



Centre for Environment  
Fisheries & Aquaculture  
Science



# **Development and organisation of contests in relation to the commonwealth litter programme (CLiP) – The Pacific Marine Litter Challenge**

**Final Report 28 February 2019**

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## Executive Summary

This final report provides a summary of the outcomes from the *Development and organisation of contests in relation to the Commonwealth Litter Programme (CLiP) – The Pacific Marine Litter Challenge*. The project is being delivered by TierraMar in partnership with our on ground partners, WWF Solomon Islands and the Vanuatu Environmental Science Society (VESS).

Marine litter is a growing problem in the Pacific, with Pacific Island nations seeking cost effective solutions to address the issue. At the heart of the issue is the need for behavioural change and improvements to waste management to prevent plastic pollution from entering waterways.

This project sought to design and run a contest aimed at artists, higher education students, entrepreneurs and small to medium enterprises to raise awareness about the issue, encourage community engagement to find solutions, to showcase how participants tackle the marine litter issue and to identify solutions for the Pacific region.

The contest ran between 4 December 2018 and 8 February 2019. All winning entries were unveiled and displayed at the regional CLiP conference in Vanuatu 18-20 February 2019. The winners work was displayed and showcased at the National Art Gallery Honiara and Espace gallery in Port Vila for Solomon Islands and Vanuatu contestants respectively. There were 27 winners across the contest categories. Vanuatu winners were given their certificates and prizes at an awards ceremony held on 18 February at the CLiP Pacific regional conference on marine litter. Due to bad weather, flights from the Solomon Islands were cancelled and so apart from Plasticwise, no Solomon Islands contestants were able to attend. In order to honour the hard work and effort, an awards ceremony is being organised in Honiara with David Ward the British High Commissioner Solomon Islands, to officiate on 5 March 2019. The Student Ideas Competition winner will be awarded a certificate and prize on 12 March 2019, in Suva by Melanie Hopkins, British High Commissioner Fiji. All entries were handed over to CEFAS on 22 February 2019 to include in the exhibit at the CLiP international conference on marine litter in March 2020.

Overall the project performed well. One hundred and sixty entries were received across all categories, noting some were a group effort. At the end of the project, the combined reach of VESS, TierraMar and WWF Solomon Islands Facebook posts about the Challenge was 310,866; with a total 9,623 post clicks and 2,607 engagements such as likes, comments and shares. This included paid Facebook promotions. Other organisations have generated their own Facebook posts beyond our project partners, so total figures will be higher.

The GhostNet Art Workshops were very successful and inspiring for participants. It will be important to continue the momentum gained. It is recommended that further work be undertaken to build on this success to ensure participants can continue to develop their skills. There is a real opportunity to explore potential for further collaboration to ensure lasting impact on the ground once the competition comes to an end. TierraMar, VESS and WWF and GhostNet Art have committed to do this.

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# 1 Introduction

Marine litter is a growing problem in the Pacific, with Pacific Island nations seeking cost effective solutions to address the issue. Marine litter is defined as any solid material that has been deliberately discarded or unintentionally blown or washed into the ocean, with over 90% of it being plastics originating from land and sea based sources (SPREP 2018, UNEP 2009). Globally, around 6.4 million tonnes of marine litter enters the oceans each year – that is about 8 million items every day (UNEP 2005; McIlgorm et al. 2008).

Marine litter threatens human health and impacts on marine wildlife. Entanglement or ingestion by wildlife will often be fatal. Ingestion of micro-plastics by fish may also be a pathway for transport of harmful chemicals into the food web and eventually humans. At the heart of the issue is the need for behavioural change and improvements to waste management to prevent plastic pollution from entering waterways. Marine litter is everyone's responsibility to reduce, reuse and recycle.

This project sought to design and run a contest aimed at artists, higher education students and entrepreneurs, small to medium enterprises to raise awareness about the issue, encourage community engagement to find solutions, to showcase how participants tackle the marine litter issue and to identify solutions for the Pacific region. The contest ran between 4 December 2018 and 8 February 2019. All winning entries were unveiled and displayed at the regional CLiP conference in Vanuatu 18-20 February 2019. The art works were also showcased at national judging events in Honiara and Port Vila. It is intended that the overall winners will receive an invitation to the final CLiP conference in the UK in 2020. This will include travel and accommodation plus the opportunity to share their artwork or ideas internationally.

The project was delivered by TierraMar in partnership with our on ground partners, WWF Solomon Islands and the Vanuatu Environmental Science Society (VESS).

## 2 Methodology

### 2.1 Objective

This project sought to design and run a contest aimed at artists, higher education students and entrepreneurs, small to medium enterprises to raise awareness about the issue, encourage community engagement to find solutions, to showcase how participants tackle the marine litter issue and to identify solutions for the Pacific region. The Terms of Reference for the project is found in Annex 6.12.

### 2.2 Structure

The contest has been structured as three competitions:

- **Art** - an art competition to reach artists (three age categories: ages 6-11, 12-17, 18+) to help raise awareness about marine litter and engage the community. This was limited to residents within Vanuatu and the Solomon Islands.
- **Ideas** - a competition among higher education/university students to award creative ideas and thinking in tackling marine litter. The challenge sought to inspire students in the Pacific to come up with innovative solutions to the problem of marine litter. This was a regional online competition offered to all Commonwealth Pacific Island nations. Contestants submitted ideas in one of four sustainable development mechanisms: new regulation/policy; new business concepts; new technology application; or new community action.
- **Innovation** - a competition for entrepreneurs and micro to medium-sized business to showcase innovative solutions and approaches towards the reduction, reuse, redesign or recycling of potential marine litter. This was a regional online competition offered to all Commonwealth Pacific island nations.

### 2.3 Approach

The approach adopted for running the contest had 3 phases. Performance indicators to measure the success of the contest include the number of entrants and their location.

#### ***Phase 1 – Design and launch***

The first phase of the contest was to rapidly design, set up and launch the contest planned for 4 December, using relevant digital, print and broadcast media in each country and across the Pacific. The rapid response required was as a result of the contract for TierraMar to deliver the project being signed only on 23 November 2019.

The design of the contest included identifying branding requirements from CEFAS/DEFRA, development of the rules of engagement, identifying the most appropriate method for communication, identifying suitable prizes, developing an online platform for housing the contest, identifying key media and networks to promote, and development of promotional materials and messaging. Of most importance was ensuring the rules of the contest were clearly defined and would allow the competitions to be legal, fair and transparent. All aspects were approved by CEFAS/DEFRA prior to launch on 4 December 2018. Materials were promoted via social media and through media releases, as well as adverts in local papers, on radio, via posters in key locations around Honiara and Port Vila, word of mouth and by reaching out to existing relevant regional and community networks to raise awareness.

To measure awareness and performance, the most suitable indicators identified were those provided by Facebook analytics to track reach (number of people, location) and clicks to [tierramar.com.au/Clip](http://tierramar.com.au/Clip), the online contest platform. Online promotion through social media is an important medium given the remoteness of countries in the Pacific and the lack of established media outlets and limitations to traditional media through print, TV and radio in some areas. Tracking results from media releases was undertaken through follow up calls with media outlets as well as scanning of newspapers, radio, websites etc to determine take up.

### ***Phase 2 – Promotion and awareness***

The second phase of the contest focused on continuing to raise awareness about the contest through similar methods as identified in Phase 1. In addition, free GhostNet Art workshops were offered to encourage people to participate and identify opportunities for turning marine litter into art, as an alternate livelihood/supplementary income opportunity. Two workshops were held in Solomon Islands - one in Gizo, Western Province, and the other in Honiara. One workshop was held in Port Vila, Vanuatu. The workshops were promoted using local media outlets, through posters, local online and radio networks and via social media.

Performance indicators to measure the success of these workshops were identified. Key indicators included, the number of participants, photographs/videos of participant engagement and interaction in the workshops and some interviews with participants from the three workshops. In addition, media take up to promote and showcase the workshops were also monitored.

### ***Phase 3 – Judging and awarding of winners***

The competition closed on 8 February at 4pm. All participants were required to enter the competition via digital entry. Artwork was dropped in at the VESS or WWF offices in Vanuatu and Solomon Islands respectively. The data for all entrants was captured and stored on a Google document for analysis. A digital copy of the artwork was also uploaded at the time of entry and has since been provided to CEFAS on 2 March 2019 via Sharepoint. All ideas and innovation entries were provided online through uploading to a Google drive set up for the contest.

The following criteria were used to judge the entries:

#### ***1. Art competition: Total of 50 points.***

Entries were judged on artistic merit but in particular, on the inspiration and quality of the story the artwork tells in relation to (i) what marine litter impacts on the Pacific Ocean mean to the artist; and (ii) the artist's ideas on how to help prevent marine litter.

- **Criteria 1 - Subject:** How well does the entry subject matter represent the theme of the contest (Marine Litter)? (10 Points)
- **Criteria 2 – Inspiration:** How well does the entry communicate a story, message or idea? How thoughtful and inspiring is the message? (This includes any descriptions/explanations of the entry). (20 points)
- **Criteria 3 – Creativity:** How unique is the entry and what is its artistic merit or quality? (20 points)

#### ***2) Innovation and ideas competition: Total of 100 points***

- **Criteria 1: Strategy:** The strength and relevance of the strategy to meet the stated objectives (reduction, reuse, redesign or recycling of potential marine litter) (20 points);
- **Criteria 2: The concept:** How fresh, original and innovate the concept is (30 points);

- **Criteria 3: Practicality:** Evidence of how practical the concept is likely to be (30 points)?
- **Criteria 4: Communication:** How well the concept can be understood by the public and is communicated (20 points).

### ***Judges***

There were two judging events for the Arts competition. The first for Solomon Island contestants was held at the National Art Gallery in Honiara on 11 February 2019. The judges were:

- His Excellency, David Ward, British High Commissioner to Solomon Islands
- Peter Kohler, Senior Marine Litter Scientist, Commonwealth Litter Programme, Cefas
- Julie Fakaia, Deputy Curator, National Art Gallery
- Brian Afia, Curator, National Art Gallery

The second judging event was for Vanuatu contestants at the Espace Gallery in Port Vila on the 12 February. The judges were:

- His Excellency, David Ward, British High Commissioner to Vanuatu
- Dr Thomas Maes, Principal Investigator for the Commonwealth Litter Programme, Cefas
- Donna Kalfatak, Director, Department of Environment, Protection and Conservation
- Anissa Lawrence, Managing Director, TierraMar
- Lina Akira, Suzanne Basten Foundation
- George Cumbo, No Plastik Bag Plis

The student/higher education competition was virtually judged between 10 -13 February. The judges were:

- Bradley Nolan, Project Manager, PacWaste Plus, SPREP
- Fiona Preston-Whyte, Marine Litter Data Analyst, Commonwealth Litter Programme, Cefas
- Her Excellency, Melanie Hopkins, British High Commissioner to Fiji and Head of the Pacific Network.
- Mereseini Marau, Communications Officer, Office of the Pacific Ocean Commissioner (OPOC)
- Marijcke Thomson, Director of Blue Economy Limited, a company with a focus on innovations and business development in the circular economy

The Business/Innovation competition was virtually judged by:

- Bradley Nolan, Project Manager, PacWaste Plus, SPREP
- Fiona Preston-Whyte, Marine Litter Data Analyst, Commonwealth Litter Programme, Cefas
- Her Excellency, Melanie Hopkins, British High Commissioner to Fiji and Head of the Pacific Network.
- Alisi Tuqa, Chief Executive, Pacific Island Private Sector Organisation (PIPSO)
- Dr Gilly Llewelyn, Deputy Leader, Oceans Practice, WWF International
- Marta Ferreira, PhD, Associate Professor, USP



Judging for the art contest was held on 11 February in Solomon Islands and 12 February 2019 in Vanuatu. The Ideas and Innovation contest were judged virtually between 10 - 13 February. Four judging panels (an art panel for each country as well as online panels for ideas and innovation) provide good representation and balance between CEFAS, TierraMar, local and highly regarded stakeholder groups. Defined criteria for judging, as well as a transparent and good governance process for judging was applied.

The winners were notified once all judging had been tabulated and checks undertaken on contestants fulfilling entry requirements. The art work from Solomon Islands was taken to Vanuatu and displayed with the Vanuatu entries at the CLiP Pacific regional marine litter conference. The announcement of winners from all 4 categories was made at the CLiP conference at an awards ceremony on 18 February 2019. David Ward the BHC for SI and Vanuatu was the MC, with Ralph Regenvanu, Minister for Foreign Affairs, International Cooperation and External Trade, Vanuatu making the awards, supported by Thérèse Coffey, Minister for the Environment, UK and Taukelina Finikaso, Minister of Environment, Foreign Affairs, Labour, and Trade, Tuvalu. Winners from all categories (except the children art competition in Solomon Islands) were invited to the awards ceremony to receive their awards. However, some did not have passports and there were difficulties obtaining flights. Finally, bad weather resulted in the flight from Honiara being cancelled and only one representative from Solomon Islands was able to attend.

## 3 Results

### 3.1 Progress against workplan

A workplan was developed and included in the Inception Report provided to CEFAS for this project. The workplan was delivered in accordance with the timeline for project deliverables and is summarised in Annex 6.1.

### 3.2 Performance - Promotion of Contest

A communication plan was developed for the project and included in the Inception Report (refer Annex 6.2). All promotion for the contest was undertaken in accordance with the Communications Strategy developed. The contest was launched on 4 December 2018.

#### 3.2.1 Media releases

Media releases were sent to key media outlets in Solomon Islands, Vanuatu and regional networks.

On the 31 January another media release was sent to key media in Solomon Islands, Vanuatu and regional networks. A final media release regarding closure of the contest on 8 February was sent on 29 January. On 18 February, a winner announcement media release was sent to all media across the region.

It has been difficult to track results from media releases across the Pacific although some results below for Vanuatu, Solomon Islands and regional organisations. Performance was measured through follow up phone calls as well as scanning local media outlets to identify related articles and promotion pieces. Tables 1 - 3 provide a summary of the results from media release take up in each country and at a regional level. Annex 6.10 provides a summary of some media coverage.

#### **Vanuatu**

Table 1: Vanuatu Media Release Performance – number of articles/posts

Media/Stakeholder	Print or Radio articles	Website articles	FB posts (Not VESS)
Daily Post	3	4	
Island Life Magazine		2	
Vanuatu Independent News		1	
Foundation Suzanne Bastien			1
Vanuatu National Youth Council			1

## Solomon Islands

Table 2 Solomon Islands Media Release Performance – number of articles/posts

Media	Print or Radio articles	Website articles	FB posts (Not WWF)
Solomon Star (paid advert)	2		
Radio Hapi Lagoon (paid advert)	3		
Island Sun	1		
Plasticwise Gizo			2

## Regional

In some Commonwealth Pacific Island target countries there is a lack of media, therefore regional stakeholders were approached. The following organisations confirmed they would help to raise awareness about the Pacific Marine Litter Challenge through their networks across the region:

- Regional NGOs: PIPSO, OXFAM, IUCN, WWF Pacific, PANG
- Regional Crop Agencies: Civil Society section of Pacific Islands Forum, Office of the Pacific Ocean Commissioner, SPC, USP
- Other: Divine World University, Pacific Adventist University, Department of Environment, Fiji, and British High Commission Suva

Table 3 Regional Media Release Performance – number of articles/posts

Media/Stakeholder	Print or Radio articles	Website articles	FB posts (Not TierraMar)
Pacific Islands Private Sector Organisation (PIPISO)		1	
UK in the Pacific (BHC)			2
Oceania Centre (USP)			1
Pacific Network on Globalisation (PANG)			1
Zero Waste Papua New Guinea			1
Fiji Times	1		

## 3.2.2 Digital/Online Analytics

The main metrics used to collect data for online promotion performance have been from Facebook. TierraMar and our on ground partners VESS and WWF Solomon Islands used Facebook to promote the contest and direct entrants to the TierraMar CLiP webpages. Reach and engagements were the main indicators analysed. Page views and visitors to the TierraMar CLiP webpages have also been analysed.

In summary the final results against our indicators were:

- Total CLiP website page views for whole contest: 3,354
- Total CLiP website unique visitors for whole contest: 2,221

- Total Facebook Reach for whole contest: 310,866
- Total Facebook engagements for whole contest: 12,230

Table 4 provides a summary of the performance of TierraMar, VESS and WWF Solomon Islands Facebook posts up until the announcement and then communication regarding winners.

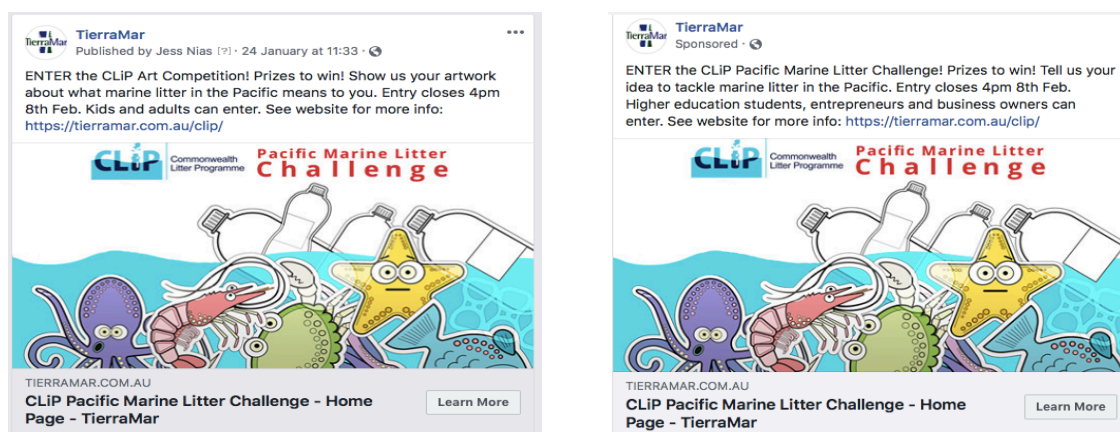
**Table 4 Summary of performance of TierraMar. WWF SI and VESS combined Facebook posts.**

Date	Owner	Post	Reach	Clicks	Like Comment or Share	Paid
4/12/18	VESS	General Promotion	4,724	332	233	No
4/12/18	TierraMar	General promotion	53	4	8	No
9/12/18	TierraMar	General promotion	47	0	4	No
4/01/19	VESS	Kids art comp	3,907	160	68	No
6/01/19	VESS	Student Ideas	1,677	67	59	No
12/1/19	TierraMar	Art Competitions	46,382	697	376	Yes
12/1/19	TierraMar	General Competition	92,829	1,139	256	Yes
15/1/19	VESS	Art workshop	763	71	41	No
21/1/19	WWF SI	Plasticwise	222	31	10	No
22/1/19	VESS	Art workshop	4120	881	203	No
23/1/19	WWF SI	Photo	198	20	10	No
23/1/19	TierraMar	Art workshop	78	24	11	No
24/1/19	TierraMar	Art Competitions	48,770	737	265	Yes
24/1/19	TierraMar	General Competition	97,892	1312	191	Yes
28/1/19	VESS	Art workshop	1688	354	198	No
29/1/19	WWF	Reminder	70	0	3	No
4/2/19	VESS	Art workshop	696	28	73	No
07/2/19	TierraMar	Last chance CLiP	279	8	25	No
8/2/19	WWF SI	SI Plastic video	1500	93	143	No
11/2/19	WWF SI	Judging	1500	232	99	No
13/2/19	VESS	Contest judges	1193	3231	94	No
17/2/19	TierraMar	Congratulations	493	79	65	No
18/2/19	VESS	Contest prize giving	936	87	99	No
20/2/19	TierraMar	Plasticwise	817	21	62	No
22/2/19	TierraMar	Congratulations	95	15	11	No
<b>Total</b>			<b>310,866</b>	<b>9,623</b>	<b>2607</b>	

## TierraMar boosted posts

TierraMar ran paid posts from 12 January 2019 to 8 February 2019. Geographic and demographic targeting was used based on eligibility for the competition. The results of the paid posts were a total reach of 285,873; and 4,920 post engagements, including clicks, likes and comments (refer Picture 1).

Picture 1 TierraMar Boosted Posts



Posts promoting the Art competitions were seen only in Solomon Islands and Vanuatu. Posts promoting the ideas/innovation competition were boosted to all 9 eligible countries. The paid for advert boosts appear to be a very good return on investment. New ads were added to remove dollar value references at the request of DEFRA on 24 January 2019. See Annex 6.3 for full analytics of TierraMar Facebook posts.

## TierraMar CLiP website

There was an increasing flow of traffic to the TierraMar website with the launch of the contest on 4 December 2018. At 8 February, the contest close date, 3,016 views were achieved, of which 1,964 were unique page views. At 28 February, 3,354 views were achieved, of which 2,221 were unique page views. See Annex 6.3 for full analytics.

## 3.3 Performance - GhostNet Art Workshops

Internationally renowned artist Sue Ryan, architect of the Ghost Net Art Project, held two five-day workshops in Gizo, Western Province Solomon Islands and Port Vila, Vanuatu. An additional one-day Masterclass was held in Honiara, Solomon Islands. Recruitment of participants was executed through Facebook posts, word of mouth, posters, and networking with key community groups such as Plastic Wise in Gizo, Solomon Islands Artists Association's (SIAA) in Honiara and Wan Smolbag (WSB) in Port Vila. All three workshops were oversubscribed demonstrating the interest in the workshop. Over sixty participants participated, with some dropping in from time to time as commitments allowed. Table 5 provides a summary of participation at the workshops.

**Table 5 Participation in GhostNet Art Workshops**

Date	Venue	Female	Male	Total
14-18 Jan	Women's Resource Centre, Gizo	20	6	26
19 Jan	National Art Gallery, Honiara	4	12	16
22-26 Jan	Alliance Française, Port Vila	8	10	18
	Total participants	32	28	60

As a part of the registration process, participants completed Media Agreement forms to allow use of photographs and videos of themselves and their work to be used by GhostNet Art and associated partners. These forms have collated and sent to CEFAS on 4<sup>th</sup> March 2019.

Materials were collected prior to the workshop from communities, beach clean ups, dive against debris clean ups and from CLiP activities. There was a lack of large fishing nets and most of the net was monofilament, which was more difficult to work with. However, other plastic materials were utilized such as flour bags, salt bags and rice sacks.

Sue was able to showcase new techniques and opportunities for using marine litter and ghost gear to make fine art – beyond handicrafts. During the workshops she inspired and taught her skills to participants so they too could turn trash into treasure (refer Picture 2).

**Picture 2:** Sue Ryan giving participants ideas.



As Sue commented in all the workshops:

*"I was really impressed by the men and women that took part, they were really committed and worked from morning 'til night ... every community has a unique voice and skill that brings something new and exciting to the conversation about marine litter. Everyone takes great delight in turning rubbish into beautiful objects of value and helping spread the word about their own community and telling a unique story in their way."*

The workshops also provided the opportunity to strengthen awareness about the impacts of marine litter through information discussions about the issues over the course of the workshop. Tools were left for the three groups, in order for them to finish off works and continue to develop their skills (Refer Annex 6.4).

There was great enthusiasm to continue after the workshop, with groups wanting to continue to work together to hone their new skills. In Gizo, the PlasticWise group plans to take these skills out to the communities and other islands as a part of their CLiP Project being funded under the Best Practice Action Plan project also being delivered by TierraMar. The Port Vila group is keen to work collaboratively to develop another sculpture.

While no formal evaluation was undertaken, quotes and pictures were used to document the workshops, as summarised below (refer Annex 6.5 for detailed quotes and photos).



### 3.3.1 Gizo GhostNet Art Workshop

There were two group pieces made in the workshop. The yellowfin tuna was developed by the Plasticwise group in Gizo, an existing group that use litter to make high quality handicrafts to sell to the tourists. The yellowfin tuna was constructed from bamboo frame and then developed with typical plastic found around Gizo that ends up in the marine environment, such as rice, salt and flour sacks. The women used their handicraft skills to stitch, make eyes, using traditional weaving skills to make finlets. The women found the workshop valuable in developing their skills and finding new materials to work with to turn trash into treasure.

A group of young men made a Tomoko, a traditional war canoe. The structure was made from bamboo and body decorated using plastic sheeting. For the inlay they used washed polystyrene takeaway containers and for the cross bars, straws which were strengthened with bamboo. They found the workshop useful in learning new skills and want to continue as a collective to make art which can be sold.



**Picture 3** Women from Plastic Wise Gizo, Amzlyn Kaqubule, Georgina Valoda and Ima Pepu



**Picture 4** Patrick Atkin, Stewart Pugeva, and Nathaniel Puana created a war canoe from the Western Province, known as "Tomoko"



**Picture 5** Yellow Fin Tuna: Important commercial species for Western Province and Solomon Islands

### 3.3.2 Honiara GhostNet Art masterclass

The workshop in Honiara was a one-day masterclass, which the artists found very useful to develop new skills and utilise trash to make, toys, handicrafts and sculptures. Some worked in groups and some alone to make turtles, dolphins and rays.



**Picture 6** Group making turtle



**Picture 7** George Robb Waigugu making a dolphin



**Picture 8** At the end of an industrious day in Honiara Frigate bird, sting ray, dolphin, turtles, flower and Tomoko

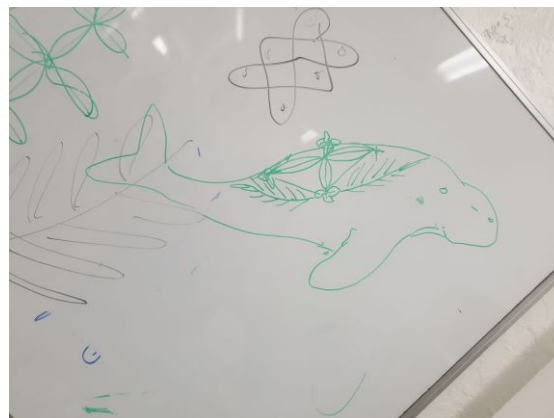


### 3.3.3 Port Vila GhostNet Art Workshop

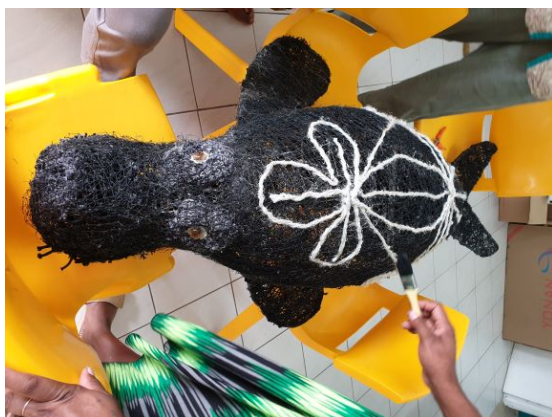
One of the main pieces developed at the Port Vila workshop was a dugong from ghostnet gear. This creation used a mixture of new skills the group learned during the workshop. The participants also learned how to use their traditional skills and knowledge to utilise new waste materials and create pieces of art. The group is keen to continue working as a collective and have initiated a closed Facebook group. They also indicated they wanted to teach the new skills to others.



**Picture 9** Jotham Topsen, helping to make the structure



**Picture 10** Working out traditional" Sand Drawing"



**Picture 11** Finishing touches to the dugong



**Picture 12** Business Development Officer, Department of Industry, sharing with participants how they can market their art and handicrafts



**Picture 13** Group proudly shows their artwork at the end of the workshop

### 3.4 Performance – Contest

#### 3.4.1 Entries

Table 6 provides a breakdown of the 160 entries for the competitions.

Table 6 Summary of Entries Pacific Marine Litter Challenge

Category	Vanuatu	Solomon Islands	Other Countries	Total	Disqualification
<b>Junior Art 6-11</b>	15	4	N/A	19	0
<b>Senior Art 12-17</b>	67	4	N/A	71	0
<b>Adult Art</b>	23	25	N/A	48	Withdrawn: 2 Duplicates: 3
<b>Innovation</b>	2	7	Nauru: 1 PNG: 1	11	Disqualified: 1 Duplicate: 1 Withdrawn: 1
<b>Ideas</b>	5	1	Fiji: 3 Samoa: 1 PNG: 1	11	Disqualified: 1
<b>Total</b>	112	41	7	160	9

Note: Some entries were disqualified because they were employees of organisations connected to the running of the competition, eg British High Commission in Fiji. Some were withdrawn at the request of entrants, realising that they were not compliant with the terms and conditions or they did not want their items going to UK as it was not representative of the quality of their work.

#### 3.4.2 Winners

There were 26 winners plus an overall Adult Art winner, as shown in Table 7. The database for all entries received was provided to CEFAS on 2 March 2019 via Sharepoint. Annex 6.7 shows the prizes. Annex 6.8 provides a summary of the winning entries. Annex 6.9 shows the photos from the awards ceremonies in Port Vila and Honiara and Annex 6.10 media coverage.

Table 7 Winners Pacific Marine Litter Challenge

Category	Entry code	Score	Name	Country
<b>Junior Art 6-11</b>				
<b>1st</b>	KA90	41	Marion Mac Bibimauri	Solomon Islands
<b>2nd</b>	KA79	38.5	Emersyn Geo	Solomon Islands
<b>3rd</b>	KA86	33	Zanetti Feni	Solomon Islands
<b>1st</b>	KA75	42	Mathias Schneider	Vanuatu
<b>2nd</b>	KA78	41.67	Kawenu School	Vanuatu

Category	Entry code	Score	Name	Country
3rd	KA77	40.83	Klayton.J.Mala	Vanuatu
<b>Senior Art 12-17</b>				
1st	KA89	40.5	Vahid Hohori	Solomon Islands
2nd	KA85	39.25	George Jnr Hairiu	Solomon Islands
3rd	KA84	37.75	Philemon Akao	Solomon Islands
1st	KA59	40.6	Tania Mabon	Vanuatu
2nd	KA72	39.67	Central School	Vanuatu
3rd	KA60	38.8	Siviana Liu	Vanuatu
Category	Entry code	Score	Name	Country
<b>Adult Arts</b>				
1st	<b>AA40</b>	42.5	Jackson Donga Diosi.	Solomon Islands
2nd	AA15	42.25	Plasticwise Gizo	Solomon Islands
3rd	<b>AA21</b>	41.75	Sabrina Sam	Solomon Islands
<b>Adult Art</b>				
1st	VAAA14	41.5	Robea Daniel	Vanuatu
2nd	VAAA20	41.33	Elaine Moli	Vanuatu
3rd	VAAA13	41.17	Dugong Artists Group	Vanuatu
3rd	VAAA17	41.17	Jothom Thompson	Vanuatu
3rd	VAAA23	41.7	Elaine Moli	Vanuatu
<b>Overall Winner Arts</b>	AA40	42.5	Jackson Donga Diosi.	Solomon Islands
<b>Student Ideas</b>				
1st	S06	66	Josaia Uluinaceva	Fiji
2nd	S10	63.2	Timothy Massing	Vanuatu

Category	Entry code	Score	Name	Country
3rd	S09	62.8	Timothy Massing	Vanuatu
<b>Business Innovation</b>				
1st	E11	88	Plasticwise Gizo	Solomon Islands
2nd	E05	77.8	Jeremy Baea	Solomon Islands
3rd	E02	66.5	Erakor Bridge Community (David Kalsal)	Vanuatu

## 4 Discussion and Recommendations

Overall the project performed well, given the limitations with timing. One hundred and sixty entries were received, with most received on the closing day. Art categories were open to Vanuatu and Solomon Islands. Ideas categories were open to residents of Fiji, Kiribati, Nauru, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu. There were 26 winning entries and 1 overall Adult Art winner who will be going to the CLiP event in London in 2020.

As at 28 February, the combined reach of VESS, TierraMar and WWF Solomon Islands Facebook posts related to the challenge was 310,866; with 9,623 post clicks and 2,607 engagements such as likes, comments and shares. This included paid Facebook promotions. The combined competition web pages were viewed a total of 3,354 times. The final actual project spend was £84,015, against a budget of £98,820 (refer Annex 6.6 for financial summary).

### 4.1 Key lessons learned

#### 4.1.1 Be flexible to address limited internet access and speed

In order to upload entries, participants required access to the Internet. We made an assumption that students and businesses across the region would be able to access the Internet as these groups generally use it often. We limited the size of applications to ensure those with slow speeds were not disadvantaged. However, for those entering the art competitions this was considered more difficult where they were based in a village with limited electricity or did not have internet access and internet speeds are slow, particularly in Solomon Islands. In this case, artwork was requested to be delivered to WWF SI and VESS offices. As artwork was brought into the WWF SI offices and VESS, support was provided to entrants to complete their online application and upload entries to the website. A protocol was developed and used in both countries to facilitate this process.

#### 4.1.2 Provide an adaptive approach to managing logistics

There was a lot of interest in the competition from the Gizo area in Western Province, Solomon Islands, as a result of the art workshop and outreach. Therefore, it was agreed with and promoted by the community that the competition would close in Gizo on Friday 1 February, with art to be shipped to Honiara on Monday 4 February. This was done to allow for the time it takes for shipping of goods between islands and to ensure that the artwork arrived in Honiara, could be treated (sent to biosecurity) and judged at the national event on 11 February. Flying the artwork to Honiara was considered too expensive for participants and there was greater risk of damage.

Most of the artwork from Solomon Islands was carried as personal luggage to Port Vila with project staff. Two sculptures and a large painting were sent as unaccompanied baggage. Unfortunately, the flight these items were on was cancelled due to bad weather so did not arrive in time for the awards ceremony. The sculptures were cleared through customs in Vanuatu on 22 February. The painting arrived on 26 February. The short turnaround for judging and displaying in Vanuatu at the CLiP conference was a challenge, due to the short timeframe provided for the overall contest. Most entries arrived on 8 February to WWF SI and VESS offices, judging occurred on 11-12 Feb and then artworks needed to be packed and sent to Port Vila in advance of the conference to allow time to display. With the limited flight options this proved very challenging for the project staff, however was achieved within the timeframe, except for the 2 sculptures and artwork noted above.

### 4.1.3 Factor in key religious and extended summer holidays

The timing for the contest was not ideal given it fell within the Christmas and summer holiday period in the Pacific. This meant schools, universities, and many businesses were closed for the extended Christmas and summer holidays which are big religious and celebration times in the Pacific. It also meant that many people from the cities returned to their villages where access to internet/ Facebook was limited. This holiday period is the equivalent to the European summer vacation time and would have been considered unacceptable to run such a contest in Europe at this time.

Many people in Vanuatu and Solomon Islands have commented on this. To overcome this we worked with USP to send out emails through the internal email to all students and faculties. In addition, boosts on Facebook posts were an important part of the strategy to ensure wide pick up by young academics across the region. Accessing schools however was limited to holiday schools for the majority of the time. Some schools did go back the week prior to the contest ending and promotion was made to them, although with short notice.

### 4.1.4 Use alternate strategies to gain media coverage

In parts of the Pacific, particularly where we do not have a contact on the ground it was difficult to engage with the national media. In some countries there are no media outlets, such as in Nauru and Tuvalu. We adopted a strategy of reaching out to regional networks, to spread the message through their internal networks and connections. In addition, the Facebook targeted advertising was important to maximise reach.

### 4.1.5 Plan for bad weather

The summer period in the Pacific coincides with peak cyclone time. The main disruption was over the New Year period with a cyclone and bad weather for several weeks and then again in early to mid-February with Cyclone Oma. This particularly impacted Fiji, Solomon Islands and Vanuatu, affecting telecommunications/internet and the movement of people. We kept a constant eye on the weather, to ensure that we could quickly respond with adaptive plans, should this be necessary. Unfortunately some winners from Solomon Islands were unable to attend awards ceremony because the flight was cancelled due to Cyclone Oma. The cyclone also affected the arrival of 3 exhibits to Port Vila as the plane was cancelled.

## 4.2 Recommendations for future contests

The following recommendations are made to improve future contests conducted by CEFAS on marine litter through the Commonwealth Litter Program.

1. The timing generated a lost opportunity for CEFAS in terms of engagement with communities across the region on the contest and building awareness on marine litter. Greater consideration and accommodation should be made for key religious holiday times and weather conditions. For regional contests of this nature, a more realistic timeline would be a month of planning and socialisation of the competition before launching. Running the competition for at least two months and a month between close of entry and announcement of winners as a high proportion of entrants are received in the last couple of days. There are a number of checks that are required such as compliance before sending to judges or displaying artwork. In addition, another option could be to hold a public vote on the internet of finalists. This would then enable further opportunity for awareness raising regarding marine litter.

2. The GhostNet Art Workshops were very successful and inspiring for participants in Vanuatu and Solomon Islands. It will be important to continue the momentum gained. It is recommended that further support be provided by CEFAS to build on this success to ensure participants can continue to develop their skills and opportunities for building capacity to address marine litter, while providing supplementary livelihood options. There is a real opportunity to explore potential for further collaboration to ensure lasting impact on the ground now that the contest has ended. TierraMar, VESS and WWF and GhostNet Art have committed to do this with some communities.

## 5 References

McIlgorm A, Campbell HF, Rule MJ (2008) *Understanding the economic benefits and costs of controlling marine debris in the APEC region (MRC 02/2007). A report to the Asia-Pacific Economic Cooperation Marine Resource Conservation Working Group by the National Marine Science Centre.* Univ. of New England & Southern Cross Univ., Coffs Harbour

Secretariat of the Pacific Regional Environment Programme (SPREP) (2018) *Pacific Marine Action Plan: Marine Litter 2018–2025.* Apia, Samoa: SPREP, 2018.

UNEP (2009) *Marine Litter: A Global Challenge.* Nairobi: UNEP. 232 pp.

UNEP (2005) *Marine Litter, an Analytical Overview.* UNEP Marine Litter Publications



## 6 Annexes

### 6.1 Progress against Workplan

A workplan was developed and included in the Inception Report provided to CEFAS for this project. The workplan was delivered in accordance with the timeline for project deliverables and is summarised in Table 8.

Table 8 Progress against workplan

Activity Description	Timing	Milestones	Status
<b>Phase 1 – design and launch</b>			
<p>1. Design competitions and agree on format in collaboration with CEFAS.</p> <p>The running of the competition must be done in such a way as to maximum awareness raising on the issue of marine litter.</p> <p>Elements to be determined:</p> <ul style="list-style-type: none"> <li>- Scope and structure</li> <li>- Categories</li> <li>- Rules</li> <li>- Logistics</li> <li>- Prizes</li> <li>- Stakeholder engagement/ Communications strategy</li> <li>- Promotion/Online media in accordance with CEFAS style guide and using logos</li> <li>- Instructions for graphic design/content development</li> <li>- Contest entry forms</li> <li>- Registration process</li> <li>- Templates for ideas and innovation contests</li> <li>- Process for recording of all entries – photos plus database.</li> <li>- Inform and seek engagement from Vanuatu and Solomon</li> </ul>	All in the Week starting 26/11/2018	<p>Agreement from CEFAS – Thomas Maes.</p> <p>Information provided to CEFAS 29 November 2018</p> <p>Sign off on Friday 30 Nov 2018.</p>	<p>Completed.</p> <p>Design approved by CEFAS COMMS team.</p> <p>Contest launched 4 December 2018.</p> <p>Refer Annex 6.11 for rules of the competition.</p>

Activity Description	Timing	Milestones	Status
Islands Government.			
<p>2. Work closely with the CEFAS COMMS team, develop branding and launch the contest to reach out to the intended contestants in a timely manner using the appropriate media and formats.</p> <ul style="list-style-type: none"> <li>- Media contacts</li> <li>- Stakeholder networks</li> <li>- Timing (2 stages - Week of 3 Dec then again 15 Jan)</li> <li>- Media releases</li> <li>- Implement communications strategy</li> </ul>	<p>Week starting 3 December 2018</p> <p>Second big promotion 15 January.</p> <p>Regular reminders every 2 weeks or sooner as required (Facebook boost).</p>	<p>Launch 3 Dec 2018</p> <p>Contests close 8 February.</p>	<p>Completed.</p> <p>Branding completed and prizes agreed and signed off 3rd December.</p> <p>Contest launched 4 December 2018 as additional time was required to receive feedback from CEFAS in the UK to finalise materials.</p> <p>Media Releases sent to media and stakeholder networks. Week 3rd Dec, 31st Dec and 29th Jan. Ongoing reminders and outreach.</p> <p>Social media promotion commenced 4 December with posts being boosted through Facebook.</p> <p>Communications Strategy implemented.</p>
<p>3. Identify and obtain Prizes</p> <ul style="list-style-type: none"> <li>- Certificates</li> <li>- Prizes for each contest</li> </ul>	<p>W/C 3 December 2018</p>	<p>Certificates and Prizes awarded at CLIP conference 18-20 Feb</p>	<p>Completed.</p> <p>Prizes identified and approved by CEFAS (Refer</p>

Activity Description	Timing	Milestones	Status
		Thankyou certificates sent to all entrants	Annex 6.7) Note some prizes will be purchased once we know where winners are located and sent out direct via courier if winner unable to attend the regional conference in Port Vila.
<b>Phase 2 – Promotion and awareness</b>			
4. Ongoing communication			Refer activity 2 above.
5. Organise GhostNet art workshops - Contract for Sue Ryan - Timing - Promotion - Logistics – flights etc - Need to collect ghost nets and other marine litter in advance for workshops	Solomon Islands W/C 15 Jan Vanuatu W/C 22 Jan Media in lead up and while in country Collecting of marine debris and ghostnets/ discarded nets etc in advance.	Workshops promoted Workshops completed	Completed Workshops promoted in accordance with Communications Strategy. Workshop held 14-19 January in Gizo, 20 January in Honiara and 22-26 January in Port Vila.
6. Organise webinars for SMEs/Students in Pacific region - ghostgear/plastic. - id who is best to give this. - invite - organise webinars	W/C 15 Jan 2018	Webinars held	Not undertaken as students had already started holidays by the time competition launched and there was no opportunity to connect as

Activity Description	Timing	Milestones	Status
			<p>Lecturers were going on leave and universities closing for the summer vacation.</p> <p>Similar it was difficult to outreach to entrepreneurs because of the holiday period in the Pacific.</p>
<b>Phase 3 Judging and awarding of winners</b>			
<p>7. Processing all entries received</p> <ul style="list-style-type: none"> <li>- capturing information</li> <li>- photographing entries</li> <li>- database (google docs)</li> <li>- quality control/governance processes in place</li> </ul>	W/C 8 Feb or as entries come in.	All entries processed and recorded	<p>Completed Protocol for capturing entries.</p> <p>Database set up.</p> <p>All winners had to reconfirm compliance with entry rules. Two winners disqualified.</p>
<p>8. Judging of entries</p> <ul style="list-style-type: none"> <li>- put together panels for each contest</li> <li>- organise national judging of art entries</li> <li>- logistics/ location for judging</li> <li>- regional judging for university and SME contests</li> <li>- quality control/governance processes in place.</li> </ul>	W/C 10 Dec to identify and send invitation to panel	<p>Panels selected by 20 December 2018</p> <p>Judging by panels completed</p>	<p>Completed Panellists selected and finalisation of judging. SI National Art Gallery 11 February. Vanuatu at Espace Gallery 12 February.</p> <p>Online competitions were judged virtually</p>

Activity Description	Timing	Milestones	Status
			between 10=13 February.
9. Award prizes and arrange logistics to get winners to Port Vila CLiP conference - location - passport - flights and accommodation	W/C 11 February 2019.	Entrants attend CLiP conference. Prizes received by all winners	Completed Vanuatu winners attended awards ceremony. Only one SI winner attended as already at the conference. One SI winner, flight cancelled because of cyclone Oma. Fiji winner unable to attend as no passport. Award ceremony for SI winners being organised for W/C 3 March and for Fijian winner 12 March with BHC (Annex 6.9).

A midway report showing what has been achieved and what still needs to be achieved, was not provided to CEFAS. This was as a result of misunderstanding on the part of TierraMar who thought this referred to the draft final report. It was agreed with Peter Kohler, CEFAS that this report would not be required given the timing.

## 6.2 Communications/Stakeholder Engagement

Table 9 provides a summary of the key stakeholders engaged and engagement strategy for each during the contest. These groups reflect the key channels for promoting the contest.

Table 9 Key stakeholders engaged and key engagement strategies

	Vanuatu	Solomon Islands	Regional
Art competition	Key target audience – children, young adults, artists, women.	Key target audience – children, young adults, artists, women.	SPREP Piango Pacific island association of non

	Vanuatu	Solomon Islands	Regional
	<p>Media</p> <ul style="list-style-type: none"> <li>- Facebook (4 key sites)</li> <li>- Banner across street in Vila</li> <li>- Sponsored link on FB</li> <li>- radio</li> <li>- Email to networks</li> <li>- Potential article in Daily Post</li> </ul>	<p>Media</p> <ul style="list-style-type: none"> <li>- FB pages</li> <li>- Broadcasting via radio</li> <li>- Potential to ask telecommunications company to send text to everyone in the country</li> <li>- Newspapers</li> <li>- get government to announce it as a part of their monthly awareness program</li> </ul>	<p>government organisations PIANGO networks</p> <p>Pacnews Pacific Island News Agency <a href="http://www.pina.com.fj/index.php?p=pacnews&amp;m=pacnews">http://www.pina.com.fj/index.php?p=pacnews&amp;m=pacnews</a></p>
Student Ideas	<p>Key target audience</p> <ul style="list-style-type: none"> <li>- USP</li> <li>- TAFE</li> <li>- National University of Vanuatu (if opening in 2019)</li> <li>- Technology Schools</li> </ul>	<p>Key target audience</p> <ul style="list-style-type: none"> <li>- USP</li> <li>- Solomon Islands University (includes TAFE)s</li> </ul>	<p>Key target audience</p> <ul style="list-style-type: none"> <li>- current students and those who have left in the last 2 years</li> <li>- academics</li> <li>- USP, national universities and TAFEs across PICTs</li> </ul> <p>Media</p> <ul style="list-style-type: none"> <li>- Posters at universities</li> <li>- FB pages</li> <li>- Universities to contact all students</li> <li>- SPREP to put out on their networks (Vicky Hall)</li> <li>- Pacnews Pacific Island News Agency</li> </ul>
Business Innovation			<p>Key target audience – entrepreneurs, businesses that fit definition of SME</p> <p>Media</p>

			Promoted through: Chambers of Commerce in each country PIPSO – Pacific Island Private Sector Organisation <a href="http://www.pipso.org.fj">http://www.pipso.org.fj</a> Other business networks PIF/SPC Press releases to business media networks Pacnews Pacific Island News Agency
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### 6.3 TierraMar Analytics

Below are the analytics from the TierraMar website and the Facebook pages for the duration of the competition.

#### **CLiP Website and Facebook Analytics Report #4 FINAL**

*Total CLiP website page views for whole competition: 3,354*

*Total CLiP website unique page views for whole competition: 2,221*

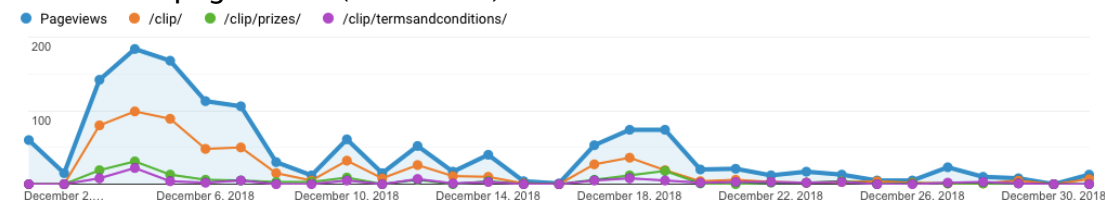
*Total Facebook Reach for whole competition: 310,866*

*Total Facebook engagements for whole competition: 12,230*


#### **CLiP Pages: 1<sup>st</sup>– 31<sup>st</sup> December 2018:**

	Total Views	Page Unique Views	Page Average Spent	Time
<b>Competition HomePage</b>	594	339	2min 59 sec	
<b>Terms and Conditions</b>	94	67	3min 55 sec	
<b>Prize Information Page</b>	148	84	2min 22 sec	
<b>Total:</b>	836	490		

#### Number of page views (December)



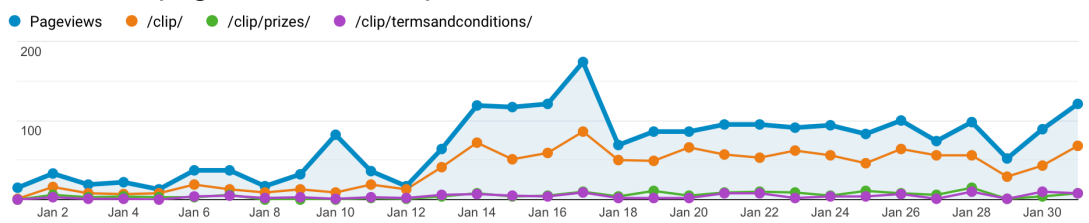
## Location of visitors, % by country: (December)

1.	 Vanuatu	85	19.86%
2.	 Solomon Islands	76	17.76%
3.	 Australia	65	15.19%
4.	 United States	56	13.08%
5.	 Fiji	45	10.51%
6.	 Papua New Guinea	37	8.64%
7.	 United Kingdom	24	5.61%
8.	 Indonesia	4	0.93%
9.	 Hong Kong	3	0.70%
10.	 Malaysia	3	0.70%

## CLiP Pages: 1 January - 8 February 2019:

	Total Views	Page Unique Views	Page Average Spent	Time
<b>Competition Home Page</b>	1199	808	3 min 03 sec	
<b>Terms and Conditions</b>	125	108	4 min 47 sec	
<b>Prize Information Page</b>	165	145	2 min 15 sec	
<b>Total:</b>	1,489	1,061		

## Number of page views (January)



## Location of visitors, % by country: (January)

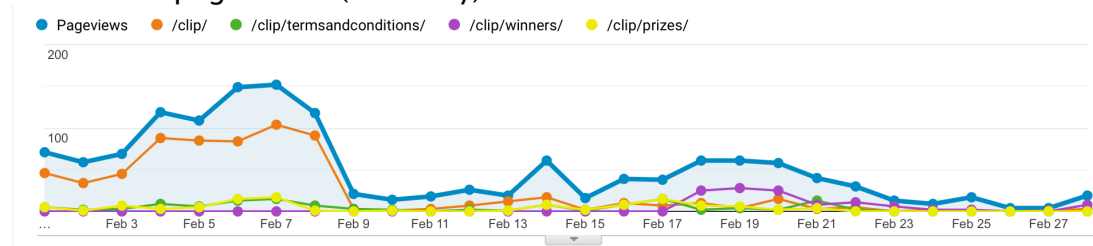
1.	 Vanuatu	461	21.07%
2.	 Solomon Islands	459	20.98%
3.	 Fiji	396	18.10%
4.	 Papua New Guinea	186	8.50%
5.	 Samoa	136	6.22%
6.	 Australia	133	6.08%
7.	 United States	104	4.75%
8.	 United Kingdom	58	2.65%
9.	 Canada	48	2.19%
10.	 Kiribati	24	1.10%




## CLiP Pages: 1<sup>st</sup> – 28<sup>th</sup> February 2019:

		Total Views	Page Unique Views	Page Average Spent	Time
Competition Page	Home	683	403	4 min 00 sec	
Terms and Conditions		123	100	4 min 59 sec	
Prize Information Page		108	82	2 min 54 sec	
Winners		115	85	4 min 09 sec	
Total:		1,029	670		

## Number of page views (February)



## Location of visitors, % by country: (February)

1.	 Solomon Islands	396	28.01%
2.	 Vanuatu	347	24.54%
3.	 Fiji	201	14.21%
4.	 United States	143	10.11%
5.	 Australia	109	7.71%
6.	 Samoa	50	3.54%
7.	 United Kingdom	43	3.04%
8.	 Papua New Guinea	30	2.12%
9.	 Malaysia	16	1.13%
10.	 New Zealand	12	0.85%

## Facebook Results:

310,866 Total CLiP Post Reach (posts by TierraMar, Vess and WWF SI).

12,230 Total CLiP post engagements (clicks, likes and comments).

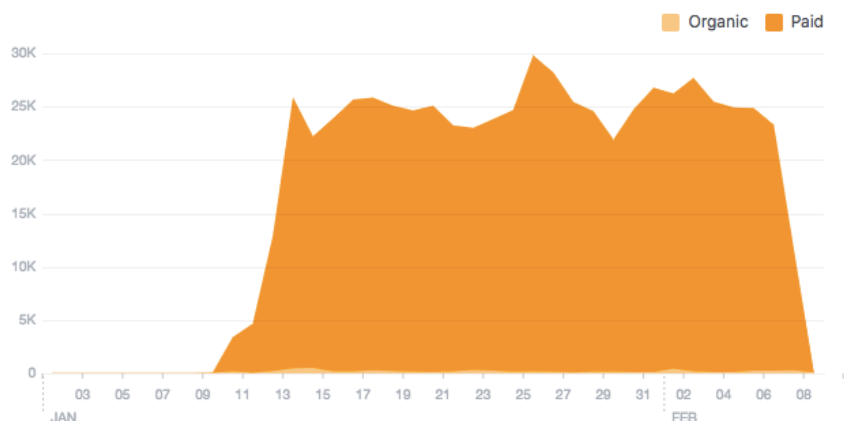
## Total TierraMar Reach 1 January – 8 February 2019:

TOTAL TierraMar Facebook Reach: (1 Dec 18– 8 Feb 19) = 657,138

Ads paid for by TierraMar began 12 January 2019. Posts promoting Art competitions were seen only in Solomon Islands and Vanuatu. Posts promoting the ideas/innovation competition were boosted to all 9 eligible countries.

## Post Reach

The number of people who had any posts from your Page on their screen. This number is an estimate.



**BENCHMARK**  
Compare your average performance over time.

Organic

Paid

## TierraMar, VESS and WWF SI Facebook Post Details:

Date	Owner	Post	Reach	Clicks	Like Comment or Share	Paid
4/12/18	VESS	General Promotion	4,724	332	233	No
4/12/18	TierraMar	General promotion	53	4	8	No
9/12/18	TierraMar	General promotion	47	0	4	No
4/01/19	VESS	Kids art comp	3,907	160	68	No
6/01/19	VESS	Student Ideas	1,677	67	59	No
12/1/19	TierraMar	Art Competitions	46,382	697	376	Yes
12/1/19	TierraMar	General Competition	92,829	1,139	256	Yes
15/1/19	VESS	Art workshop	763	71	41	No
21/1/19	WWF SI	Plasticwise	222	31	10	No
22/1/19	VESS	Art workshop	4120	881	203	No

Date	Owner	Post	Reach	Clicks	Like Comment or Share	Paid
9						
23/1/19	WWF SI	Photo	198	20	10	No
23/1/19	TierraMar	Art workshop	78	24	11	No
24/1/19	TierraMar	Art Competitions	48,770	737	265	Yes
24/1/19	TierraMar	General Competition	97,892	1312	191	Yes
28/1/19	VESS	Art workshop	1688	354	198	No
29/1/19	WWF	Reminder	70	0	3	No
4/2/19	VESS	Art workshop	696	28	73	No
07/2/19	TierraMar	Last chance CLiP	279	8	25	No
8/2/19	WWF SI	SI Plastic video	1500	93	143	No
11/2/19	WWF SI	Judging	1500	232	99	No
13/2/19	VESS	Contest judges	1193	3231	94	No
17/2/19	TierraMar	Congratulations	493	79	65	No
18/2/19	VESS	Contest prize giving	936	87	99	No
20/2/19	TierraMar	Plasticwise	817	21	62	No
22/2/19	TierraMar	Congratulations	95	15	11	No
<b>Total</b>			<b>310,86</b>	<b>9,623</b>	<b>2607</b>	

Date	Owner	Post	Reach	Clicks	Like Commen t or Share	Paid
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6

#### Paid Ad Details: (Total budget AU\$300)

New ads were placed in order to remove references to prize dollar values, this table combines the result of both ads.

AD	Spend	Reach	Clicks	Likes	Comments	Shares
Art	\$150	95,152	1,434	373	12	28
Ideas	\$150	190,721	2,451	256	11	38
Total	\$301.23	285,873	3,885	629	23	66

#### Paid Ad #1 ART Competition:


**TierraMar**  
 Published by Jess Nias [?] · 24 January at 11:33 · 🌐


ENTER the CLiP Art Competition! Prizes to win! Show us your artwork about what marine litter in the Pacific means to you. Entry closes 4pm 8th Feb. Kids and adults can enter. See website for more info:  
<https://tierramar.com.au/clip/>


 Commonwealth Litter Programme
 **Pacific Marine Litter Challenge**




TIERRAMAR.COM.AU  
**CLiP Pacific Marine Litter Challenge - Home Page - TierraMar**


Learn More


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ENTER the CLiP Art Competition! Prizes to win! Show us your artwork about what marine litter in the Pacific means to you. Entry closes 4pm 8th Feb. Kids and adults can enter. See website for more info: <https://tierramar.com.au/clip/>


Commonwealth Litter Programme
**Pacific Marine Litter Challenge**



TIERRAMAR.COM.AU  
**CLiP Pacific Marine Litter Challenge - Home Page - TierraMar**
[Learn More](#)

**48,770**  
People reached

**1,002**  
Engagements

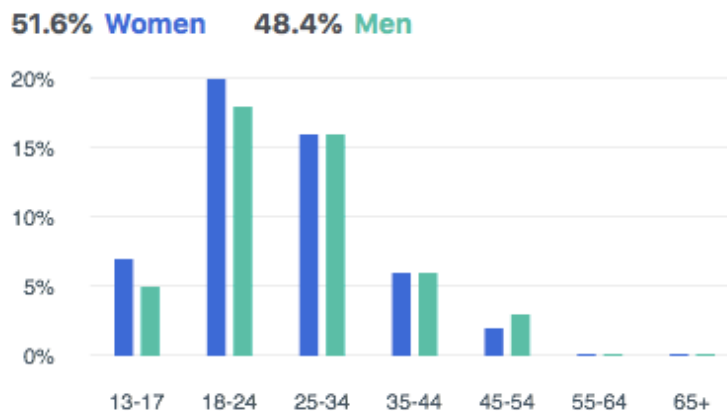
[Boost again](#)
**Performance for your post**
**48,770** People Reached

**265** Reactions, comments & shares

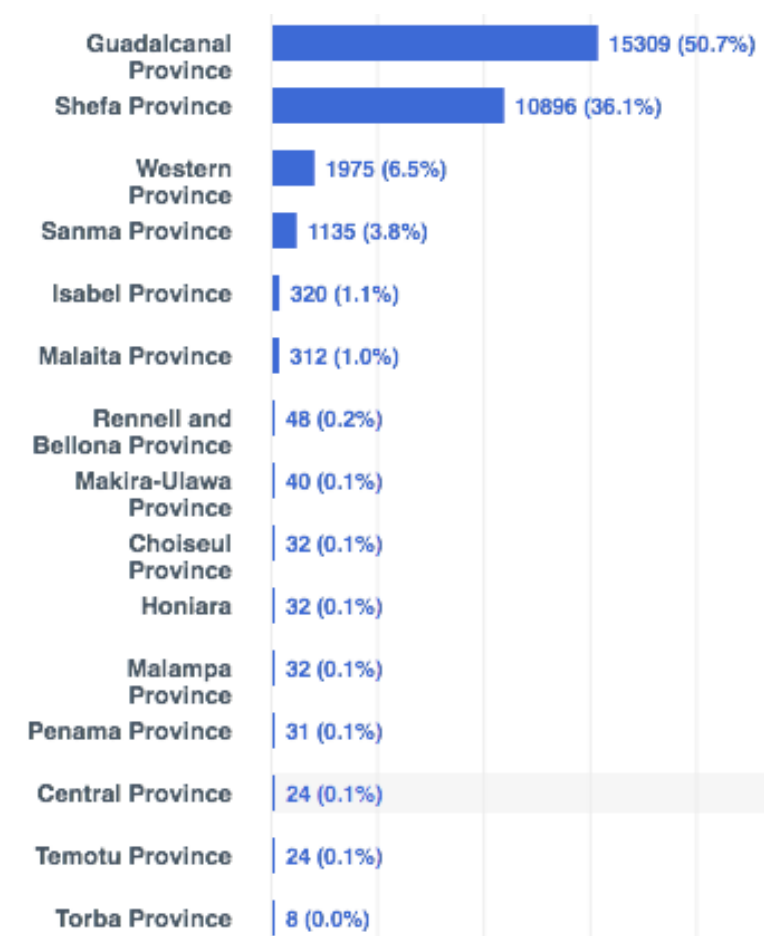
**737** Post Clicks

**NEGATIVE FEEDBACK**

### Demographics – art ad:



### Location of viewers – art ad:



## AD #2 Ideas/Innovation Competition:


**TierraMar**  
 Sponsored ·

ENTER the CLiP Pacific Marine Litter Challenge! Prizes to win! Tell us your idea to tackle marine litter in the Pacific. Entry closes 4pm 8th Feb. Higher education students, entrepreneurs and business owners can enter. See website for more info: <https://tierramar.com.au/clip/>


 Commonwealth Litter Programme


# Pacific Marine Litter Challenge




TIERRAMAR.COM.AU

**CLiP Pacific Marine Litter Challenge - Home Page - TierraMar**


Learn More


**TierraMar**  
 Published by Jess Nias (?) · 24 January at 11:33 ·

ENTER the CLiP Art Competition! Prizes to win! Show us your artwork about what marine litter in the Pacific means to you. Entry closes 4pm 8th Feb. Kids and adults can enter. See website for more info: <https://tierramar.com.au/clip/>


 Commonwealth Litter Programme

# Pacific Marine Litter Challenge



TIERRAMAR.COM.AU

**CLiP Pacific Marine Litter Challenge - Home Page - TierraMar**

Learn More

### Performance for your post

**48,770** People Reached

**265** Reactions, comments & shares

<b>252</b> Like	<b>244</b> On post	<b>8</b> On shares
<b>5</b> Love	<b>5</b> On post	<b>0</b> On shares
<b>1</b> Wow	<b>0</b> On post	<b>1</b> On shares
<b>2</b> Comments	<b>1</b> On Post	<b>1</b> On Shares
<b>6</b> Shares	<b>5</b> On Post	<b>1</b> On Shares

**737** Post Clicks

<b>0</b> Photo views	<b>688</b> Link clicks	<b>49</b> Other Clicks
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### NEGATIVE FEEDBACK

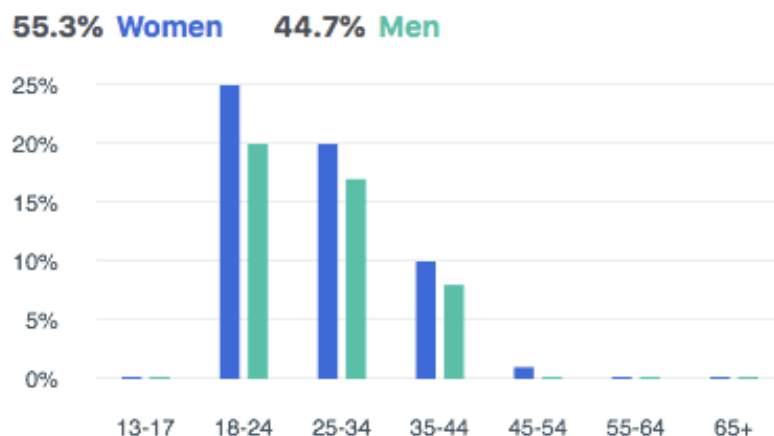
<b>3</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

**48,770**  
People reached

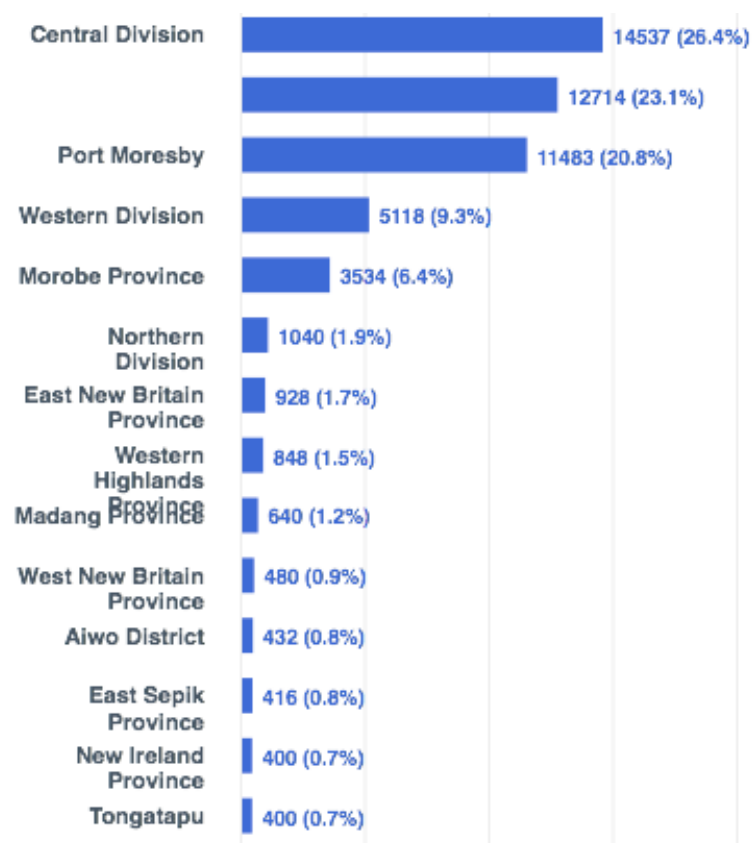
**1,002**  
Engagements

Boost again

### Demographics – ideas ad:



### Location of Viewers –ideas ad:





## 6.4 Tools/equipment left for the artists

Table 10 provides a summary of the tools and equipment left with the participants from the workshops.

Table 10 Tools and equipment left with artists

Tools	Quantity Plasticwise Gizo	Quantity Artists Association Honiara	Quantity VESS Port Vila
Garden Gloves pairs	1		2
Glue Refills packets	1		1
Fishing Line	2		
Hacksaw		3	1
Needles Packets	1		6
Glue Gun	1		2
Cable Ties			1
Net Cutters	1		2
Twine			2
Snips			7
Fence Wire	1		1
Hobby Knife			1
Mini Plier	2		1
Bolt Cutter		1	1
Wire Tie Roll	2		1
Sandpaper(80)	1		1
Sandpaper (400)			1
Plastic needles packets	1		4
Hammer	1		1
Tape measure	1		1
Drill driver	1		
Safety Blade	1		4
Sellotape	4		
Mini Hacksaw	2		1
Pencil	4		
Drill driver			1
Aluminium Foil			3
Wood Glue			1
Fishing Line Roller			1
First Aid Kit			1
Nylon Ropes			4
Painting Brush			2
Scissors			4

## 6.5 Pictures and Quotes from GhostNet Art workshops

The following section provide quotes obtained from participants at the GhostNet Art workshops as a part of the assessment process for the success of the workshops.

### 6.5.1 Gizo GhostNet Art workshop



**Esther Vella Itu**

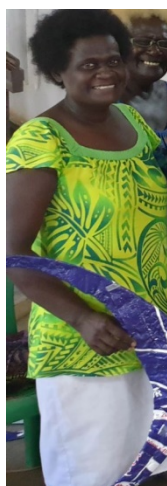
*"This workshop is very nice and useful for us because it teaches us how to turn trash into treasure. Many times we just throw rubbish everywhere or just ignore it, but this workshop has really helped me to see that rubbish can be also turned into useful things. Making dolls out of rubbish will save money because buying dolls in the store is very expensive in the Solomon Island, therefore I'll make sure to pass what I've learn in this workshop to others"*



**Picture 15 Marie Rokoto**

**Marie Rokoto**

*"This workshop helped me to understand that rubbish such as ghost nets and ropes can be still turned into important things. I've learn a lot and I'll share this to my family and also do awareness to stop throwing rubbish everywhere but to turn it into useful things"*



**Picture 16 Nelma Qulozabo**

**Nelma Qulozabo**

*"I've learned extra things in this workshop. I've been involved in the plastic wise organization for 3 years making flowers, bags and fan out of plastics. However, this workshop just shows me that we can also use ropes, and ghost nets to make bags, dolls, turtle and other sea creature. Therefore, I would say this can be our advance level in the plastic wise program since we have a beginner level in our program"*



Picture 17 Chris Giftlee

### Chris Giftlee

*"As a male in this workshop, I'm very grateful and happy to have an opportunity like this. What I have learn in this workshop has helped me to understand that managing rubbish is important and we can turn rubbish into important things where we can benefit from as well."*

## 6.5.2 Honiara GhostNet Art masterclass



Picture 18 Cassey Hairiu

### Cassey Hairiu

*"I have learned some new stuff from this workshop. As an artist this is a bonus as it gave me new skill set to produce artwork out of trash. I believe the other participants also learned new stuff. In a way this form of artwork will help communities to reduce wastes in our communities. A very great workshop indeed as it helps us to identify and recognize ways to reduce marine litter. Such workshop needs to be extended out to other rural areas so they too can be engaged in reducing wastes through the same kind of initiative."*



Picture 19 Lucy Maefiti

### Lucy Maefiti

*"This is my first time to attend such workshop. I think it was really good because we shared ideas with people who really know how to utilize wastes, especially plastics to create artworks like handicrafts, toys, and sculptures for decorations at home at very cheap costs. Though very short, I have gained a lot of new ideas on how to reuse trash like plastics, thongs, old fishing gears like gillnets, fishing lines, old ropes and etc... Trash that we usually throw away should have been reused to help reduce wastes in our local communities and also the marine environment. A very useful workshop indeed! After the workshop, I can envision myself reusing trash to create stuff."*

### 6.5.3 Vanuatu GhostNet Art Workshop

Participants were asked 3 questions

- How do you find the workshop?
- What are the impacts of marine litter in Vanuatu/Pacific Ocean?
- What are the solutions to tackle the issue?

#### Denny Kaio (Tanna original)

1. Workshop provides skills and knowledge to turn marine litter to art. I've never used marine litter before, I only paint but this is my first time involving in ghost net art workshop. I have enjoyed the workshop as the conductor is very flexible with us and her explanation is understandable. The conductor's explanation is down to earth.

2. Our beach, reefs and coastal areas not healthy like in the past years. Fishing boats abandoned their ghost gears which was washed up to our shores and destroys the reefs. Fishermen had no proper knowledge on how to dispose fishing gears in appropriate places therefore impacting our reefs.

3. Awareness: Department of fisheries to educate fisherman on ways to dispose fishing gears appropriately. Also, use our skills obtained from this workshop to teach local people to turn marine litter to art.



Picture 20 Denny Kaio

#### Baxter Philip (World Vision Vanuatu)

1. Content of the workshop good. I understand the conductor's explanation. She is very flexible with everyone. Worked with communities a lot. I have no idea that we can use waste to create beautiful art. Everything I learn from workshop is new to me. I worked a lot with communities, the ideas I learned from this workshop I will use to educate communities to do the same. I suggest if next time we have another art workshop, it's better to have a proper introduction, talk slowly and explain clear the reasons of the workshop. Other than that, I enjoyed the workshop.

2. More marine litter in the sea makes beaches ugly and nobody want to go out swimming or it pollutes the sea. Fish eat pieces of litter then we eat fish and get sick. Ghost nets break reefs, extinction of marine life.

3. Need more recycling business in Vanuatu that buys all types of waste or art made from marine litter. Reduce imports on things that increase waste



Picture 21 Baxter Philip

#### Jotham Topsen (Vanuatu Handicraft Market)



1. Never attended workshop like this before. I enjoyed the training as I learned and gained knowledge how to use waste to create art. I paint flowers, turtles, landscape and sell to tourist but this workshop made me realize that marine litter can be used to create something treasurable and can be sold to tourist. I like the way the conductor deliver the workshop. Very simple for artists to understand.



2. Ghost nets damages reefs, kills marine species.

3. Conduct awareness in places where they do not know the impacts of marine litter and ideas we get from the workshop we will use to educate other people so the key message will pass on to them too.

### **Tousong Kalsong (Vanuatu Handicraft Market)**

1. At the handicraft market I use and sell mostly shell and weaving. This is my first time involving in this kind of workshop where we use ghost gears and other litter to create art. The workshop is very useful to me as I live near coastal area and I see marine litter every time. So the knowledge I obtained I will tell people in my community to do the same. Collect marine litter and create art from it. I learn from this workshop that Pandanus leaves are not the only way of creating art but ghost nets and other waste too. The workshop is conducted in a way that is understandable. It is very practical and I am very interested because we spent our time to use our hands in creating something instead of sitting, listening all day.



**Picture 23** Touson Kalsong

2. Marine litter impacts coral reefs, kills turtle and other marine life. Sewage disposal at the front of the handicraft market destroys marine life

3. Awareness in communities about the impacts of marine litter. Encourage people to use local baskets when going to the beach. Encourage fisherman to use traditional way of fishing.

### **Florence Bule (World Vision)**

1. I enjoyed the training. I learned many ideas to use marine litter and create art. I worked with communities in the islands a lot. The knowledge gained I will use to educate others. Practical demonstrations which motivates young ones to create beautiful art. Young ones are the next future generation, involving in such workshops will help them to do the same into the future. I suggest next time we have a proper introduction so everyone knows each other.

2. Marine litter kills reefs and pollutes the sea

3. Put more posters of the impacts of marine litter on the islands. More awareness of marine litter on the islands. Run more workshops like this. Use the ideas gained from this workshop and educate others

too.



**Picture 24** Florence Bule

### **Filimon Seresere (Wan smolbag)**

"I have enjoyed the training as I learn to use marine litter to create art. It is very interesting and I will use the knowledge and skills gained to educate others."



## 6.6 Financial management

The project was managed by TierraMar. The final actual project spend was £84,015, against a budget of £98,820. It is important to note that the first payment from CEFAS was delayed, and not received until early February 2019. This did not impact on the project deliverables however as TierraMar financed the project accordingly. A total of £14,805 will be returned to CEFAS.

A summary of budget to actuals is provided in Table 11.

Table 11 Budget to Actual costs for the project

Workshops (including Ghostnet Art training and University Hackathons and SME workshops in each country)	6 w/shops –		£11,300
Communications, design, printing, web, social media, judges, prizes, logistics for artworks (noting sponsors will also be identified to help support prizes and transporting finalists to awards ceremony in each country).			£12,500
Travel (airfares, accommodation, meals, incidentals, transport)	6 international flights plus 6 domestic flights		£19,300
<b>Total Cost:</b>			<b>£98,820</b>

## 6.7 Prizes for Contest

The prizes for the contest were discussed with CEFAS and summary provided in Table 12 below.

Table 12 Prizes for competition



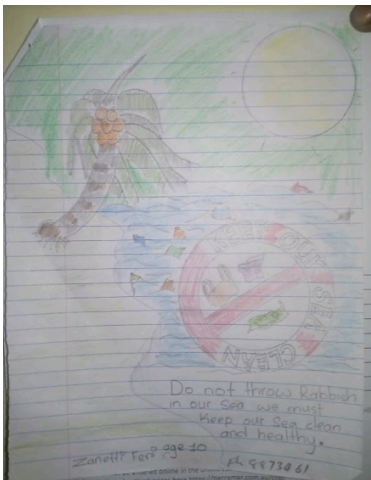
Competition	Overall Winner	1 <sup>st</sup> prize	2 <sup>nd</sup> Prize	3 <sup>rd</sup> Prize
Junior 6 to 11 age	Not Applicable	Snorkelling or kayaking trip for family up to 2 children and 2 adults Max Value £500	Underwater camera Max Value £250	Zero waste pack of goodies, drinks bottle, eco-bag Max Value £50
Senior 12 to 17 age	Not Applicable	PADI Junior Open Water Divers up to 15 or Open water diver over 15 Or alternative ocean experience if preferred. Max Value £500	Underwater camera Max Value £250	Zero waste pack of goodies, drinks bottle, eco-bag Max Value £50
Open adults 18+	Trip to the UK to attend the CLiP Conference Max Value £1500	Art Materials Max Value £500	Underwater camera Max Value £250	Zero waste pack of goodies, drinks bottle, eco-bag Max Value £50
Higher education students	Trip to the UK to attend the CLiP Conference Max Value £1500	4 android tablets Max Value £1000	Book Voucher up to Max Value £250	Zero waste pack of goodies Max Value £50
Entrepreneurs, micro to medium	Trip to the UK to attend the CLiP Conference Max Value £1500	Marketing /Mentoring consultancy Max Value £1000	Underwater camera Max Value £250	Zero waste pack of goodies. Max Value £50




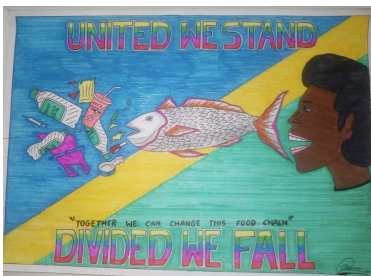

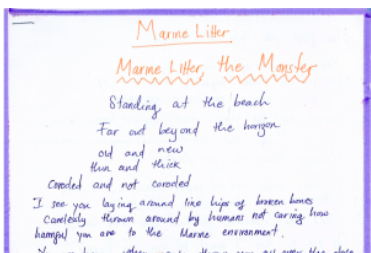

## 6.8 Winners artwork








All the Winners artworks are displayed on the TierraMar website Table 13 presents the list of winners their artwork and photograph of winner when available.

Table 13 Summary of winners and pictures of artwork







Category	Name	Country	Winners Photograph
<b>Junior Art 6-11</b>			
<b>1st</b>	Marion Mac Bibimauri	Solomon Islands	
<b>2nd</b>	Emersyn Geo	Solomon Islands	
<b>3rd</b>	Zanetti Feni	Solomon Islands	


Category	Name	Country	Winners Photograph
1st	Mathias Schneider	Vanuatu	
2nd	Kawenu School	Vanuatu	Song
3rd	Klayton.J.Mala	Vanuatu	
Senior Art 12-17			
1st	Vahid Hohori	Solomon Islands	
2nd	George Jnr Hairiu	Solomon Islands	
			

Category	Name	Country	Winners Photograph
3rd	Philemon Akao	Solomon Islands	
1st	Tania Mabon	Vanuatu	 
2nd	Central School	Vanuatu	Song
3rd	Siviana Liu	Vanuatu	 
Adult Arts			
1st	Jackson Donga Diosi.	Solomon Islands	 
2nd	Plasticwise Gizo	Solomon Islands	 

Category	Name	Country	Winners Photograph
3rd	Sabrina Sam	Solomon Islands	Song
Adult Art			
1st	Robea Daniel	Vanuatu	 
2nd	Elaine Moli	Vanuatu	 
3rd	Dugong Artist Group	Vanuatu	
3rd	Jothom Thompson	Vanuatu	 



Category	Name	Country	Winners Photograph	
3rd	Elaine Moli	Vanuatu		
Overall Winner Arts				
	Jackson Donga Diosi.	Solomon Islands		
Student Ideas				
1st	Josaia Uluinaceva	Fiji		
2nd	Timothy Massing	Vanuatu		
3rd	Timothy Massing	Vanuatu		
Business Innovation				
1st	Plasticwise Gizo	Solomon Islands	Video	

Category	Name	Country	Winners Photograph
2nd	Jeremy Baea	Solomon Islands	
3rd	Erakor Bridge Community (David Kalsal)	Vanuatu	

## 6.9 Winners presentations

There were two award presentations the first was at the CLiP Pacific Regional Marine Litter Conference on 18 February in Vanuatu. As most Solomon Island winners were not able to attend due to bad weather or logistical reason, an additional award ceremony was held in Honiara on 6 March. Below are group pictures from both events.



Picture 26 Award Presentation, Port Vila



Picture 27 Award Presentation Honiara

## 6.10 Media Coverage

In Solomon Islands it was not possible to provide links to media coverage. Where available, they were scanned (see pictures below).



# FINAL OPPORTUNITY TO ENTER THE CLIP PACIFIC MARINE LITTER CHALLENGE

Entrants have until 8 February 2019 to showcase inspirational artworks and ideas about how to tackle marine litter in the Pacific.

The Pacific Marine Litter Challenge, is part of the Commonwealth Litter Programme (CLIP), a competition with categories for children (6 years and up), artists, students and entrepreneurs.

"Marine Litter is everywhere. CLIP will showcase how we can conserve our oceans and using them sustainably. We want to see ideas from artists, students and entrepreneurs in the Pacific about working together to stop this threat" says Thomas Maes, Principal Investigator leading the CLIP project in the Pacific.

Three lucky first prize winning adults have the chance to win a trip to present their ideas at the international CLIP conference in the UK in 2020. In addition, there are thousands of dollars of runner-up prizes to be won.

"To ensure ocean and the marine environment develop sustainably in the Solomon Islands, the ecosystem's resources must be regarded as natural assets to be safeguarded. The Solomon Islands Government see our Ocean and the Marine Environment as a valuable asset and natural capital for government and its citizens that shape who we are as people. Therefore we commit to safeguard our oceans and marine environment from pollution". Debra Kereseka, Chief Environment Officer, Ministry of Environment, Climate Change and Disaster Management, Solomon Islands.

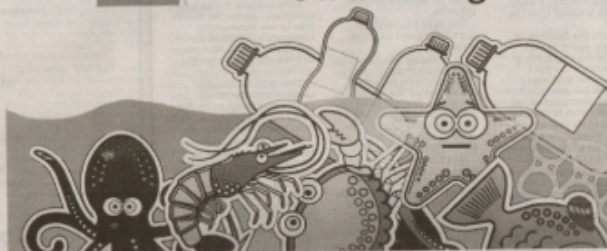
Island residents can enter under the kids or adult category where judges will be looking for a drawing, song, video, poem, painting, sculpture or handicraft that most inspires them. For students, entrepreneurs and businesses, the jury will be assessing the freshness, originality and innovation of concepts; evidence of how practical they would be; and how well they are communicated.

Entries will be also showcased at the CLIP re-



Commonwealth Litter Programme

Pacific Marine Litter Challenge



gional marine litter conference in Vanuatu between the 18 and 19th February 2019.

For more information head to <http://tierramar.com.au/clip>. Or visit WWF-SI office at the Honiara Hotel for assistance regarding criteria, entries and submissions. Closing date for entries is 4pm on 8th February 2019. Good luck!

More details

CLIP is an initiative of the Centre for Environment, Fisheries and Aquaculture Science (Cefas), an executive agency of the United Kingdom government Department for Environment, Food and Rural Affairs (Defra). The Pacific Marine Litter Challenge initiative is in collaboration with the Vanuatu Ministry of Foreign Affairs and Trade and their Oceans Division, Solomon Islands government, TierraMar,

WWF and the Vanuatu Environmental Science Society.

Categories include

Junior (age 6-11) and senior (age 12-17) - art competition

Adults - art competition

Higher education/university - ideas competition  
Entrepreneurs, micro to small business - innovation competition

Media contact

Shannon Seeto

Solomon Islands Country Manager WWF Pacific

Mobile +677 75 22450

8 Solomon Star, Tuesday 6 February, 2019

theislandsun.com.sb

The Island Sun Wednesday 6 February 2019 8

## MEDIA RELEASE

### FINAL OPPORTUNITY TO ENTER THE CLIP PACIFIC MARINE LITTER CHALLENGE

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Entries will be also showcased at the CLIP regional marine litter conference in Vanuatu between the 18 and 19th February 2019.

For more information head to <http://tierramar.com.au/clip>. Or visit WWF-SI office at the Honiara Hotel for assistance regarding criteria, entries and submissions. Closing date for entries is 4pm on 8th February 2019. Good luck!

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Higher education / university - ideas competition

Entrepreneurs, micro to small business - innovation competition

Media contact

Shannon Seeto

Solomon Islands Country Manager WWF Pacific

Mobile +677 75 22450



Date: 6/2/19, issue - 2127

Picture 28 Adverts Solomon Star and Solomon Sun 6 February 2019

**THE LATE MR WILSON**

© 2008 The Authors  
Journal compilation © 2008 Blackwell Publishing Ltd

RIGHT: Peterson AKA receives his third prize award for Senior Category from Q&A Local.

12. *Solomon Star*, Thursday 2 March 2012

Page 59

## 6.11 Contest Rules

The rules of the competition were presented on the TierraMar CLiP Marine Litter Competition web pages and copied below.

1. Art competition (children 6-11 and 12-17 age categories);
2. Art competition (adult 18+ years, must be 18 years old or over at time of entry);
3. Higher Education/University Students; and
4. Entrepreneurs and micro to medium-sized business owners.
5. All competitions close at 4pm on 8 February 2019.
6. Entries will be judged on or before midnight on 11th February 2019.
7. Entry forms must be fully and correctly completed, otherwise entrant may be disqualified.
8. All entries must be in English or French.
9. All entries must be your original work and your legal property.
10. Winners will be notified on or before February 17th 2019.
11. For prizes and prize information see [Appendix A](#).
12. Prizes are strictly subject to availability and on the discretion of the Promoter, may be substituted
13. Prizes are non-transferable, non-refundable and non-redeemable for cash.
14. Winners of the overall prize, to attend the CLiP Regional Conference (Vanuatu) and the UK CLiP Co
  1. A valid passport;
  2. Be available to travel on the dates of the conference (to be confirmed).
15. Overall winners will be required to travel on specific dates. All travel arrangements will be provide airfares, visa, transfers, accommodation, food and access to the conference.
16. Note, CEFAS will not be responsible for any failure of a winner to obtain a visa. If a winner is not el reason unable or unwilling to travel, CEFAS reserves the right to award the prize to another entrant
17. Employees of the promoters, its agencies or their immediate families will not be eligible to enter tl
18. The judges' decision will be final and no correspondence will be entered into.
19. All entries become and remain the property of the promoter.
20. If the winning entrant does not respond by email within 7 days, the prize will be deemed void and entrant.
21. The promoter reserves the right to withdraw or amend the competition as necessary due to circur
22. By entering one of the competitions, you authorise the Promoter to contact you to.
23. By entering one of the competitions, you are granting explicit rights to CEFAS to publish and utilise CEFAS activities – electronically and in print for noncommercial, educational and awareness purpo retain copyright of submitted material(s) and be acknowledged as the owner.
24. CEFAS reserves the right to disregard, remove or disqualify any entries that are found not to comp otherwise inappropriate to the competition's theme.
25. Selected entries may be displayed at one or more exhibitions, or at other venues, including online
26. The artist will be recognised by name wherever the work is reproduced. The Moral Rights of the A

## RULES OF ENTRY

### Art COMPETITION

1. You may enter up to two artworks/photographs per entrant. A separate entry form must be filled
2. Entries must not have been previously published in any format and may not have been selected in
3. Artwork must be submitted to either the Vanuatu Environmental Science Society, Port Villa (Vanua Honiara offices (Solomon Islands) before 4pm on Friday 8 February 2019 or uploaded via the web:
4. Artwork may be in the form of a drawing, song, video, poem, painting, sculpture, handicraft or any
5. Digital submission guidelines: Microsoft Word document no longer than 2 sides of A4; photos / graphics: 2,000 and 6,000 pixels and 72dpi in the longest dimension. Please limit your images to a maximum and audio submission guidelines: submission of up to maximum 3 minutes saved in MP3 (audio) (video link.
6. Collaborative artworks may be submitted but the nominated lead artist's name must be provided only one winning prize recipient.

### Higher education Students COMPETITION & Entrepreneurs and micro to medium-sized business

1. You may enter up to twice per competition. A separate entry form must be filled out for each entry
2. Entries must not have been previously published in any format and may not have been selected in
3. **Higher education students** entries must be submitted under one of four categories: new regulation, new technology application; or new community action.
4. The entry must be digitally uploaded in the following formats: Word document (no longer than 20 slides); or video (maximum 3 minutes).
5. Electronic Powerpoint (PPT) Submission Guidelines: entries must be saved in PPT format and should not exceed 5MB. Please limit your images to a maximum file size of 5,000KB (5MB); Electronic video and Submission: maximum 3 minutes uploaded to YouTube and link provided.

### PRIVACY NOTICE

The purpose of this Notice is to inform you of the use that will be made of your personal data, a Protection Regulation (GDPR) and revised Data Protection Act 2018.

Cefas is an Executive Agency of the Department for Environment, Food and Rural Affairs (Defra) complying with the requirements of the revised Data Protection Act 2018 that govern the processing of personal data.

In accordance with the revised Data Protection Act 1998, any personal information provided will be restricted access to authorised Cefas staff, or relevant and authorised subcontracting parties and no other person unlawfully.

A list of your rights under GDPR/Data Protection Act 2018 is accessible at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/indivi>

 Prize Information

 CLiP Home



## 6.12 Project Terms of Reference

### Background to Requirement

Defra will fund the Commonwealth Marine Litter Programme (CLIP), which will be led by the UK through the Centre for Environment Fisheries and Aquaculture Science (Cefas). The programme will support up to six developing countries across the Commonwealth to develop national litter action plans focusing on plastics entering the oceans.

The programme will contribute to the UK meeting its responsibilities under the Commonwealth Blue Charter, which calls for Commonwealth countries to drive action and share expertise on issues affecting the world's oceans, including marine litter. CLIP will contribute to delivering the objectives under the UK and Vanuatu-led Commonwealth Clean Oceans Alliance (CCOA), which calls on other countries to pledge action on plastics, be this by a ban on microbeads, a commitment to cutting down on single use plastic bags, or other steps to eliminate avoidable plastic waste. CCOA also promotes actions in line with the United Nations Sustainable Development Goal 14 (*life below water*) to conserve and sustainably use the oceans, as well as contributing to the UK Government's 25 Year Environment Plan.

### Plastic pollution: challenges and potential

Marine litter is found in all the oceans of the world. It is found not only in densely populated parts of the Commonwealth but also in remote areas, far from obvious sources and human contact.

Up to 90% of marine litter is made up of plastics, originating from both land and sea-based sources (UNEP, 2009; Ospar). 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. Globally, it is estimated that 6.4 million tonnes of marine litter enter the oceans each year, with about 8 million items entering the oceans every day (UNEP 2005; McIlgorm, A., *et al.* 2008). The social, economic and environmental impacts on people and communities globally are huge. It is estimated that in the Asia-Pacific region, the cost of marine litter to marine industries is a minimum of €1.26 billion per year, including losses from tourism, entangled ship propellers and time lost for fishing (McIlgorm, A., *et al.* 2008). In the EU, it has been suggested that the cost for coastal and beach cleaning is about €630 million annually (Acoleyen, M., *et al.* 2013; Werner, S. *et al.* 2016).

Preventing plastic pollution from entering the environment will require focused efforts on behaviour change (reducing our reliance on single-use plastics), improvements in waste management, and developing a more sustainable life cycle for plastics. Defra launched its ambitious 25-year Environment Plan in May 2018, which aims to leave the environment in a better state than it was found and includes working towards eliminating avoidable plastic waste in the UK by the end of 2042. In 2018, the EU launched its Strategy for Plastics in a Circular Economy. This Strategy aims to ensure all plastic packaging will be recyclable by 2030, and that the use of single-use plastics and microbeads will be restricted.

### Where does CLIP fit in?

Cefas will work with partners across the Commonwealth to share expertise and find solutions to the environmental and socio-economic problems caused by litter in the marine environment. Scientists will be collaborating with national governments, local authorities, regional sea conventions, NGOs, universities and industry to identify country specific solutions. Cefas will work alongside international organisations, such as the United Nations and the Global Environment

Facility, to ensure actions are coordinated on national, regional and global levels, which activities that are already taking place to tackle marine litter.

CLIP will develop a network of specialist advisors who will lead the development and implementation of national litter action plans in select Commonwealth countries. The action plans will aim to reduce the amount of waste entering the marine environment, contributing towards making our oceans cleaner, healthier and more sustainable. Although the action plans will be country specific, they will also provide regional templates for other countries across the Commonwealth.

### **Objectives**

CLIP's main objectives are to:

- prevent and reduce marine litter and its impact on the marine environment, public health and safety
- reduce the knock-on impact of marine litter on economies and communities, including vital industries, such as tourism and fisheries
- remove litter from the marine environment where practical
- enhance knowledge and understanding of marine litter, both in terms of distribution as well as impacts
- support Commonwealth countries in the development, implementation and coordination of programmes for marine litter reduction
- develop management approaches to marine litter that are consistent with international best practice

CLIP activities will fall under five themes:

- actions to combat sea-based sources
- actions to combat land-based sources
- removal actions
- education and science
- outreach

Cefas experts will work alongside national and international partners to address these five themes during workshops, training, capacity-building sessions, as well as undertaking monitoring and research in each country. Cefas will work with each beneficiary country to create a whole suite of actions and interventions to tackle plastic pollution. The programme will result in the development and implementation of national litter action plans, including a package of measures to reduce the quantity of waste entering the marine environment from Commonwealth countries. Evaluation of the implementation of the plans will take place at the end of the project in 2020.

### **Scope**

Cefas requires the Supplier to develop and organise a contest aimed at young artists, early academics and small start-up or medium enterprises to showcase how they tackle the marine litter issue and to identify solutions for the Pacific region (specifically Vanuatu and Solomon Islands).

We are challenging Pacific Islanders to progress this issue, and design an exhibit giving them a platform to present their findings and views on this. The art contest needs to reach young artists (6-

12, 12-18, 18-24) to help raise awareness about marine litter, one of the most significant problems our ocean faces today. A similar competition among university students needs to be organised to award creative ideas and thinking in tackling marine litter. The challenge is meant to inspire university students in the Pacific to come up with innovative solutions to the problem of marine litter. Contestants could submit ideas in four separate fields: law, business economics, technology and sustainable development. Finally, a contest needs to be organised for SMEs to showcase innovative solutions and approaches towards the reduction, reuse, redesign or recycling of potential marine litter items.

All winning entries will be unveiled and displayed at the regional marine litter conference in Fiji, and the winners will have the opportunity, via national events or at the conference, to showcase their work. The overall winners will receive an invitation to the final CLIP conference in the UK. This will include travel and accommodation plus the opportunity to share their artwork internationally. In addition, we will be sharing all winning entries on our social media channels as well as working with regional press. All entries, including those not displayed at the conference will be awarded with a certificate of participation, giving them great evidence for their contribution towards tackling the marine litter issue.

### **Requirement**

The Supplier will need to develop, organise and run a timely open competition for young artists, early academics and small start-up or medium enterprises. This includes:

1. Further development of the design and format of the competition in collaboration with the customer.
2. Working closely with the customer COMMS team, develop branding and launch the contest to reach out to the intended contestants in a timely manner using the appropriate media and formats. The running of the competition must be done in such a way as to maximum awareness raising on the issue of marine litter.
3. The Supplier must collect and keep evidence of each applicant's submission and provide logistic support if transport is required. Regular review reports to follow uptake and distribution will be required
4. The Supplier must ensure the competition is legal, fair and transparent.
  - An inception meeting must occur within 15 days of the project commencement.
  - A midway report, of what has been achieved, and what still needs to be achieved, must be provided midway through the project – on or before 30th November.
  - A final report must be provided on completion of the project (15th February 2019).
  - A draft final report must be provided by 15th January 2019, for approval by the CEFAS representative.

### **Timetable:**

The competition must run between 1<sup>st</sup> of November 2018 and 15th of January 2019

### **Data, ownership, archiving and Confidentiality**

The Supplier will be responsible for securely archiving all raw data in a format agreed with Cefas. Storage and transmission of data must strictly follow government guidelines on collection, use and confidentiality of data from individuals and businesses, as required by the Data Protection Act. The contractor will maintain electronic files containing all analyses and material for the final report. All



data collected during the project will be the property of the Crown. An important principle of government-funded data collection is that data should be publicly available with suitable measures to protect the identity of individuals and businesses. However, no data will be made available without permission from Cefas and all such requests must be routed through the Cefas project manager or appointed deputy to avoid the possibility of release of confidential data. The report of this survey will be published as part of a larger synthesis and technical report, the authorship of which will fully reflect the contribution of the contractor.

### **Project Team**

The tenderer will be required to join monthly meetings with the Cefas team. The first meeting (to be arranged by the tenderer) will be held within two weeks of the contract start date.

The proposed work will require interacting with a range of stakeholders in order to define the detailed specification and progress aspects of the work.

As a minimum, direct or indirect contact through meetings, telephone conference and e-mail will be required with:

- Cefas Project Manager, Principle Investigator and Marine Litter scientists
- National stakeholders and local providers.



Centre for Environment  
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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

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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 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.

[www.cefas.co.uk](http://www.cefas.co.uk)

## Customer focus

