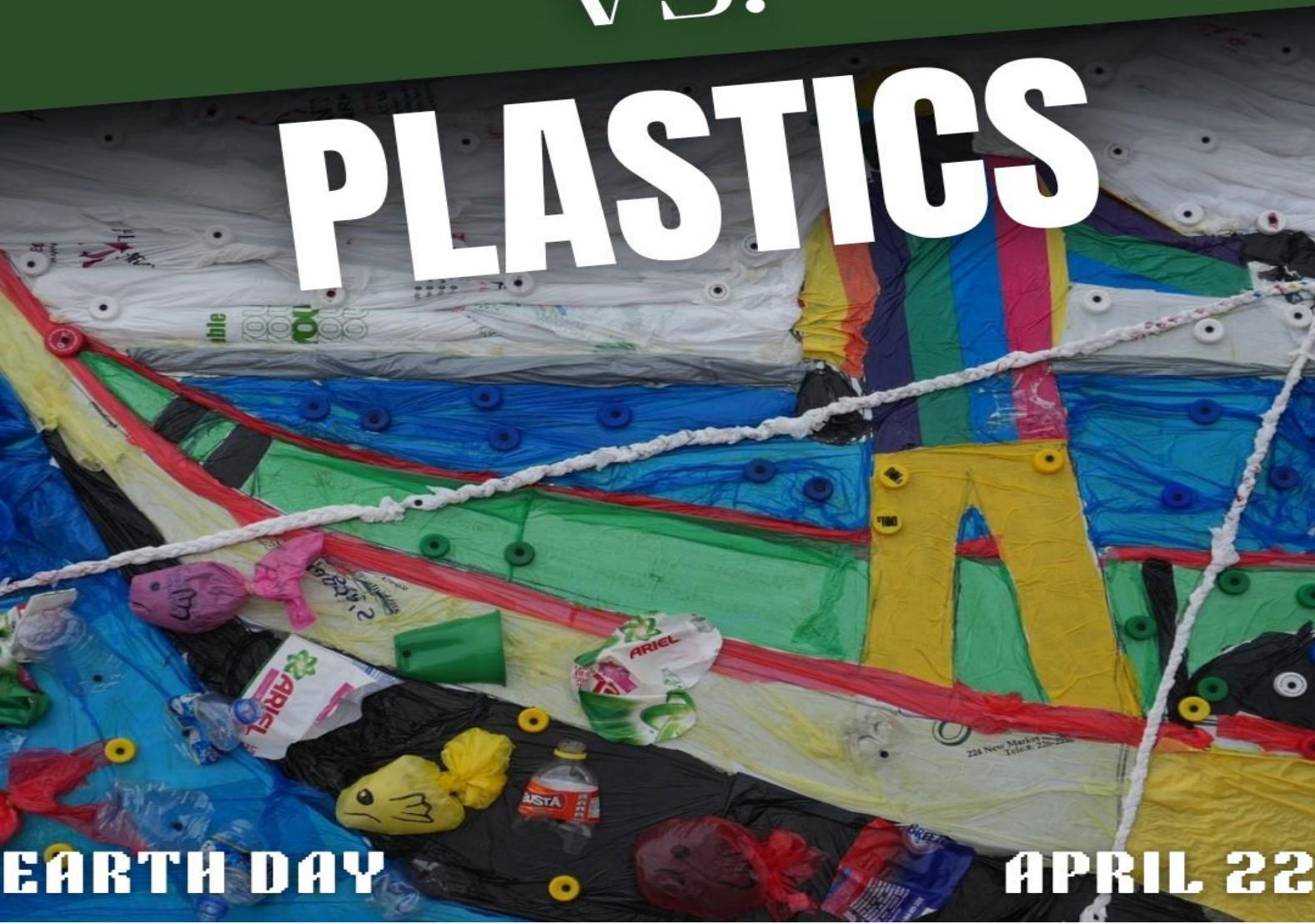




# PLANET VS. PLASTICS



EARTH DAY

APRIL 22

## Table of Contents

Introduction .....	3
The Event.....	3
Aims.....	3
Preparation of the Event .....	4
Sponsorship and Donors .....	4
Summary of the Event.....	4
Mural Corner .....	4
Policy Forum Guyana Booth: Plastic Free Paradise.....	5
Conclusion.....	6
Appendices.....	7
i. Pre-event Publicity .....	7
ii. Post Event Publicity .....	9
iii. Scenes from the Event.....	10



## Introduction

Earth Day, observed globally on April 22nd, serves as a poignant reminder of the environmental challenges our planet faces. In 2024, the theme "Planet vs. Plastics" underscored the urgent need to address the escalating plastic pollution crisis. With annual plastic production surpassing 380 million tons, our ecosystems are inundated with this persistent material. In the last decade alone, more plastic has been produced than in the entire 20th century. Without decisive action, this trend will continue unabated. The Planet vs. Plastics campaign is a clarion call to reduce plastic production by 60% by 2040 and eliminate single-use plastics. It is imperative that we act now to curb this crisis and protect the well-being of all life on Earth.

## The Event

The Earth Day Sip and Create Event held by Policy Forum Guyana was a highlighted feature on the Earth Day Event Map, prominently showcased in the Activities and Resources section of [Earthday.org](https://earthday.org). The event aimed to raise awareness about plastic pollution by creating a mural made of plastic on the seawalls. By registering the event on Earthday.org, Policy Forum Guyana not only ensured visibility to a larger audience but also enhanced its credibility. This registration aligned Policy Forum Guyana with Earthday.org, a reputable organization dedicated to promoting environmental awareness and action, thus strengthening the organization's commitment to environmental causes and its reputation within the community.

## Aims

The Policy Forum Guyana Earth Day Sip and Create Event had a dual focus: raising awareness about plastic pollution and highlighting the impact of single-use plastics on the environment. This was achieved by encouraging participants to bring their reusable water bottles and creating a plastic-free zone, promoting sustainable practices, and reducing reliance on single-use plastics. The event also aimed to foster collaboration and collective action against plastic pollution by inviting other organizations to join. To further engage the community, Policy Forum Guyana requested donations of clean plastic bags and bottle caps for the mural project. By inviting the public to participate, the event aimed to engage a wider audience in environmental conservation efforts and empower individuals to act against plastic pollution. The creation of the mural from plastics not only served as a creative endeavor but also challenged perceptions of single-use plastics, showing how seemingly disposable materials can be transformed into meaningful art that spreads an important message.

# Preparation of the Event

## Sponsorship and Donors

In preparation for the event on April 21<sup>st</sup>, Policy Forum Guyana reached out to volunteers, schools, and other organizations to donate plastic bags and bottle caps to be used in the mural. By April 20<sup>th</sup>, Policy Forum Guyana received a total of 83 caps, 6 bottles and 77 plastic bags, all varying in size and colour. Additionally, caps gathered during a cleanup activity at the Kingston Beach by the Rights of the Child Commission- Guyana, were donated on the morning of April 21<sup>st</sup>.

Policy Forum Guyana also received sponsorship in the form of cash or kind from several companies and organizations: Sherwin Williams, Darthan Investments, Jars Zero Waste Shop Gy, GHSM Consumables, Sure Taxi & Transportation Service, Health Depot Pharmacy, J's Cocktails Rahul Changa and Chelbie Gilkes. Local artist, Nixx Butler also volunteered his time to work on the mural while high school artists Avianne Basdeo and Deandre Benjamin, each contributed an art piece to be on display at the event. Shakel Cyrus, mixologist, also volunteered his time to make the mocktails during the event.

## Summary of the Event

Policy Forum Guyana Earth Day Sip and Create Event took place on Sunday, April 21st, 2024, from 1:30 PM to 5:00 PM at the Boardwalk on the Seawalls near the Decked-Out Bar. With the assistance of 21 dedicated volunteers, the event attracted approximately 100 attendees who engaged with the various sections of the event.

## Mural Corner

School children, teachers, parents, and other participants were actively engaged in creating the mural by pasting plastic bags, constructing a fishing net made of plastic, and crafting fish from plastic bags. The mural, mounted on a galvanized zinc frame, was assembled using contact cement to affix the plastic elements. The artwork depicted a fisherman in the open sea, whose net brought in not only fish but also garbage. This portrayal effectively highlighted the stark contrast between the ocean's natural beauty and the detrimental impact of plastic pollution. It highlighted the threat posed to marine life, ecosystems, and the livelihoods of fishermen.

This imagery served as a poignant reminder of the urgent need to reduce plastic waste and raise awareness about conservation and sustainability. Through their involvement in the mural's creation, participants and viewers alike were encouraged to reflect on their plastic usage and inspired to make more environmentally conscious choices. Ultimately, the mural called upon viewers to consider the broader implications of plastic consumption and motivated them to take action to protect our oceans and those who depend on them.

## Policy Forum Guyana Booth: Plastic Free Paradise

After contributing to the mural, participants were invited to unwind with refreshing mocktails and indulge in sandwiches, a chocolate fountain, and Earth Day-themed cupcakes. The event also featured engaging activities like Eco Snake and Ladder, SDG Memory Game, and Earth Helper, all designed to encourage reflection on personal actions and promote environmental consciousness. To further amplify Earth Day's message of "Planet vs. Plastics," attendees were encouraged to capture moments against a themed backdrop and share them on social media, extending awareness beyond the event itself.

At the booth, passersby, visitors, and participants had the opportunity to learn about Policy Forum Guyana's initiatives and its past work. Those who engaged with the various games could collect prizes, adding a layer of fun and incentive to the environmental message. The booth also showcased projects like the Trash to Treasure Project and the Glass It Up Competition from 2023, demonstrating innovative ways to repurpose waste.

For younger attendees, there was a dedicated area for paint-by-numbers and face painting, ensuring that everyone, regardless of age, could enjoy and engage with the event in meaningful ways.

## Conclusion

In conclusion, Policy Forum Guyana's Earth Day Sip and Create Event successfully combined education, engagement, and creativity to raise awareness about plastic pollution and promote sustainable practices. Through the creation of a mural made from plastic bags and bottle caps, attendees were able to visually witness the impact of plastic pollution on marine life and ecosystems, as well as the livelihoods of fishermen.

Overall, the Earth Day Sip and Create Event served as a powerful reminder of the urgent need to reduce plastic waste and promote sustainability. By engaging participants of all ages and backgrounds, the event succeeded in inspiring individuals to take action and make a positive impact on our planet.

## Appendices

### i. Pre-event Publicity

#### Poster



## Facebook Post



Policy Forum Guyana

April 18 at 7:07 AM · 🌐

Join Policy Forum Guyana this Sunday, April 21, as we celebrate #EarthDay 🌍 at the Seawall near the Decked-Out-Bar.

Let's come together to create a mural made out of plastic.



## Instagram Post



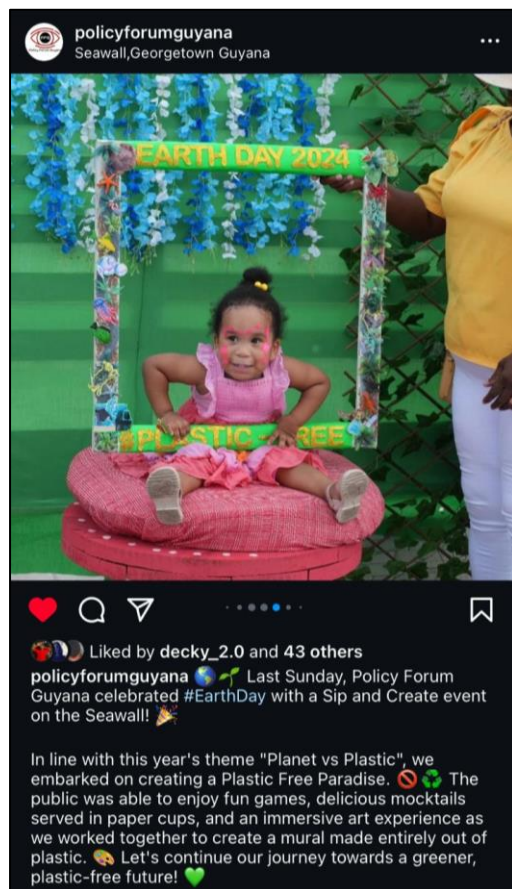


## ii. Post Event Publicity

### Facebook Post



### Instagram Post



### iii. Scenes from the Event

#### Mural Making







## Plastic Free Paradise







