

To: The World Cetacean Alliance

To whom it may concern

Motivation for Algoa Bay Port Elizabeth to be declared a Whale Heritage Site

I write to you as the manager of Sponsorships and Events at SPAR Eastern Cape

In 2017, Spar Eastern Cape launched a STOP Plastic Campaign with a view to raising awareness about the threat of plastic pollution and improve the education around environmental sustainability

Some of the initiatives that were implemented

- All non-bio-degradable bags were discontinued
- The Bio de-gradable bag was sourced as the only plastic bag to be sold through SPAR stores.
- A subsidized Paper Bag was introduced into the stores. In the 1<sup>st</sup> year of the Paper Bags introduction, 4.3 million **less** Plastic Bags were sold out of SPAR stores in the Eastern Cape
- SPAR Suppliers were also asked to collaborate with this initiative and numerous promotions were held, whereby, if you brought 10 plastic bags to the store, you received a Paper Bag, if you bought certain products, you received a Paper Bag. Since the implementation of this campaign, Coca Cola has also come on board and discontinued their plastic straws.
- Numerous non-plastic, re-use-able bags were introduced into stores, and were also linked to various promotions. In the first year of the STOP Plastic campaign, our main Supplier of Re-use-able bags grew at over 200%
- Instead of offering Goody Bags at Events, we used the Paper Bags, and at the SPAR Women's Challenge, which attracts about 10 000 runners, we gave a Spekboom plant to all participants
- Instead of using normal branding, 1000's of STOP Plastic Waste Bins were used at events for Branding purposes. These were also donated to various organizations for their events
- The Paper Bag, which is branded with a STOP Plastic logo was also used as a donation offer to numerous organizations across the whole of the Eastern Cape in an attempt to spread the message, and to encourage people to re-use the bags instead of buying plastic bags every time they went shopping.
- And at various stores, the various SPAR owners tried different strategies. Some stopped Plastic completely, ( interestingly many customers insisted that they wanted Plastic Bags !!), some sponsored clean ups, some set up Swop-Shops where the community collected Plastic and cleaned the environment and then were given vouchers to buy food.
- Billboards were placed in various centers encouraging people to re-think, re-use, and to re-cycle
- We Supported various Environmental Organizations such as SANNCOB, Bayworld, Wilderness Foundation, CCFA, Raggy Charters, the Sweethearts Foundation, The Ennactus Green Brick Project at NMU and The Zwartkops Conservancy who are all involved in environmental education
- A competition to the total value of R250 000 was run through schools, the university and small businesses where those who were involved in Stop Plastic initiatives such as collecting bottles for Eco-bricks and eco walls were incentivized. Some even put on Fashion Shows where the garments were made from re-cycled materials

- The Trade Shows that we run were themed into STOP Plastic Awareness “Imagine there was no Plastic” areas where suppliers who manufacture bamboo products, re-useable bags, glass straws etc. were invited to display their wares and sell to our Retailers
- Via the Waste Trade Company, we sub-contracted their educator, Emmy Nyameka, who travels to rural school to “talk plastic”
- We linked up and presented talks at various schools, the Rhodes University Waste Management Conference, the Institute for Waste management Conference, the Surfs Up Conference, and the National Marine Week Conference
- Long distance swimmer Sarah Ferguson who swims to raise awareness was sponsored for a year
- A STOP Plastic Awareness Maze was built at the Kirkwood Wildsfees where 40 000 people attend
- This year we sponsored Raggy Charters/The Baywatch Project with producing their 13<sup>th</sup> edition annual Informative/Educational Calendar with funds going back into Conservation.

Port Elizabeth boasts to be one of the most diverse marine eco systems in the world and we all need to protect it as much as is possible. Algoa Bay represents all five major South African coastal types that need protection, i.e. rocky shore, sandy shores, offshore, soft sediments and estuaries. Becoming a Whale Heritage Site will add to the already declared Marine Protected.

I would like to support and motivate for Algoa Bay to be declared a Whale Heritage site. Algoa Bay forms a large and important part of Port Elizabeth’s local economy and the protection and use of our natural resources in a sustainable manner is critical and beneficial to all.

### **Alan Stapleton**

Purchasing Manager: Non Foods. Sponsorships and Events SPAR *Eastern Cape*