



THE
LITTERBOOM
PROJECT_®
AN INITIATIVE OF **PARLEY**

BACK A BEACH

ABOUT

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.



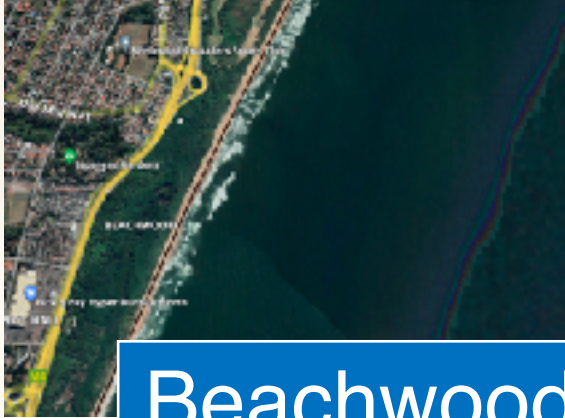
THE BACK A BEACH MODEL



- 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.
- 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).



BACK A BEACH LOCATIONS



Beachwood

Start:
Beachwood Mangroves

Finish:
Beachwood Country Club

Distance:
3kms



Glenashley

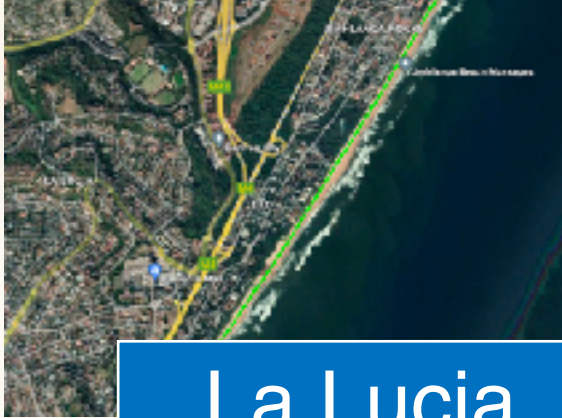
Start:
Beachwood Country Club

Finish:
Glenashley Main Beach

Distance:
3kms



BACK A BEACH LOCATIONS



La Lucia

Start:
Glenashley Main Beach

Finish:
Durban View

Distance:
3kms



Umhlanga

Start:
Durban View

Finish:
Umhlanga Lagoon

Distance:
3kms



BACK A BEACH SUPPORTS CHANGE

At TLP we don't only believe in cleaning up the seemingly endless amounts of plastic from our beaches and rivers, but we believe in an eco-system approach, whereby intentionally forming mitigation strategies upstream as well.

Support towards this programme will also work synergistically towards our other programmes, which are our;

Litterboom Programme: Whereby our dedicated River Wardens work full time to ensure they are intercepting plastic pollution closer towards the areas that they are leaking into the environment.

Reclaimer Programme: Mobilising and implementing reclaimers/waste pickers within strategic communities that are incentive driven, to allow them the opportunity to generate an income from collecting recyclables- whereby preventing this waste from reaching the rivers.

Wastepreneur Programme: In 2022 we created the Wastepreneur Programme for the purpose of stimulating demand around repurposed plastic from the environment as a plastic pollution mitigation strategy. We have successfully created working opportunities for both of the original candidates and are working with local companies to expand these product ranges, so that all graduates of the programme have access to entrepreneurial opportunities in an emerging eco-product market.

Education: We are passionate about education and teaching people about the problems around plastic, what we are doing to address these challenges and how they can play their part. We will be launching our educational programme this year and we are excited to share more about this and how schools and educators can get involved!



PRICING

This opportunity to help the environment, as well as be your community hero, by enabling a team to work on this stretch will be a **12 month commitment**.

We require this so that we can allow for the teams to have the chance to show how they can transform your stretch of coastline.

As an organisation, TLP commits to also ensure that upskilling of the team takes place, so that if and when there is no waste- which is our hope- the team can assist with rehabilitative and conservation efforts in this area.

Cost : R60 000 per annum

BACK-A -BEACH

R5 000pm

Staff Costs

Collections

PPE

Training

Consumables

Equipment

Dual Branded Shirt

Signage

Thank you for doing your bit for your community, rivers and oceans. We hope to work together for a cleaner City, to show off to the rest of the world!

For more info please contact:

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www.thelitterboomproject.com
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