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Fisheries & Aquaculture  
Science



Indufor



# **Tender for the Provision to Organize and Facilitate Contests to Showcase Marine Litter Issues in Relation to the Commonwealth Litter Programme (CLiP)**

**Cefas/ CLiP: ITT3**

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Author(s): Indufor North America and Toledo Institute for Development and Environment

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# Contents

Introduction	<b>4</b>
Methodology	<b>5</b>
Work Plan	5
Amendments to Project Design and Plan	6
Progress Update	<b>13</b>
National Marine Litter Art Contest	13
National Marine Litter Innovation Contest	16
Participation and Outreach	18
National Marine Litter Judging Event	18
CLiP Regional Conference	21
Compliance Details	<b>23</b>
Financial Details and Further Needs	<b>23</b>
Summary	<b>23</b>
Annexes	<b>23</b>



## 1 Introduction

This project formed one component in Cefas' effort in combating marine litter and support of the implementation of Belize's ban on single-use plastics. The project was conducted within the period of mid-May to mid-September 2019 and consisted of two contests, the Belize Marine Litter Art Contest and the Belize Marine Litter Innovation Contest that aimed to:

- Educate target audiences about the importance of the marine environment and the environmental, social and economic benefits to Belize, the wider region and the world;
- Promote an understanding of marine debris (specifically plastic pollution), where it comes from, how it happens, how it travels, and the environmental and ecological impacts;
- Use the arts to awaken the senses, gain attention and promote solutions to the marine litter issue;
- Encourage the 4 R's- reduce, reuse, recycle and refuse and promote an understanding of the realities of recycling and the processes of repurposing;
- Influence behavior change including individual habits like refusing plastics, re-thinking purchases, and shifting to more eco-friendly consumer alternatives; and
- Showcase local biodegradable and sustainable products and businesses.

The Belize Marine Litter Art Contest targeted particularly young artists which were grouped into two categories according to age. The art contest encouraged primary and secondary level students to express their creativity and the significance of marine litter through art.

The Belize Marine Litter Innovation Contest was directed at engaging university students and entrepreneurs from small and medium enterprises (SMEs) to showcase innovative solutions and approaches that stimulate the reduction, re-use, redesign and/or recycling of potential marine litter items.

At the end of both the contests, a National Marine Litter Judging Event was hosted on September 3, 2019 at the Radisson's Cahal Pech room where finalists from both the art and innovation contests were invited to exhibit their submissions to a panel of judges. It can be pointed out that the Marine Litter Event gave participants of varying ages, cultural and educational backgrounds the opportunity to showcase their perspectives and experiences with marine litter. It also gave the opportunity for the general public and media to come together and gain greater awareness about the significance of marine litter.



## 2 Methodology

### 2.1 Work Plan

#### **I. Inception Period - Week of May 13**

##### Inception Meeting and Report

An inception meeting was held on May 13 and an inception report was submitted on May 14. Participants of the meeting included Peter Kohler, Julia Baker and Kyle Briggs (Cefas); Celia Mahung (TIDE); Jeffrey Hatcher and Karena Mahung (Indufor North America). The inception report provided a summary of the meeting.

#### **II. Planning Period- Weeks of May 20 - June 28**

##### Communications and Outreach Scripts

The team drafted and received approval from Cefas on communication scripts for various media types (website, Facebook, Instagram, local media houses). The scripts were summarized as press releases for dissemination to local media houses.

##### Contest Descriptions and Guidelines

A National Marine Litter Info Booklet was designed to be disseminated to existing and potential partners, summer camp facilitators and the Belizean public. The comprehensive and self-explanatory document provided an overview of this Cefas project, relevant details regarding its three components, as well as contest and submission guidelines for both contests.

#### **Launch- Weeks of July 1 - July 17**

##### Media Launch

TIDE conducted two television interviews with prominent national media houses to launch the National Marine Litter Challenge. These included interviews on 'Open Your Eyes' television show on July 4, 2019 and Love FM on July 5, 2019. The Open Your Eyes show interview is available via the following link: <https://www.facebook.com/OpenYourEyesBz/videos/284488915694597/>.

Aside from the TV shows, two pages on TIDE's website, [www.tidebelize.org](http://www.tidebelize.org), were dedicated to sharing information regarding both the art and the innovation contests. The pages were released on July 1<sup>st</sup> and were made accessible to the general public throughout the entire remaining duration of the project.

##### Partnerships

Using approved communication scripts and the most up-to-date information on the contests, the team engaged a number of national, regional and local implementing partners to share details of the National Marine Litter Challenge and ways their constituents can participate. Organizations included:

- Belize Scouts Association
- Belize Audubon Society
- Belize Network of NGOS
- BELTRAIDE (Small Business Development and Center Unit)
- Belize Solid Waste Management Authority



- Crocodile Research Coalition
- Department of Youth Services
- Department of the Environment (DOE)
- Humana
- Oceana Belize
- Bowen & Bowen Ltd
- Southern Environmental Association (SEA)
- Sarteneja Alliance for Conservation and Development
- Sea to Shore Alliance
- Clearwater Marine Aquarium Research Institute
- Toledo Alcaldes Association
- Turneffe Atoll Sustainable Association (TASA)
- Ya'axche Conservation Trust
- World Wildlife Fund
- UB Environmental Research Institute (ERI)
- UB Natural Resources Management staff

With the assistance of a few individuals and organizations (youth group leaders and teachers), workshops were conducted which provided both resources and support for children to create art pieces for the Belize Marine Litter Art Contest. These supporting entities included:

- Dangriga (One Love Group)
- San Ignacio House of Culture
- Merta Rudon
- Teachers from St. Martin De Porres
- Doris Lopez
- Deborah Borland
- Delonie Villafranco
- Ludwig Palacio
- Yvonne Foster
- PG TV Summer Camp
- Cathy Smith (volunteer)

## 2.2 Amendments to Project Design and Plan

The following changes to the original project design and plan are based on requests and feedback from Cefas received on an update call on July 16, 2019. Participants on that call included Peter Kohler, and Kyle Briggs (Cefas); Celia Mahung and Joe Villafranco (TIDE), and Jeffrey Hatcher and Karena Mahung (Indufor North America).

### **I. Collaboration with Department of Environment (DOE)**

Indufor, TIDE and the Department of the Environment (DOE) participated in a meeting on July 17, facilitated by Cefas. The purpose of the meeting was to share the most updated plan for the National Marine Litter Challenge (communicated in the midway report) and discuss ways to work collaboratively in the dissemination of the contest information and plan for the announcement of contest winners on September 4 at the launch of marine litter action plan.

### **II. Timeline of Contests**



## Extension of Submission Period and Deadline

The initial call for submissions required that participants submit online applications by August 14, 2019. The submission deadline was extended to August 25, 2019 to maximize the number of submissions and to coincide with Cefas and DOE's September 4 event.

## Hosting of District- Level Events for Top District Entries for Belize Marine Litter Art Contest

According to the initial project design and plan, district level judging events were to be hosted between the period of August 14 and 30; however, due to the difficulty of having the judges travel to each of the districts and due to time constraints resulting from the extended deadline, the district level judging events were cancelled. Instead, the judges were emailed an instructional package that included guidelines for submission of entries and criteria for grading and asked to score remotely and email score sheets by August 28, 2019 at 10:00 PM to ensure that there was sufficient time to invite finalists to the judging event on September 3<sup>rd</sup>.

### III. Ongoing Communications and Marketing

During the period of July 17 to August 30, 2019, ongoing communications and marketing were conducted to update partners about changes in the submission timeline and contest design, and to invite new audiences to participate in either of the contests.

Apart from the interviews that were conducted on Open Your Eyes and the Love FM Morning Show on July 5, 2019:

- A. Flyers were created to easily disseminate information. Basic information regarding the contests was provided. The general public was encouraged to either scan the barcode or to visit the tidebelize.org website for more information.

**DO YOU HAVE A BUSINESS IDEA THAT COULD REDUCE MARINE LITTER IN BELIZE?**

**ENTER THE BELIZE MARINE LITTER INNOVATION CONTEST!**

Win up to BZ \$3,000 in services to advance your business idea and an opportunity to attend the 2020 International CLiP Conference in London!

**Eligibility:**  
University Students  
Entrepreneurs of Small and Medium Sized Enterprises  
Anyone 18 or above can partake!

Deadline for submissions is August 14, 2019  
**DEADLINE EXTENDED TO AUGUST 25, 2019**

Contact us for more information!

Contact Federico Caal at 722-2274  
Scan the QR code or visit tidebelize.org!  
Email us at belizemarinelitterchallenge@tidebelize.org

**THE BELIZE MARINE LITTER ART CONTEST**

Unleash your creativity and through your art piece, tell us a story about the importance of the marine environment, and the threats that marine litter poses! Suggest innovative ways to address marine litter.

Are you between the ages of 6-17?  
Submit a digital copy and a brief description of your art piece to win a field trip to a marine protected area or an art class! Prizes will be awarded to the 1st and 2nd place entries for:  
Ages 6-13  
Ages 14-17

Email your submission to belizemarinelitterchallenge@tidebelize.org by August 14, 2019!  
**DEADLINE EXTENDED TO AUGUST 25, 2019**

Email us at belizemarinelitterchallenge@tidebelize.org  
Contact Federico Caal at 722-2274  
Scan the QR code or visit tidebelize.org!

Logos at the bottom: Indufor, Ministry of the Environment, Cefas, CLiP, Commonwealth Litter Programme.



- B. Posts such as the ones in the images below were released on TIDE's Facebook and Instagram accounts on alternative days.







These Facebook and Instagram posts were shared by Cefas- Commonwealth Litter Programme, social media influencers such as Belizean Rice and Memes, businesses such as Center for Applied Development Studies & Vivian's Cafe and a range of other individuals as shown below:





Kristin Olgita Marin

August 16 at 6:56 AM · 🌐

There is still time! Deadline extended. Caribbean Youth Environment Network - Belize

DO YOU HAVE A BUSINESS IDEA  
THAT COULD REDUCE MARINE  
LITTER IN BELIZE?

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Email your submission to [belizemarinelitterchallenge@tidebelize.org](mailto:belizemarinelitterchallenge@tidebelize.org) by August 14, 2019!  
**DEADLINE EXTENDED TO AUGUST 25, 2019**

Email us at [@belizemarinelitterchallenge](https://www.instagram.com/belizemarinelitterchallenge)  
Contact Federico Caal at 722-2274



Mesoamerican Society for Biology and Conservation (Belize Chapter)

August 14 at 8:36 AM · 🌐

DO YOU HAVE A BUSINESS IDEA  
THAT COULD REDUCE MARINE  
LITTER IN BELIZE?

### ENTER THE BELIZE MARINE LITTER INNOVATION CONTEST!

Win up to BZ \$3,000 in services to advance your business idea and an opportunity to attend the 2019 International CLiP Conference in London!

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### THE BELIZE MARINE LITTER ART CONTEST

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Are you between the ages of 6-17?

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Ages 14-17

Email your submission to [belizemarinelitterchallenge@tidebelize.org](mailto:belizemarinelitterchallenge@tidebelize.org) by August 14, 2019!  
**DEADLINE EXTENDED TO AUGUST 25, 2019**

Email us at [@belizemarinelitterchallenge](https://www.instagram.com/belizemarinelitterchallenge)  
Contact Federico Caal at 722-2274





- C. Radio announcements were prepared and aired on Love FM three times daily during peak news time throughout the periods of July 30- August 3 and August 13- August 18, 2019.
- D. There was ongoing communication countrywide by project team via 'word of mouth', telephone, messenger, and whatsapp sharing information about the two contests to stimulate interest and to encourage individuals to submissions.

#### **IV. Presentation of Final Contestants at National Marine Litter Event (Belize City)- September 3**

A National Marine Litter Event was hosted in Belize City on September 3 at the Radisson's Cahal Pech Room where finalists from the art and innovation contests were invited to present their entries for final judging. The winner of the innovation contest was selected and invited to stay to attend the CLiP Regional Conference that was hosted on September 4. Similarly, the first and second place winners for both categories of the art contest were selected and invited to attend the conference.

In order to organize the event, the team worked collaboratively to organize all logistics and planning for the event. For instance, after considering the cost and capacity of various locations, the Cahal Pech Room was booked and arrangements were made for tables, seating and snacks. An agenda was prepared and other small logistics were arranged such as designating speakers

Communication was maintained with the panel of judges and the finalists to ensure that they were aware of the details regarding time, location and date of the event. Also, arrangements were made for the transportation of judges and finalists to the event. Apart from inviting the judges and finalists and their families, letters and calls of invitation to the event were made to a number of organizations such as Oceana, the Wildlife Conservation Society, and the Ecology Project International.



#### **V. Announcement of Winners at Regional Conference (Belize City)- September 4**

On September 4, during the launch of the National Marine Litter Action Plan, the winners of both the art and innovation contests were announced to the general public. Winners were presented with gift certificates that signified their prizes.

##### **The Art Contest prize:**

First place winners for both primary school students (6 - 13), high school students and youth not in school (14 - 17) will consist of an educational field trip to a marine protected area near their hometown, village or city. Winners are allowed to bring along five (5) family members and/or friends. This experience is meant to give winners, along with their family members or friends, a first-hand experience of the beauty and importance of the marine environment near where they live. It will also allow them to see the impacts and threats facing those environments. The field trip will be facilitated by a local environmental NGO. Second place winners for both primary school students (6-13), high school students and youth not in school (14-17) will win a group art class for up to 10 individuals that will be facilitated by a Belizean artist. This day-long art class will focus on the technical and creative skills necessary to hone their interest in art.

##### **The Innovation Contest prize:**

The winner of the Belize Marine Litter Innovation contest will receive Bz\$3000 towards a necessary service, that will assist in advancing the proposed business solution. Such services could include the payment of services to a local consultant to further refine their business plan or design a marketing or communications strategy for the proposed business. Also, the winner or the nominated lead representative of the winning group will win a trip to the 2020 CLiP Conference in London.

Apart from providing certificates, hotel rooms were booked prior to the judging event in order to accommodate the winners and their families so that they could attend the regional conference on September 4. Food and transportation were also provided to the winners.

## 3 Progress Update

### 3.1 National Marine Litter Art Contest

In total, there were 41 submissions from children and youth from various different communities across Belize. A few of the communities included Punta Gorda, Belize City, Belmopan, Mafredi, Yo Creek, San Ignacio and Dangriga. The art submissions varied from paintings and drawings of marine ecosystems polluted with marine litter to art pieces that depicted organisms made from plastics. Numerous of the art pieces depicted that marine ecosystems were being negatively impacted by marine litter either due to the consumption of marine litter by marine animals or due to the fact that the presence of plastics within Belize's marine ecosystems was prevalent. A few of the materials that were mostly used to create the entries included: plastic bottles, paper, paint, crayons, plastic bags, styrofoam plates, and bottle caps. Examples of entries included:



Artist: Aliyah Gutierrez

School: St. Peter Claver Primary School

Description: I created a jelly fish. I was glad I got that animal because I love the way it looks. To make the jelly fish, I used plastics, fan cover, bottle caps and used them because there are too many plastics in our environment. When I created the jelly fish, I used mostly plastic to tell that I care about our environment and everyone should. The marine ecosystems needs to be kept clean so we don't kill our aquatic animals that we depend on. The marine litter affects our community because when the garbage comes to the shore, it smells and looks bad. You can imagine what it does to our, turtles, dolphins, and fish that we eat. People need to know about this problem because it affects everyone. I encourage everyone to volunteer with the town council, talk to the mayor and help with clean up campaigns. Most of all, I advise that we avoid using plastics to avoid it going into the ocean. We can do it.



Artists: Jordan Borland & Kaeson Muschamp

School: Forest Home Methodist School & St. Peter Claver Primary School

**Description** This poster was created using cardboard as the base. The background was painted and the letters were outlined before painting. We decided to use cardboard as the base as a means to show how this material can be recycled instead of ending up in the dump.

The message directly addresses how turtles are affected by the increase of plastics in the water bodies. This turtle is very sad because plastic threatens its existence. Therefore the plea to humans is urgent. People need to understand how their irresponsible disposal of plastic harms marine life. People need to reuse and re-cycle in order to reduce the negative impacts of plastics.





Artist: Carlos Chan

School: Yo Creek Sacred Heart Roman Catholic School

Description: My picture, entitled, "Reality and Possibility", was created using colored pencils, crayons and pastels. I used a piece of Bristol board that was left over from a school project. My drawing shows two things: a healthy sea, and an unhealthy one. Litter is something that affects our sea creatures in many negative ways. Plastics and other garbage poison the water and cause the animals to die, and if these creatures eat the plastics or get trapped in them, this also leads to their death. Sea turtles and dolphins, and fish are dying every day because of marine litter. However, if we do not use as many disposable items and then take care of our garbage properly, we can have clean oceans and seas. Marine animals will live long lives and we as humans will not be affected by the death of these animals, since we depend on them for a healthy earth and other things like food. It is important that we make our best efforts to conserve our seas in a healthy way, because they provide many services for humans. First we must clean up as much as we can and take immediate action. We can use the least amount of plastics possible. Whatever plastic we do use, can be recycled in many ways so it does not end up in the sea. If we all work together, our seas can be preserved for many years to come.





### 3.2 National Marine Litter Innovation Contest

Six submissions were submitted for the National Marine Litter Innovation Contest. The entries varied from managing a sustainable business that provided omnidegradable packaging which would replace plastics to creating a company that provides energy from household wastes. A few examples of the submissions can be seen below:

# VANITY

BELIZE

## Make Up - Skin Care - Hair Care

Vanity Belize Eco Friendly line aims to promote beauty and wellness products that are eco friendly. The line will focus on reusable packaging and/ or no packaging and will utilize Belize's natural resources while being sustainable.

Our Values are:

- Ethical Sourcing of Ingredients and Sustainability
- Harvesting ingredients responsibly is important for the natural resources to regenerate for multiple harvest seasons. This will also help in building a close relationship with the environment and the communities who source these ingredients.
- Handmade - To create products that are handmade, ensuring high quality products which will reduce the use of electricity and cut down on carbon footprint.
- Environmentally Friendly Packaging - We aim to use packaging that can be reused or biodegradable to reduce the amount of plastic and toxic waste in the sea and surrounding environment.



IKOOMA is a natural hair care business using sustainably farmed and hand harvested Belizean seaweed. As an eco-conscious product, IKOOMA aims to reduce plastic packaging footprint with the incorporation of biodegradable pouches, as part of the globally trending refillable solutions in beauty products. IKOOMA currently reuses and sterilizes plastic containers in the Placencia Peninsula area.

IKOOMA's product line currently includes a moisturizing curl cream that is contained in a 4-oz plastic jar with plastic lid and a moisturizing and curl-defining gel that comes in an 8-oz bottle with plastic dispenser cap. IKOOMA also plans to purchase travel size packaging for these products in the future. The solution to reducing IKOOMA's plastic packaging footprint is to integrate biodegradable refill pouches in the product line for second (+/-time) consumers. Currently, IKOOMA washes and sterilizes containers that consumers in the Placencia area return and offers a discount incentive of BZ\$2 per returned container.



### 3.3 Participation and Outreach

The project successfully communicate the contest objectives and contributed to raising awareness in Belize of the critical marine litter issues facing the country. A summary of the outreach and entries are presented:

**Number of schools visited/submitted:** Participants were from 5 districts, and approximately 20 schools. Note that there were a number of children who began their art project, but did not complete so they were not listed in the 41 named in the report. Note also that the campaign was done during summer break; therefore, we relied on collaboration with organizations that held summer camps and on individuals, volunteers, teachers who helped to facilitate art camps.

**Number of entries for Art contest:** 41

**Number of entries for Innovation contest:** 6

**Number of people reached on Facebook:** 47,906 people reached, 500 likes, 30 comments

**List of Media houses that ran stories:**

- Channel 7: <http://7newsbelize.com/7newsbelize/sstory.php?nid=50201>
- Channel 5: <https://edition.channel5belize.com/archives/190612>
- San Pedro Sun:
  - <https://www.sanpedrosun.com/arts-culture/2019/09/07/students-turn-plastic-litter-into-art/>
- Love FM
- KREM TV
- PGTV: 2 stories on the Belize Marine Litter Campaign

### 3.4 National Marine Litter Judging Event

The National Marine Litter Judging Event took place on September 3, 2019 at the Radisson's Cahal Pech Room in Belize City. Four finalists were selected from all the submissions for the innovation contest and fourteen finalists were selected from all the submissions for the art contest. The event was initiated with welcoming remarks and an overview of the Belize Marine Litter Challenge by TIDE's executive director TIDE, Ms. Celia Mahung. Mr. Joseph Villafranco was the master of ceremonies for the event and he introduced participants who described their entries. Judges then judged all entries and selected the first and second place winners for primary and secondary categories for the Art competition and first place winner for the Innovation Contest. *See list of winners in annex of report.*

Apart from the finalists and their families, organizations that were invited included:

- APAMO (The Association of Protected Areas Management Organizations)
- Programme for Belize



- PACT (Protected Areas Conservation Trust)
- TASA (Turneffe Atoll Sustainability Association)
- OCEANA Belize
- Belize Audubon Society
- WCS Belize
- Department of Youth Services
- Fisheries Department
- CZMAI (Coastal Zone Management Authority and Institute)
- Ecology Project International
- Shipstern Nature Reserve
- Sarteneja Alliance for Conservation and Development
- Wildtracks
- Blue Ventures
- Projects Abroad
- Belize Networks of NGO's
- Ministry of Education
- BTIA (Belize Tourism Industry Association)
- Solid Waste Management Authority
- Belize Coast Guard
- Belize Red Cross
- Scout Association
- BELTRAIDE
- Fragments of Hope
- STACA (Steadfast Tourism and Conservation Association)
- The Nature Conservancy
- Department of the Environment

In addition, representatives from media houses, namely Love FM, KREM, Channel 5 and Channel 7 were also present at the event and did a story on the evening news.

The below photos are images from the National Marine Litter Judging Event:







### 3.5 CLiP Regional Conference

TIDE attended the CLiP Regional Conference. At the conference, TIDE's executive director, Celia Mahung, gave the welcoming remarks and made a brief presentation on the Belize Marine Litter Campaign. She also facilitated the issuing of gift certificates for prizes that were won by the winners of the art and innovative contests as depicted below:









## 4 Compliance Details

The personal data collected during the Art and Innovation contest submissions has been stored in accordance with the Data Security Questionnaire (Section Six). All personal data collected will be destroyed at the conclusion of the project.

## 5 Financial Details and Further Needs

The project was implemented according to the budget provided in Section Eight of the proposal with the following updates:

- Revision of the payment schedule to include 35% payment on signature.
- Additional budget requested to reflect changing timeline from the CEFAS team and extension of the project into August and September 2019.

## 6 Summary

The project was implemented successfully and in coordination with CEFAS, DoE and major environmental organizations in Belize. The delayed timing of the contest launch posed some difficulty for reaching school-aged children given the summer holidays. Extensive outreach through media outlets, coordination with other initiatives and supply of materials to camps and local events proved to be a successful avenue to reach a large number of young Belizeans and raise awareness of the important marine litter challenges facing the country. The Innovation Contest resulted in six strong entries demonstrating creative and market-oriented solutions to the marine litter challenge. The judging event and national event on Sept 3 and 4 respectively provided important opportunities for entrants to display their submissions and demonstrate their creative solutions to raise awareness of the marine litter issues and possible solutions. The winner of the Innovation Contest will travel to London in 2020 for the CLiP conference.

## 7 Annexes

The following documents are in the Annex:

- Marine Litter Information Booklet



Commonwealth  
Litter Programme



# The 2019 CLiP Belize Marine Litter Challenge

## The Problem



Pollution from single use plastics has become a major problem globally and locally as seen in Belize. Recent scientific studies have shown that plastics and/or microplastics have entered all levels of the food chain within our oceans; and in Belize, is impacting our natural environment, drainage, and waterways.

In 2017, Belize's Department of the Environment commissioned a study which found that over a three-year period, Belize annually imported over 200 million pieces of single use plastic bags and 52 million pieces of Styrofoam & plastic food containers. The country locally produced and manufactured an estimated 35 million single use plastic bags and 5 million pieces of Styrofoam. This roughly equates to each Belizean citizen using an average of eleven single use plastic bags and three pieces of Styrofoam per week over a one-year period.

## How Does This Affect Us?



Given the large amount of plastics that are being generated, marine litter is becoming a concerning issue. Globally, it is said that there are about "5.25 trillion pieces of plastic debris that contributes to the growing issue of marine litter, of which 269,000 tons float on the surface of the oceans and four billion microfibers pollute every square kilometer of the deep sea". A study conducted by the Coastal Zone Management Authority (CZMAI) indicates that marine litter is a concerning issue in Belize. At the nine sites that were sampled along Belize's coast, it was observed that eighty-five percent of all litter sampled were plastics and five percent, metals.

Unfortunately, there are deadly environmental consequences resulting from the increase of litter that is dumped into the environment. Various incidents have been reported whereby pieces of plastics have caused harm to marine life. While these incidents help us to recognize the potential harm of plastics, we are still uncovering the full effect of microplastics and microfibers.



## How Can You Make A Difference?

If you care about marine litter and would like to make a difference, the Center for Environment, Fisheries, and Aquaculture (CEFAS), the Commonwealth Litter Program (CLiP), Indufor North America, the Department of the Environment (DOE) and the Toledo Institute for Development and Environment (TIDE) invite you and others in your community to partake in the **2019 CLiP Belize Marine Litter Challenge!** Enter individually or work collaboratively with other individuals from your community to help shed light on the issue of marine litter.

The challenge is comprised of three components:

1. The Belize Marine Litter Art Contest
2. The Belize Marine Litter Innovation Contest
3. The National Marine Litter Event

The **Belize Marine Litter Art Contest** engages primary and secondary level students to express their creativity through art and to communicate the significance of the marine environment and impacts from litter.

The **Belize Marine Litter Innovation Contest** seeks to engage innovators and entrepreneurs to showcase their ideas for creating solutions to the myriad of marine litter challenges that Belize and the wider region face.

Lastly, we encourage the general public to attend our **National Marine Litter Event** where the top submissions from the Belize Marine Litter Art and Belize Marine Litter Innovation Contests will be showcased. The event will be hosted on September 3<sup>rd</sup> at the Radisson's Cahal Pech Room in Belize City.



We invite you to help us to shed light on the marine litter issue. Through the Belize Marine Litter Art Contest, the Belize Marine Innovation Contest and National Marine Litter Event, we strive to:

- Educate target audiences about the importance of the marine environment and the environmental, social and economic benefits to Belize, the wider region and the world;
- Promote an understanding of marine debris, where it comes from, how it happens, how it travels and the environmental, social and ecological impacts;
- Encourage the 4 R's- reduce, reuse, recycle and refuse and promote an understanding of the realities of recycling and the processes of repurposing;
- Influence behavior change including individual habits like refusing plastics, re-thinking purchases, and shifting to more eco-friendly consumer alternatives;
- Showcase local sustainable products and businesses.



Have you seen a something similar within your community?

- Be a catalyst for real change!
- Explore your creative and innovative nature.
- Build leadership, communicative, critical thinking, project management and collaborative skills.
- Share your ideas and solutions to a national, regional and global problem.
- Become a part of the wave of youth activists that are creating and implementing solutions.
- Win prizes while making a positive change!



## Belize Marine Litter Art Contest

The **Belize Marine Litter Art Contest** seeks to encourage children and youth to think about how marine litter issues impact the environment around them. It also seeks to challenge them to think about what they can do to tackle this issue through changing every-day habits.

The art contest serves as an outlet for them to unleash their creativity through various art mediums. It also provides the opportunity to tell a story about the importance of the marine environment, the impact of marine litter on healthy communities and environments and to suggest innovative ways to address this major problem.

### Who Can Apply?

Any individual between the ages of 6-17. Such individuals can be:

- Primary school students (6-13)
- High school students (14-17)
- Not a student, but you're between the ages of 14-17.



## Art Contest Guidelines

We encourage participants to use as much recycled materials as possible in the creation of their submissions, while reducing the creation of waste. Artwork should consist primarily of non-glass debris that would have otherwise be disposed in the sea or other waterways.

Any one or any combination of the following media or techniques may be used:



Paint such as watercolor, tempera, poster, acrylic, etc.



Prints made from handmade stencils, gadget printing, collagraphs, block prints, etc.



Sculpting materials such as clay, papier-mâché, recycled material, etc.



Collage materials such as cut and glued recycled papers, construction paper, tissue paper, wrapping paper, recycled aluminum foil, recycled plastic, etc.



Drawing materials such as pencils, charcoal, colored chalk, pastels, oil pastels, colored pencils, markers, etc.

**Artwork should not  
exceed 3'H x 3'L x  
3'W**

## Submission Guidelines

1. The submitted artwork can be done alone or created by groups that consist of no more than 5 members. A nominated lead must be selected and identified within the application.
2. A digital image of your artwork must be created and submitted by using any of the following methods.
  - Artwork can be scanned.
  - A digital photograph can be taken of your artwork. The digital photo must not exceed 4 MB and must be no less than 1 MB.
  - The digital photograph must be saved as a .jpg file and the file name should follow the following format:
    - o Group Name \_ School.jpg
    - o Example: Tidal Wave \_St. John's Primary School.jpg
3. A brief description of your artwork that is no more than 250 words should be provided. The type of materials used to create the pieces should be described, along with an explanation of why those materials were chosen within the description. Also, share how your art piece addresses the significance of the marine environment, the impact of marine litter on communities and the Belizean environment, as well as ways to address this major problem.
4. Email your digital image and the brief description to [belizemarinelitterchallenge@tidebelize.org](mailto:belizemarinelitterchallenge@tidebelize.org). Kindly note that all artwork and their descriptions must be submitted by August 25<sup>th</sup> to be eligible for the contest.
5. If you encounter any problems or have any enquiries, kindly contact the competition organizers at [belizemarinelitterchallenge@tidebelize.org](mailto:belizemarinelitterchallenge@tidebelize.org) or contact Federico Caal at 722-2274.
6. No submission fee is required to enter the contest. Entries submitted after the deadline will not be accepted.

## Selection Criteria

A selection committee will review artwork submissions based on the following criteria:

Items to be Scored	Points
<b>Interpretation and the clarity of the theme to the viewer</b>	<b>50</b>
Does the submitted artwork fit the theme of the competition? Does the work impact the viewer in relationship to the theme?	
<b>Creativity and originality of the depicted theme</b>	<b>25</b>
Is there a creative interpretation of the subject/theme? Is the originality of the work interesting?	
<b>Quality of artistic composition and overall design based on the theme</b>	<b>25</b>
Is there overall quality and command of the medium being used? Does the work stand on its own and a complete and outstanding creative image/piece?	
<b>Total</b>	<b>100</b>

Some reasons that could prevent you from being selected as a finalist are:

- Poor color or image quality
- Sloppiness
- Incomplete submissions
- Poorly written submissions

## Notification to Finalists

Finalists will be pre-selected by a panel of judges and will be invited to Belize City on September 3<sup>rd</sup>, where they will showcase their work at the Cahal Pech Room at the Biltmore Hotel. A panel of judges will judge the finalists' exhibitions and winners will be announced. The winner of the contest will be presented at a regional conference on September 4<sup>th</sup> in Belize City.

Transportation and meals will be provided for finalists to attend the judging event on September 3<sup>rd</sup> in Belize City. In addition, accommodations, along with food and transportation will be provided for the winners to attend the regional conference on September 4<sup>th</sup>.

Prizes will be awarded to the 1<sup>st</sup> and 2<sup>nd</sup> place entries according to the following categories:

- Primary school entries
- High school entries
- Out of school, but within ages 6 -17

First place winners for both primary school students (6-13), high school students and youth not in school (14-17) will consist of an educational field trip to a marine protected area near their hometown, village or city. Winners are allowed to bring along five (5) family members and/or friends. This experience is meant to give winners, along with their family members or friends, a first-hand experience of the beauty and importance of the marine environment near where they live. It will also allow them to see the impacts and threats facing those environments. The field trip will be facilitated by a local environmental NGO.

Second place winners for both primary school students (6-13), high school students and youth not in school (14-17) will win a group art class for up to 10 individuals that will be facilitated by a Belizean artist. This day-long art class will focus on the technical and creative skills necessary to hone their interest in art.



## Belize Marine Litter Innovation Contest

The Belize Marine Litter Innovation Contest seeks to engage innovators and entrepreneurs and provide a platform for them to showcase their solutions to the myriad of marine litter challenges faced by Belize and the wider region.

Do you have a business idea or solution that could reduce the amount of marine litter produced in country? Do you have innovative ideas for how to process and reuse waste materials to reduce the amount of materials that go to landfills, drains and waterways.

Show us an innovative proposed solution for a marine litter related issue through a 3-minute video or a 10-slide power-point presentation or a display of concept, poster or 3D model.

Who can Apply?

Any individual that is 18 or older. Such individuals can be:

- University students
- Entrepreneurs (small and medium scaled enterprises)

## Innovation Contest Guidelines

We encourage feasible, measurable and solution-oriented business and marketing pitches that focus on:

- Design and Production  
(E.g. Products that are designed to be long-lasting, reusable, repairable and re-manufacturable. The design could ensure the most effective use of resources and minimize the use of virgin non-degradable materials and of toxic substances.)
- Use and Consumption  
(E.g. Products and practices that encourage the reduction or the re-usual of resources)
- Collection  
(E.g. Products and services that streamline the collection and clean-up of marine litter)

## Submission Guidelines

### Submission Structure

- I. Your submission should include the following information regarding your business or marketing pitch and should be structured similarly:
  - Vision and Value Proposition- Describe your business and the core values that you aim to portray through your product or service.
  - The Problem- Talk about a problem regarding marine litter that you would like to address. Describe how the problem currently affects your community.
  - Target Market and Opportunity- Who is your ideal customer? How do you currently market your product or service? How do plan to portray your core values and address the scope of the identified problem within your marketing strategy?
  - The Solution- Describe your product or service. Describe how customers currently use your product. How can the current use of the product be improved to address the problem you described previously? If the product already addresses the problem identified, tell us about it!
  - Business Model- Describe your pricing model and revenue source(s). Create a budget with the estimated cost of implementing the proposed solution.
2. Individual or group submissions are permitted (no greater than 5 members). Contest prizes will be awarded to the full winning team; however, groups are required to provide the nominated lead representative's name. For the prize of attending the International CLiP Conference in London, the overall winning team will be asked to submit name of their nominated lead representative.
3. Fill in all information requested in the google form provided by the competition organizers. See link below:  
<https://forms.gle/37XxkhQQKaTAMpPM8>



4. Your submission should be accompanied with any of the following media or techniques:
  - Power point slide show (10 slides max)
  - Video (maximum 3 minutes)
  - Display of concept (poster or 3D model)
5. The quality of the presentation or video submitted will also play a role in the judging process. Save your ppt, video or photograph using the following file convention: Your submission should be accompanied with any of the following medial or techniques that summarize the business pitch:
  - [your group name]\_[school or business].jpg
  - Example: Tidal Wave\_St. John's Primary School.jpg  
or Tidal Wave\_Bus Boys.jpg
6. Submit your entry via the google form. Your pitch must be submitted no later than August 25<sup>th</sup>, 2019 to be eligible for the competition. Late entries will not be accepted.
7. If you encounter any problems or have any enquiries, kindly contact the competition organizers at [belizemarinelitterchallenge@tidebelize.org](mailto:belizemarinelitterchallenge@tidebelize.org) or contact Mr. Federico Caal at the Toledo Institute for Development and Environment at telephone number: 722-2274.
8. No submission fee is required to enter the contest.

## Selection Criteria

A selection committee will review innovation submissions based on the following criteria:

Items to be scored	Points
<b>Vision and Value Proposition</b>	<b>10</b>
Description of business and core values	
<b>The Problem</b>	<b>10</b>
Description of the problem you are trying to address and explanation of current situation.	
<b>Target Market and Opportunity</b>	<b>20</b>
Description of customer base and marketing strategy. Integration of creative solution to address identified problem	
<b>The Solution</b>	<b>30</b>
Description of your product or service; how customers use your product and how it addresses the problem you described before	
<b>Business Model</b>	<b>30</b>
Description of the pricing model and revenue source. The budget of the estimated cost of implementing the solution.	
<b>Total</b>	<b>100</b>

## **Notification to Finalists of the Belize Marine Litter Innovation Contest**

Submissions will be pre-selected by a panel of judges. Finalists will be invited to pitch their business idea to a panel of judges at the Cahal Pech Room at the Biltmore Hotel in Belize City on September 3<sup>rd</sup>. A panel of judges will judge the finalists' presentations and winners will be announced. The winner of the contest will be presented at a regional conference on September 4<sup>th</sup> in Belize City.

Transportation and meals will be provided for finalists to attend the judging event on September 3<sup>rd</sup> in Belize City. In addition, accommodations, along with food and transportation will be provided for the winners to attend the regional conference on September 4<sup>th</sup>.

The winner of the Belize Marine Litter Innovation contest will receive Bz\$3000 towards a necessary service, that will assist in advancing the proposed business solution. Such services could include the payment of services to a local consultant to further refine their business plan or design a marketing or communications strategy for the proposed business. Also, the winner or the nominated lead representative of the winning group will win a trip to the 2020 CLiP Conference in London.



Centre for Environment  
Fisheries & Aquaculture  
Science



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## About us

The Centre for Environment, Fisheries and Aquaculture Science is the UK's leading and most diverse centre for applied marine and freshwater science.

We advise UK government and private sector customers on the environmental impact of their policies, programmes and activities through our scientific evidence and impartial expert advice.

Our environmental monitoring and assessment programmes are fundamental to the sustainable development of marine and freshwater industries.

Through the application of our science and technology, we play a major role in growing the marine and freshwater economy, creating jobs, and safeguarding public health and the health of our seas and aquatic resources

### Head office

Centre for Environment, Fisheries & Aquaculture  
Science  
Pakefield Road  
Lowestoft  
Suffolk  
NR33 0HT  
Tel: +44 (0) 1502 56 2244  
Fax: +44 (0) 1502 51 3865

Weymouth office  
Barrack Road  
The Nothe  
Weymouth  
DT4 8UB

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

## Customer focus

We offer a range of multidisciplinary bespoke scientific programmes covering a range of sectors, both public and private. Our broad capability covers shelf sea dynamics, climate effects on the aquatic environment, ecosystems and food security. We are growing our business in overseas markets, with a particular emphasis on Kuwait and the Middle East.

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

We work with:

- a wide range of UK Government departments and agencies, including Department for the Environment Food and Rural Affairs (Defra) and Department for Energy and Climate and Change (DECC), Natural Resources Wales, Scotland, Northern Ireland and governments overseas.
- industries across a range of sectors including offshore renewable energy, oil and gas emergency response, marine surveying, fishing and aquaculture.
- other scientists from research councils, universities and EU research programmes.
- NGOs interested in marine and freshwater.
- local communities and voluntary groups, active in protecting the coastal, marine and freshwater environments.



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