

#REImaginePlastic



1. Statement of the opportunity/problem

If Gauteng continues to be a throwaway society, the landfills in Johannesburg and Tshwane will be exhausted in less than 10 years ([2018](#)). Project RE ensures that less wastelands up in landfills in the first place through upcycling. Competitors such as PETCO, DC and Urban Bricks recycle mostly. This campaign supports and inspires individuals to #REImaginePlastic by building shade ports and other 'cool' items. A permanent installation at Thaba Trails, DIYbooklet, activation talks and creative workshops at institutions promote active social change.

2. Research Conducted

Project RE started a sustainability project contributing to goals 11 and 12 of the UN's 2030 sustainability goals. By illustrating the endless uses of consumed plastic bottles to inspire communities to reject single-use plastic.

[Goal 11: Creating sustainable cities and communities](#) – Inspired by the 3 pillars of reducing, reusing and recycling to ensure less plastic end ups polluting the environment.

[Goal 12: Responsible consumption and production](#) – Want to get people to reject the use of single-use plastic, starting with plastic bottles.

The Problem with plastic

Less than 10% of the waste that is produced in South Africa is recycled ([StatsSA: 2018](#)), resulting in Johannesburg facing a crisis that is fast approaching (exhausting landfills). There is no away about plastic, when we throw it away; it is still going somewhere, contributing to the increased pollution within our communities.

Key Insights

- [Every piece of plastic ever made still exists in some form as it takes 1000 years to decompose.](#)
- [100 million single-use plastic bottles are used daily](#)

- [50% of the plastic we use, we use just once](#)
- [Individuals perceive recycling as timely and costly](#)
- **We can combine community needs with the reuse of plastic**

3. Planning the campaign

Everything Project RE campaign does is to challenge the use of single-use plastic, and to make the environment cleaner, one plastic bottle at a time. Upcycling and making cool items based on needs within the community, therefore inspiring community members to engage in the rejection of single use plastic too.

Strategy: To show people, and not just tell them how plastic bottles can be reimaged to become so much more than they thought. Ridding the community of plastic waste one repurposed and upcycled item at a time. Not bombarding them with information, but rather inviting them on the journey of taking small steps through plastic bottles and seeing what can be made.

Objectives:

- Collect the target of 2500 bottles between April 2nd 2018 – 5 July
- Generate community awareness
- Engaging community members in clean ups and using recycling bins.
- Engage community members to create upcycled items chairs, tables, stationery holders, vegetable gardens and recreational games for an NPO – Child Reach for their Youth Centre.
- Educate community members at recreation centre.
- Inspire 15 people to actively recycle, reject single-use plastic and download the DIY guide
- Raise R6 184 in 14 weeks to purchase wheelie bins ([see budget](#)).
- Build a social media profile on Instagram and Facebook: 200 followers

Target Audience

Audience is complex, as they may be at various stages in their life (homeowners, renters, students). What they do have in common is that they are currently using plastic bottles, stay within the South of Johannesburg and are aware of what recycling is but consider it costly, timely or difficult.

Communication channels:

- Social Media: [Instagram](#) and [Facebook](#)
- Traditional Media: Flyers at schools, posters on donated community recycling bins and Klipriviersburg Nature Reserve entrance, DIY book, emails to schools/ business', newspaper article and [5fm radio interview](#).
- Events: Hikes, school lectures, preparation and building of shade port and donation of repurposed products to Child Reach.






4. Execution


The campaign relied on Facebook and Instagram to increase awareness of Project RE, as the products and processes of #REImaginePlastic was predominantly visual.

- Collection of bottles: Received bottles through donations, hikes and use of recycling bins. People were excited to see how their donated plastic bottles would be repurposed into other items – giving inspiration and ideas. This also increased the following on social media pages as people wanted to see the outcome of their contributions.
- [Hikes](#): Participated in hikes every 2 weeks in the Klipriviersburg Nature Reserve, where 46 people joined between five hikes. This was used in order to engage with community members to further the movement of Project RE.
- [Education](#): Directly educated interested individuals to show them easier ways to recycle as well as did lectures at 3 high schools and primary schools within the community in order to get the school's involved with collecting bottles and creating a future generation of recyclers.
- Community recycling bins: A business that operates within Mondeor donated four recycling wheelie bins, which was placed at the Mondeor recreation center for all community members to use. These bins were also used to place communication on how people can get involved and follow the Project RE social media pages.
- [Shade Port](#): Project RE used the bottles collected to showcase the concept of #REImaginePlastic in an attractive and sustainable design, of a new take on a shade port. Utilizing 800 2L plastic bottles to construct the shade port at Thaba Trails, which is used as a marketing tool to further the campaign. [A poster](#) is placed at the Shade Port with a QR code for people to see how to make their own.
- [Donation to Child Reach](#): Identified Child Reach as a beneficiary of Project RE, in order to illustrate to the community that they could do good for people and the environment, through #REImaginePlastic concept.

- [DIY book](#): Designed a DIY book that is accessible to the public free of charge. increase inspiration, placed at the Shade Port and social media pages.

5. Evaluation/Measurement

Objectives:	Measurement:	
Collect 2500 	Collected 4008 Objective Exceeded!	
Community awareness	Five hikes, 46 hikers. Comaro Chronicle, front-page article . 5fm radio Forbes and Fix interview Project RE, national awareness! Objective Exceeded!	
Create upcycled items.	Shade port from 800 2L plastic bottles 50 items donated to Child Reach for their Youth Three Talks at schools <ul style="list-style-type: none"> • See video of construction Objective Exceeded!	
Educate community members	Donated 4 recycling wheelie bins to the Mondeor Creativity workshops Objective Exceeded!	

<p>15 people to actively recycle, reject single-use plastic and download the DIY guide</p>	<p>20 people started actively recycling 48 DIY books have been downloaded. Two schools implementing the project into curriculum.</p> <p>Objective Exceeded!</p>	
<p>Raise R6 184 in 14 weeks to purchase wheelie bins.</p>	<p>Raised R6 200 A business that operates within Mondeor donated 4 recycling wheelie bins</p> <p>Objective Exceeded!</p>	
<p>Build a social media profile Target 200 followers</p>	<p>372 followers on Instagram and Facebook. Received gold for the 2018 New Generation Outstanding student of the year award.</p> <ul style="list-style-type: none"> • See Metrics • See Responses <p>Objective Exceeded!</p>	

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22 June 2018

SUBJECT: PROJECT RE

Domestic Gutters was excited and proud to assist Julia Ridderhof with Project RE.

Julia approached us and spoke to us about her vision of the project she is working on, and we decided to get involved. We are passionate about this project as it is in the area that our business operates from and the clean-up campaign benefits the Mondeor community.

We have committed to assist the project with the following:

- **Donation of 4 Recycling Wheelie Bins – paper; metal; plastic and glass recycling**
- **Consultation and Planning for the Shade-Port**
- **Tools necessary for the Construction of the Bottle Shade-Port**
- **Staff member to assist with construction**

We are certain that the benefits of this project will have an impact on the community and environment. We wish Julia everything of the best. It is a pleasure working with a focused and enthusiastic youth member.

Yours sincerely



Gail Shaw
Domestic Gutters Office Manager



PO BOX 258
Mondeor
2110
10 July 2018

RE: Project RE's involvement in the Youth Center

To whom it may concern,

Child Reach is a cause related, non-profit organization situated in the Jackson's Drift Informal Settlement in Eieknhof. We feed 200 child – headed homes daily; run a soccer club for 47 boys and 15 girls, a netball club for 11 girls and have recently opened up a Youth Center in the Settlement. Project RE has assisted in the cleanup of Jackson's Drift Informal Settlement on two occasions and will be donating and constructing many items for our Youth Center and Home-Grown Garden of Child Reach.

Julia Ridderhof wants to reuse plastic bottles that project RE is collecting to make several items to be donated to us. This donation will take place on 29th of July at the Youth Center in Jackson's Drift Informal Settlement. I have worked with Julia several times in the past from 2016, and am certain that she will bring enthusiasm, determination and commitment to her project with Child Reach's Youth Center.

Our success is completely dependent on donations and community involvement and is excited to work with Julia's campaign – project RE.

Yours faithfully,

RENE PARKER (MRS)

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12 July 2018

SHADE PORT AT THABA TRAILS

Julia Ridderhof – serving under Project RE had permission to build the Shade Port at the Cycle Hub property within Thaba Trails. The structure was constructed on the July 11th 2018 and will have its grand opening on the 13th of July 2018. Julia has worked with us from April to collect bottles within Thaba Trails, and we are happy to have the Shade Port built on our locations, we are sure there will be a lot of people asking questions about it.

Yours sincerely

Wendell
Owner of Cycle Hub



The Future.
Reimagined.



Name of institution: **University of Johannesburg**

Campaign: **RE**

Category: **Student campaign**

Name of entrants:

Julia Ridderhof



2/22/2019

PRISA PRISM AWARDS

LECTURER SUPPORT OF STUDENT CAMPAIGN ENTRY

Dear judge,

It is with pleasure that we wish to enter the campaign entitled RE by the following student:

Julia Ridderhof

I confirm that the work done in the entry is that of the student alone and any support they obtained were done so by herself.

Thank you kindly for the opportunity for our students to showcase their hard work.

A handwritten signature in black ink, appearing to read 'R. Hattingh', is written in a cursive style.

Roela Hattingh

Department of Strategic Communication

School of Communication

Faculty of Humanities