GVI ENVIRONMENTAL & CORPORATE SUSTAINABILITY VIRTUAL INTERNSHIP PROGRAM

PROJECT BRIEF

Your project will contribute to the research and design of the <u>Ocean Pledges</u> <u>Restaurant Programme</u>. You will research sustainable alternative materials for the food and beverage industry and collate this information into a database in order to present these findings in an infographic way.

About your project

Ocean Pledge is an initiative that's geared towards turning awareness into action, to shift the paradigms in perceptions and behaviours which contribute to our throw-away culture. Ocean Pledge is dedicated to making a difference to South Africa's current status as 11th largest contributor of marine plastic. To do this Ocean Pledge has three main focus areas. Firstly, by providing education, alternatives and best practice guidelines to owners and staff at restaurants to mitigate waste at the source. Secondly, by educating youth, adults and corporations through their educational content around single-use plastic and the impact of choices on the ocean environment. And lastly, through research. Ocean Pledge conducts research based on human behaviour sciences to provide consumer insights to inform strategy on the mentioned focus areas and to further drive change.

Your project will involve working with the Restaurant Programme aspect of Ocean Pledge. South Africa has been ranked as the 11th largest contributor to marine plastics, with 95% of that coming from land-based sources. Research shows that 94% of all trash on South Africa's beaches is plastic, of which 77% is the packaging. The goals of the Restaurant Programme are to:

- reduce plastic waste within the food and beverage sector by encouraging the elimination of various forms of disposable, non-recyclable, non-reusable plastics such as expanded polystyrene (EPS), plastic-lined cups, clamshells, cutlery, etc.
- promote an ever-growing network of restaurants that are committed to moving away from plastic, by creating an environment for the sharing of best practice guidelines and affordable alternatives.
- encourage shifts in consumer behaviour through staff training modules, communication, and campaigns.
- monitor and track change through the aggregation of data along the journey.

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Deliverables

Your project will be to create two different types of tools that review the sharing of knowledge and findings. You will:

- research the prices of alternatives to single-use plastic options in the takeaway sector.
- research the prices of the current single-use items and do a cost per unit compared to the alternatives found above.
- provide an upfront summary of current vs. best cost alternative so that it is easy for restaurant owners to gauge.
- research options to import Ocean Pledges own list of alternatives with costs, MOQ's and timeframes.
- create an infographic way of showing savings/effects that will be impactful to businesses in the food and beverage sector.
- create an Excel database with all of the above findings and ensure it's user friendly and easy on the eye.

Reflections deliverable:

As you work through this exercise, make sure to take note of the parts of this task that you enjoy and the parts you might not, so you can talk this through in your marine project review later in your program.

What does success look like?

By the end of this project, we hope you:

- understand Ocean Pledges visions, values and goals.
- provide Ocean Pledge with research and content that can be used in the Restaurant Programme
- understand the limitation of the cost when it comes to moving towards alternative options.
- understand the importance of organisations such as Ocean Pledge and the repercussions of single-use plastic on the marine environment.

SDG focus areas

This project will work towards the following UNSDGs:

- Goal 12: Responsible Consumption and Production
- Goal 14: Life Below Water

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