



CAPTAIN FANPLASTIC SCHOOL PROGRAMME

SUSTAINABLE
DEVELOPMENT
GOALS



Our mission



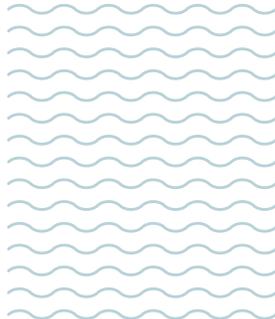


#NoTrashButTreasure

Your company can be part of a global CSR programme that changes the perception children have about littering in order to instil positive behaviour change.

Captain Fanplastic is an educational programme that contributes to the **UN's SDG #14: "Life Below Water"**. It teaches learners about the impact of plastic pollution on marine life and the value of recycling, not only in cleaning up the environment but also because of the uses that repurposed plastic has.

Captain Fanplastic aims to set sail for a 1000 school classes before 2025.





Our Programme

Why

Every year 8 million kg of plastic ends up in our oceans due to land-based activities (only 7.1% of waste is currently recycled in South Africa). By sponsoring The Captain Fanplastic programme at schools your company contributes to increasing environmental literacy at a vital developmental stage for grade 4 and 5 learners.

What

Captain Fanplastic is an educational initiative that uses graphic storytelling, creativity and gamification to inspire learning about the value and impacts of plastic on people and animals (land & sea-based). The outcome is a changed mindset that recognises plastic waste is **#NoTrashButTreasure**.

How

Enthusiastic facilitators take learners through a five-part process:

1 | *Storytelling - The Legend*

Reading the book *The Legend of Captain Fanplastic* and bringing the graphic illustrations to life on screen.



How

2 / Learning - Plastic Ahoy

Teaching the learners what plastic litter is, the impact it has and how to recognise what to recycle and where. As part of the learning process the 5 "R's" are discussed:

REFUSE

REDUCE

REUSE

REPURPOSE

RECYCLE



3 / *Creating - #NoTrashButTreasure*

Making their very own Captain Fanplastic eye-patch and Fin the Turtle gives learners the practical experience of how to re-use plastic in a creative way.



How

4 | *Cleaning - Treasure Hunt*

Using treasure maps that document what trash is found, teams of little pirates immerse themselves in an experiential world. They learn through action as they playfully clean-up around the school's location, or at a designated off-site venue like a beach, river, mountainside or park. The trash that is collected is weighed and prizes are awarded to the most successful little pirates.



5 | *Recycling - Treasure Bin*

Installing a partner managed recycling bin at the school enables the action of recycling to continue and acts as a nudge to reinforce positive behaviour change. Research has shown the barriers to recycling include apathy, lack of space or facilities and lack of education. We aim to address these issues practically by installing a recycling (treasure) bin at the school.



***All five parts are aligned with the Department of Basic Education's Life Skills Curriculum, intermediate phase grade 4-6.**

Partner Packages



Till the Last Straw (R45k)



How does it work?

- A primary school is matched to your company through our school partner network
- Captain Fanplastic and his crew facilitate the programme to the learners using storytelling, games and a treasure hunt
- Collected waste is picked up and sorted for recycling (treasure)

Standard Package

- Captain Fanplastic School Programme for an entire grade (3-5 classes)
- Photos of the event
- Books for school's library (5 copies)
- Impact report (data & testimonials)

Additional options

- Video of the event
- Instal recycling (treasure) bins at the school serviced by a waste collection partner
- Captain Fanplastic branded beanies for the winning team of little pirates
- Join the Quest (your team can join in on the Treasure Hunt)

Result

- Educating an entire grade (approx. 140-200 learners) about the impact & value of plastic
- Cleaning up of a plastic polluted area in SA (impact: 25-100kg)
- Contributing to the reduction of marine pollution, in particular from land-based activities (SDG#14)
- Creating jobs in South Africa for programme facilitators
- Stimulating a recycling eco-system

***If you would like to extend your impact we can tailor make the programme to reach multiple schools,in different regions, across all terms in a school year.**

Join The Quest



Would you like to join your sponsored school? Bring your team so they too can learn about Captain Fanplastic's quest, the hunt for treasure and contribute to the UN's SDG #14 (Life below water).

How does it work?

- Your team will be personally invited by Captain Fanplastic to join the treasure hunt
- The invitation is presented as a tangible "Message in a Bottle"
- Your team will be transported to and from the treasure hunt venue
- Your team members will form groups with the learners and act as team captains

Additional Options

- Install recycling (treasure) bins at your company to encourage office recycling, with a regular collection service

Result

- Joining the #NoTrashButTreasure Quest (team building)
- Empowering your team members to contribute to the reduction of marine pollution, in particular from land-based activities (SDG #14)
- Encouraging a recycling eco-system where it is needed the most
- Turning trash into treasure at your office

*** This offering is an extension of the 'Till the Last Straw' package. Costs are based on how many team members attend, transportation to and from the treasure hunt.**



Hunt for Treasure (R17,5k)



Are you already hosting your own clean up event? Do you want a corporate event with a difference? Captain Fanplastic has a fun, educational and captivating plug & play event solution.

How does it work?

- On-site storytelling and learning
- Walk the Plank Challenge - a quiz about plastic pollution
- Treasure Hunt (with Treasure Maps)
- Weighing of Treasure & Prize giving

Additional options

- Photography of event
- Video of event
- "Message in a Bottle" invitations
- Install recycling (treasure) bins at your company to encourage office recycling, with a regular collection service

Result

- Contributing to the #NoTrashButTreasure Quest
- Elevating your event with an inspirational story
- Encouraging a recycling eco-system where it is needed
- Turning trash into treasure at your office





Our Partners



Plastics | SA



C L I F F O R D
C H A N C E





Testimonials



Linako

Intshayelelo Primary Learner

"We became pirates and we saved animals from eating plastic."



Eleze, Phiwe & Anam

Intshinga Primary Learners

"We loved the story and enjoyed making the eye patch. Picking up the plastic is fun!"



Aryn

Somerset West Methodist Primary School Teacher

"The Captain Fanplastic Programme is a very good program; it's fun for the children while they learn at the same time."

Circular Ecosystem



**SELECTED
SCHOOL**

**FACILITATE
PROGRAMME**
KICK-OFF +
INSTALLING BINS

**CAPTAIN
FANPLASTIC'S CLUB**
MANAGE BIN + EXTRA
CURRICULAR ACTIVITIES

**RECYCLING
PARTNERS**
COLLECT TRASH
FROM BINS

**UPCYCLING
PARTNERS**
TURN TRASH
INTO TREASURE





Hop onboard and let's set sail for more schools

Email enquiries to partners@captainfanplastic.co.za
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An initiative by Soapbox South Africa® (2018)

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SOAPBOX