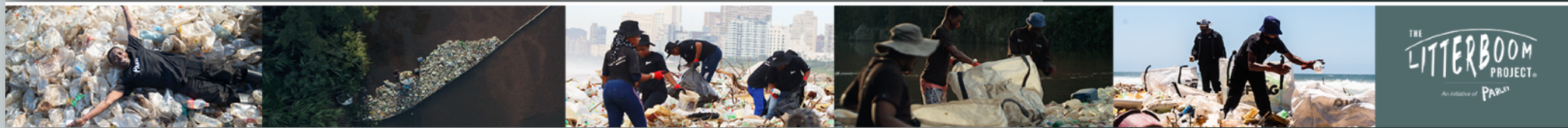




BACK A BEACH PROGRAMME

INTERCEPTION





BACK A BEACH PROGRAMME

Around South Africa we are seeing a huge amount of plastic pollution piling up on our local stretches of beach. We find ourselves having sundowners amidst plastic waste, stepping over bottles, tyres and all sorts of out-of-place items on our way for a surf or swim and slowly but surely we have become comfortable making this our new norm.

The Litterboom Project, with a six year history in large scale coastal cleanups and river cleanups around the country believe that this doesn't have to be our future. "Our organisation is founded on the principle that one person can do an enormous amount to turn the tide against plastic, so imagine what a community can do"- Cam Service, CEO The Litterboom Project.

Back a Beach is about communities around South Africa taking a proactive step towards returning their stretches of beach back to how they should be, to be proud of and enjoy the many activities that these spaces allow for friends and families.

Whilst a lot of plastic ends in the rivers and on our coastlines, our commitment is to identify solutions within the communities where there is a high concentration of plastic waste- before it enters the river systems.





BACK A BEACH MODEL

- Our model consists of defining stretches of coastline and allocating permanent teams to managing the waste that collects along the coast. Each team will also be responsible for sorting any recyclable materials in order to reduce the plastic that goes to landfill.
- Although a sponsor will be required to initiate this programme, we aim to erect signage with individualised beach stretch payment details which locals can support in an individual capacity once they see the value of having the team in place.
- Sponsors name will be published on this signage.
- We will conduct weekly bag collections at each of these working stretches.
- Teams will be in identifiable uniforms and will go through basic waste management training, as well as have all the necessary personal protection equipment.
- Each team will be responsible for a stretch no longer than 3kms (depending on volumes of waste).

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PROJECT COSTS & OUTCOMES

INTERCEPTION

Back a Beach Programme

PROJECT OUTCOMES

90% of marine plastic pollution comes from river systems and we, at the TLP team, have therefore devoted ourselves to this preventative solution.



PER SITE

R 205 000pa

2 Full time staff

Extensive Training

PPE

Weekly Collections

Materials

Transport

Bags

Installation

Management

Branded Signage