to stop plastic pollution.

# Stem the tide of plastic waste

**T**HE Commonwealth Litter Programme (Clip), an international science and outreach programme working in partnership with governments, universities, NGOs and communities in countries across the Commonwealth to take action on plastics entering the oceans, has announced the introduction of the Stamp Out Marine Plastic Pollution (Stomp) Awards in South Africa.

The Stomp awards form part a nationwide activation ahead of the Cape Town "Clip Innovation Conference: Stem the tide of plastic waste in Africa" in Cape Town on December 4 and December 5. The conference, which is co-hosted together with the Sustainable Seas Trust, aims to practically address Stem (Science, Technology, Engineering and Mathematics) solutions to tackling and preventing marine litter. Entries to the Stomp Awards will be showcased at the conference and all entrants are invited to register for this free conference.

Clip is led by the United Kingdom through the Centre for Environment Fisheries and Aquaculture Science (Cefas), funded by the UK's Department of Environment, Food and Rural Affairs (Defra), and has partnered with Green Corridors, a Durban-based non-profit organisation to roll out the awards programme in SA.

"Up to 90% of marine litter is made up of plastics, originating from both land and sea-based sources. This makes plastic pollution one of the most widespread problems facing our oceans today.

"If we are to tackle this issue, urgent, coordinated and effective action is paramount," said Thomas Maes, principal marine litter scientist of Clip.

The Stomp Awards recognise and reward individuals, civil society organisations, interest groups, and youth that are taking action and making an impact on the reduction of marine

plastic pollution in SA.

"These awards create a fantastic opportunity for individuals and groups to come together to act, create and innovate with a common purpose," said Maes, adding that their aim is to educate and communicate to a wide range of communities the urgent need to change behaviours around the use of plastics, and to bring tangible and actionable opportunities for change to the forefront.

The awards, which are open to all South African residents, are grouped into four categories: Technology or Technical Design, Product Development, Inspire through Creativity, and Action.

The Technical Design category is recommended for pupils and researchers in the science, technology and engineering fields who are working with new and innovative design and or technologies that will help reduce or manage plastic pollution and encourage circular economy thinking; while the Product Development category focuses on registered small to medium micro-enterprises who have consumer products or services that are innovative and allow consumers to reduce their plastic waste.

The Inspire through Creativity category is divided into an adult (17 years and older) and youth section (16 years and younger), to encourage people to use creative arts, artwork, photography, short films, dance, sculpture, graffiti, advert campaigns, or any other art form to inspire people into creating a better planet.

A Special Recognition Award for Action Category recognises individuals, schools, civil society organisations or informal groups for the work they do on implementing clean-ups, or developing and implementing projects to mitigate waste, reduce plastic, change behaviours or create awareness at a local, community level.

Online entries on [www.stompawards.co.za](http://www.stompawards.co.za) will be open until November 8.

**Publication:** Sunday Tribune  
**Title:** BEST FOOT FORWARD  
**AVE:** 20182.02

**Page:** 3  
**Publish Date:** 06 October 2019  
**Author:** Unspecified

## BEST FOOT FORWARD



STAMPING Out Marine Plastic Pollution are Thulas Luthuli, Sne Pomani, Cebo Luthuli and Mancinza Zondi from Green Corridors, the South African organisation tasked with arranging the Commonwealth Letter Programme's STOMP Awards. With plastic pollution in the oceans creating major environmental and health challenges, the awards aim to encourage people to come up with creative and innovative solutions to stem the flow of litter into the sea. Entries to the awards are open online at [www.stompawards.co.za](http://www.stompawards.co.za) and close on 8 November. Winners will be announced at the CLIP Innovation Conference: STEM the tide of plastic waste in Africa in Cape Town in December.

**Publication:** The Herald

**Title:** Turning plastic waste into fashion

**AVE:** 12659.45

**Page:** 6

**Publish Date:** 27 November 2019

**Author:** Zamandulo Malonde

● NMU student shortlisted for award for artwork raising awareness about marine pollution crisis

# Turning plastic waste into fashion



**FASHION WITH A MESSAGE:** Nelson Mandela Bay student Luke Rudman, 19, will travel to Cape Town next week, where he will present his artwork at the Commonwealth Litter Programme conference

**Zamandulo Malonde**

A Nelson Mandela University art and design student known for his unconventional approach to performance art by producing extravagant wearable clothing items made of plastic waste, has been shortlisted for a Stamp Out Marine Plastic Pollution award. First-year student Luke Rudman, 19, will travel to Cape Town next week where he will present his artwork at the Commonwealth Litter Programme conference. In an attempt to raise awareness about plastic pollu-

tion, Rudman produced a jaw-dropping 12-piece performance artwork at NMU in August. Twelve body-painted models transform into "plastic pollution monsters" by wearing items of plastic waste designed by Rudman, with each piece speaking to different types of plastic pollution. "I started making these 12 plastic pollution monsters in April and each one commented on one part of the plastic pollution crisis like micro plastic, ocean plastic etc," Rudman said. He delivered the piece as a

part of the university's tribu-taries project, which put a spotlight on the human impact on water. The Stamp Out Marine Plastic Pollution awards recognise individuals, organisations and youngsters who are taking action by helping to reduce marine plastic pollution in SA. "I've always had a heart for the environment but as a visual artist, plastic appears to me as the main visual element that impacts our environment," Rudman said. "The moment it really hit me was while I was walking along the beachfront in Sum-

merstrand and, instead of looking down at my feet at all the plastic that surrounded the beach. "From there, I started collecting plastic in my area and that opened my eyes to the extent of the problem and inspired me to create a response in the form of art." "Being selected as a finalist for these awards is very humbling and motivating for me because not only is it my first time being shortlisted for an award, but it's incredibly inspiring for me to know that something I created is impact-

ing society," Rudman said. The Bay artist will present his work at the Commonwealth Litter Programme conference on Wednesday and Thursday next week. The two-day conference will showcase science, technology, engineering and mathematics solutions to tackle the problem of plastic waste in SA. The awards are divided into five categories — technology or technical design, product development, adult inspire and youth inspire as well as action. Winners will be announced at the conference.

**Publication:** The Herald

**Title:** NMU student wins Stomp award

**AVE:** 15891.65

**Page:** 3

**Publish Date:** 09 December 2019

**Author:** Zamandulo Malonde

● Bay teen's anti-pollution work receives national recognition

# NMU student wins Stomp award

**RAISING AWARENESS:**  
NMU student and  
performance artist Luke  
Rudman, front, dressed  
10 models in outfits made  
from rubbish in a  
Greenpeace collaboration  
at NMU in August. Alecia  
Kalenga sits next to him  
as fellow models look on  
Picture: EUGENE COETZEE



**Zamandulo Malonde**

Nelson Mandela University student Luke Rudman, 19, who recently presented his artwork on the environmental impact of plastic at the Stomp Awards in Cape Town, has won the Adult Inspire Through Creativity category, beating two other finalists from Durban and Johannesburg.

He presented his 12 pollution monsters at the Commonwealth Litter Programme (Clip) conference on Wednesday and Thursday, receiving the award at the end of the two-day event.

The Stamp Out Marine Plastic Pollution awards recognise individuals and organisations who take action by helping to reduce marine plastic pollution in SA.

"This opens up a lot of platforms for me to continue to ad-

vocate for different social and environmental issues, especially seeing how art can bridge a gap between the [scientific] solutions offered in theory and people in action," Rudman said.

The conference was attended by science, technology, engineering and mathematics leaders who gathered and engaged on possible scientific — and other — solutions to the issue of plastic waste.

Rudman's was among the few categories that recognised solutions and commentary from the creative arts sector. Judges said that they loved the entry as it was brilliantly creative and driven by a passion for the oceans, citing it as inspiring and unique.

The first year student is set to travel to Durban to receive training on ocean diving, an experience he anticipates will

broaden his outlook on the ocean and inspire his future artworks.

In an attempt to raise awareness about plastic pollution, Rudman produced a jaw-dropping 12-piece performance artwork at NMU in August.

Twelve body-painted models transform into "plastic pollution monsters" by wearing items of plastic waste designed by Rudman, with each piece speaking to different types of plastic pollution.

He delivered the piece as a part of the university's tributarities project, which put a spotlight on the human impact on water.

Rudman will be presenting his award-winning show at Port Elizabeth's opening of the season ceremony on December 16.

"What I'm trying to do with my art is to take issues that have been spoken about so of-

ten that they've become clichés, and reconstruct the awareness campaign in a way that will make people feel like they're seeing something new.

"People have become so desensitised to the issue of plastic pollution because the awareness campaigns are, sort of, repetitive," Rudman said.

The artist said he planned to expand his work to comment on a wider range of social and environmental issues on bigger platforms.

The UK's Centre for Environment Fisheries and Aquaculture Science's Kyle Briggs said: "These creative ideas from the Stomp awards form part of Clip's efforts in finding creative solutions to plastic waste."

"It sends a clear message that plastic pollution is not only confined to scientists or policymakers, and that anyone can innovate."



# Action over litter

Commonwealth awards programme offers rewards in bid to find solution to plastic pollution

THE Commonwealth Litter Programme (Clip) will be rewarding people who help reduce and eliminate plastic waste in South Africa.

The international science and outreach programme, which works in partnership with governments, universities, NGOs and communities across the Commonwealth, is determined to take action to stop plastic from entering the oceans by introducing the Stomp Awards. The awards are part of a nationwide activation ahead of the Clip Innovation Conference: Stem the tide of plastic waste in Africa, in Cape Town, on December 4 and 5.

The conference, which is co-hosted with the Sustainable Seas Trust, aims to address science, technology, engineering and mathematics (Stem) potential and creative ways to tackle and

prevent marine litter. Entries will be showcased at the conference and all entrants are invited to register for free.

Clip, which is led by the United Kingdom through the Centre for Environment Fisheries and Aquaculture Science and funded by the UK's Department of Environment, Food and Rural Affairs, has partnered with Green Corridors, a Durban-based non-profit organisation, to roll out the awards programme in SA.

"Up to 90% of marine litter is made up of plastics, originating from both land and sea-based sources. This makes plastic pollution one of the most widespread problems facing our oceans today. If we are to tackle this issue, urgent, co-ordinated and effective action is paramount," said Thomas Maes, principal marine litter scientist of Clip.

"We are working with countries

across the Commonwealth to try to find tangible and practical geographic and environmental solutions and are using these awards as a means to galvanise solution-based thinking around the issues of plastic pollution and in particular how it impacts on the oceans."

The Stomp Awards reward individuals, civil society organisations, interest groups and young people who are taking action and making an impact on the reduction of marine plastic pollution.

"These awards create a fantastic opportunity for individuals and groups to come together to act, create and innovate with a common purpose," said Thomas Maes. "We aim to educate and communicate to a wide range of communities, the urgent need to change behaviours around the use of plastics, and to bring tangible and actionable opportunities for change to the forefront."

The awards, which are open to all South African residents, are grouped into four categories.

- Technology or technical design, which is recommended for (but not limited to) students and researchers in the science, technology and engineering fields.
- Entrants can be working with new and innovative design and or technologies that will help reduce or manage plastic pollution and encourage circular economy thinking.
- Product development is open to South African registered small, medium and micro enterprises who have consumer products or services that are innovative and allow consumers to reduce their plastic waste.
- Inspire through creativity, which is divided into adult (17 years and older) and youth sections (16 years and younger).

The aim is to encourage people to use

art, photography, short films, dance, sculpture, graffiti, adverts or any other creative form, to inspire people to create a better planet.

There is also a special recognition award for action category, which recognises individuals, schools, civil society organisations and informal groups for the work they do in implementing clean-ups or developing and implementing projects to mitigate waste, reduce plastic, change behaviours or create awareness at a community level.

Prizes for the winners range from business development support to resource libraries. Winners will be announced during the Clip Innovation Conference in December. Entries close on November 8 and must be made online via [www.stompawards.co.za](http://www.stompawards.co.za)

There is a public voting period from November 8 to 15. — Features Editor.

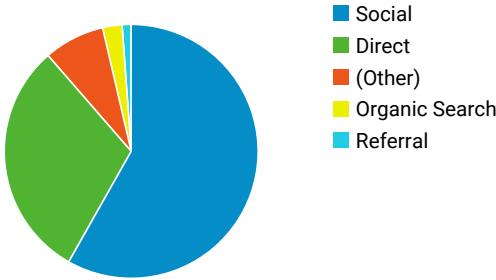
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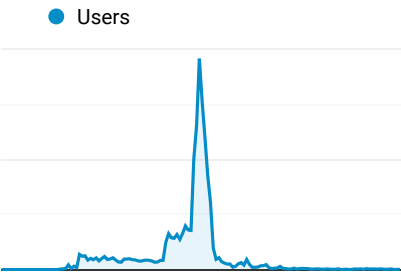
Conversion:

[Edit Channel Grouping](#)

Top Channels



Users



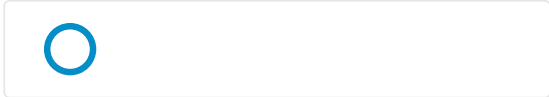
Conversions

● Goal Conversion Rate

| 1 | Social         |  |  |  |  |  |
|---|----------------|--|--|--|--|--|
| 2 | Direct         |  |  |  |  |  |
| 3 | (Other)        |  |  |  |  |  |
| 4 | Organic Search |  |  |  |  |  |
| 5 | Referral       |  |  |  |  |  |

To see all 5 Channels click [here](#).

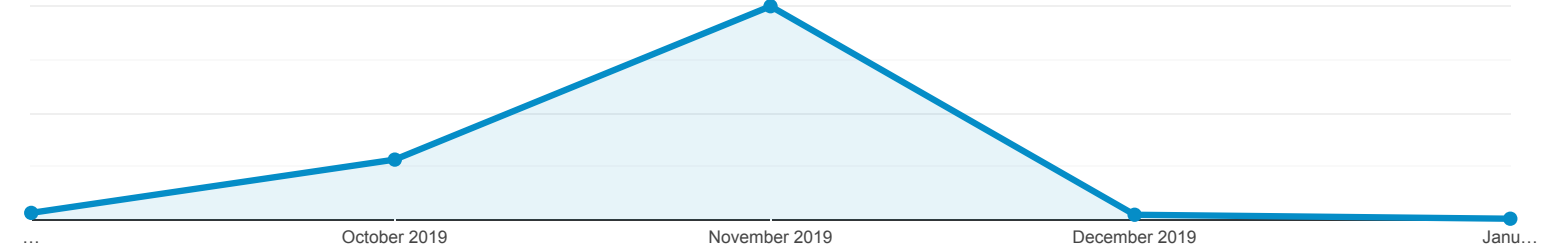
Audience Overview



1 Sep 2019 - 22 Jan 2020

Overview

Users



Users

13,229

New Users

13,235

Sessions

17,758

Number of Sessions per User

1.34

Page Views

39,412

Pages/Session

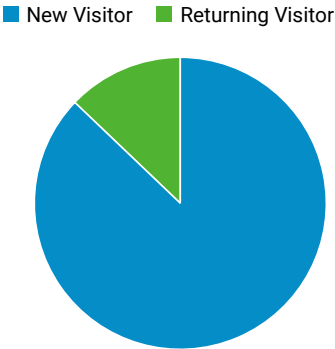
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Avg. Session Duration

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Bounce Rate

61.45%



| Language |       | Users | % Users |
|----------|-------|-------|---------|
| 1.       | en-us | 5,519 | 41.44%  |
| 2.       | en-za | 5,007 | 37.59%  |
| 3.       | en-gb | 2,092 | 15.71%  |
| 4.       | en-au | 181   | 1.36%   |
| 5.       | nl-nl | 101   | 0.76%   |
| 6.       | af-za | 66    | 0.50%   |
| 7.       | pt-br | 37    | 0.28%   |
| 8.       | en-ca | 27    | 0.20%   |
| 9.       | fr-fr | 27    | 0.20%   |
| 10.      | de-de | 25    | 0.19%   |