



AUGUST 8 2019

PLASTIC FREE MZANSI

Partners: The Beach Co-op,
Twyg, WWF South Africa,
WWF-SASSI

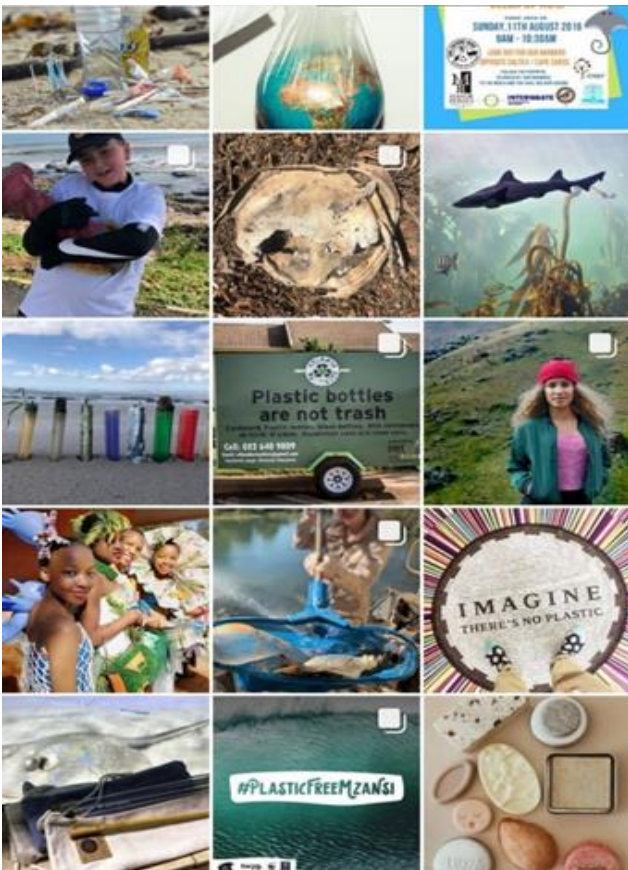
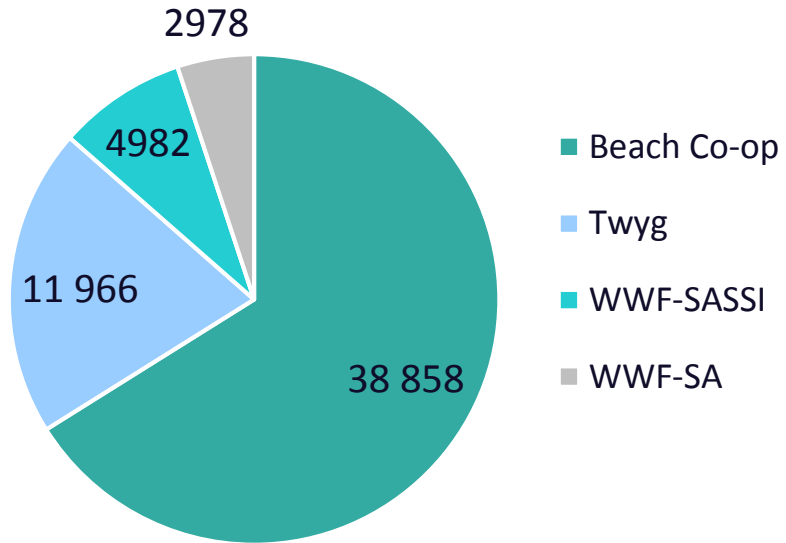
Compiled by: WWF-SASSI

Plastic Free Mzansi Monitoring & Evaluation Report

Instagram

Instagram Story Views

~250 stories shared
 Total views: **58 784**
 Video views: 2487



 jennsymatt I am chip mad and decided for this month to stop eating them, it's been tough but I have discovered roasted chickpeas as a substitute and what a win! 🍌

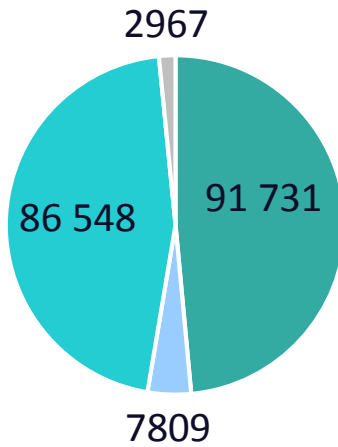
3w 3 likes Reply
 — Hide replies

 thebeachco_op @jennsymatt thanks for that share and your commitment! Keep us posted on any other solutions you find for a #PlasticFreeMzansi

Facebook

Combined Facebook Reach
186 088

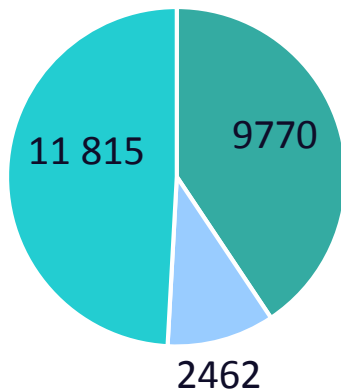
Facebook Reach



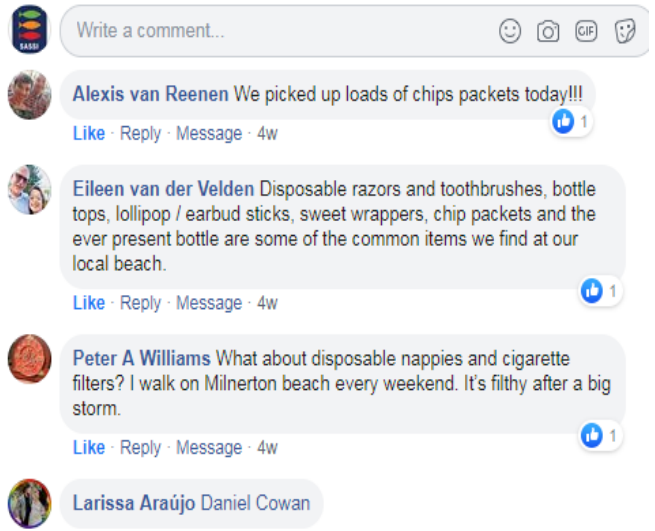
■ Beach Co-op ■ Twyg ■ WWF-SASSI ■ WWF-SA

Combined Facebook Engagement
24 078

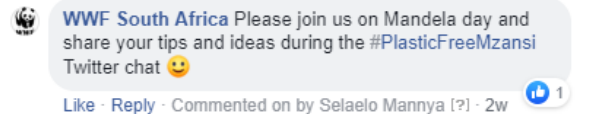
Facebook Engagement



■ Beach Co-op ■ Twyg ■ WWF-SASSI

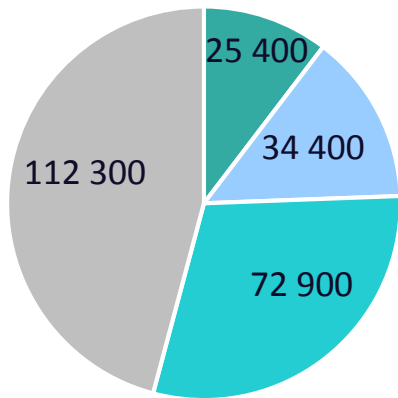


Love · Reply · Message · 3w



Twitter

Twitter Impressions



■ Beach Co-op ■ Twyg ■ WWF-SASSI ■ WWF-SA

Top media Tweet earned 3,408 impressions

Which of these can you live without??
 There are so many alternatives, reusable bottles, tote bags, unwrapped sweets, copper straws (check these out at the WWF shop)! #PlasticFreeJuly #MandelaDay2019
pic.twitter.com/QZNBWXa0Z6



↩ 3 ↻ 11 ❤ 14

New followers gained: Beach Co-op - 253; Twyg – 42; WWF-SASSI - 219



Kia Johnson

@KiaJohnson1 · Jul 17

Join me tomorrow at 12pm for the @WWFSouthAfrica #PlasticFreeMzansi Twitter Chat on #MandelaDay We discuss the 6/7 plastics you can live without 🐼 #WWFSAAmbassador 🐼

Looking forward to sharing this discussion platform with @WWFSASSI @twygMAG @2OceansAquarium
pic.twitter.com/pUXJje1Ulu



↩ 1 ↻ 7 ❤ 21

Mandela Day Twitter Chat Impressions

Beach Co-op: 11 388

Twyg: 21 861

WWF-SA: 112 300

WWF-SASSI: 21 836

Total reach & engagement: 167 385



Website



190 views of The Beach Co-op blog post

86 unique page views on WWF dirty dozen blog

33 unique page views on Twitter chat advert on WWF website

7448 page views on Twyg website

188 engaged Twyg newsletter subscribers

Top Twyg stories: 20 ways to cut plastic in your bathroom (598), why you should give up these 3 plastic things (244), Sarah Farrell column on plastic (112), Midlands trashion show (74), trash couture (68), Eco anxiety (54), everyday recycling heroes (52)

WWF-SA Website pledges

First name	Last name	I pledge to ...
Paballo	Makupu	Buy copper straws and go
Shela	Patrickson	Cut out plastic straws and plastic bags, as well as buy fruit and veg without plastic
Palesa	MOtaung	Work harder at reducing my meat consumption and no longer using straws and plastic water bottles.
Quinne	Brown	At least one ecobrick a week and weekly pick-it-up-picnics
Ntsapokazi	Nama	stop using plastic items
Loyisile	Dlomo	Reduce my use of plastic and spread awareness of the problem that is plastics on our oceans
Leandra	Lopes	give up Ear Buds and plastic bottles
Lungelo	Nsibande	commit my self to reduce pollution around the globe and promote conservation in our ecosystems.
Sonia	Maharaj	Stop using plastic earbuds, water bottles, chips packets and plastic shopping bags
Meleza	Nxono	To join the team to clean up and be committed to the work we.
Amanda	Saayman	HELP!

AVE

The AVE can be compared according to the monetary value and contributions. In July 2019, plastic AVE was sky high at **R 4 157 607.15**, and at least half of this was related to the #PlasticFreeMzansi Campaign. Refer to attached flipbook for further details.

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Date: Sunday, August 04, 2019
Page: 1



A PLANET IMPERILLED BY PLASTIC

Rwandan-born designer Eli Amza Niyonzima presented his installation, 'We Are Under Attack', at an event in Granger Bay, Cape Town, this week to mark the end of 'plastic-free July'. It is a campaign by organisations such as The Beach Co-op, Twyg and WWF to raise awareness of plastic waste and pollution, particularly that caused by single-use earbuds, chip packets and bottles. Picture: Ruvin Boshoff