



A guide for FlipFlopi partners in
Kenya, Uganda and Tanzania

Dear Flipflopi friend and partner

Flipflopi are taking the plastic revolution, upstream, to Lake Victoria on World Clean Up day 2020 and we need your help to get the message out there to our Uganda, Kenyan and Tanzanian brothers and sisters.

Included are all the materials you need to help you share the message and make this campaign a success. If there's something else you need, please email beccafaber01@gmail.com or dipesh@theflipflopi.com

Introduction

This World Clean Up day marks 2 years since the The Flipflopi took to the seas to kickstart the #plasticrevolution from Kenya.

With her positive colourful message, she proved that it is possible to change mindsets about plastic pollution, and inspire new solutions to give plastic a valuable second life.

2 years later and whilst great strides have been made to raise awareness of plastic pollution, there are still many hurdles ahead.

The most [recent threat from the petroleum industry, using trade negotiations to strike a deal between Kenya and the USA would unpick years of legislative change in Kenya](#) and possibly across the entire continent means that now more than ever, we need to ramp up our concerted efforts across our East African community and make our voices be heard.

That's why this World Clean Up day we must all join together and show the world we as East Africans are a united front against single-use plastic. Flipflopi is using this day to officially launch its Lake Victoria upstream campaign to turn the region and world's attention to the importance of the lake, and change mindsets around plastic pollution.

Across East Africa we must all work together: by raising awareness of the importance of Lake Victoria, sharing our simple message that we will not tolerate plastic pollution, and adding our voices to a petition that call finally for East African governments to take action to ban single use plastic.

Please join Flipflopi in taking the plastic revolution upstream to Lake Victoria and make some noise on world clean up day!

Hashtags: #plasticrevolution #beatplasticpollution #worldcleanupday2020

Link to change.org petition to ban single use plastic in EA: <https://bit.ly/3bjYbYT>

Download materials on the dropbox: <https://www.dropbox.com/sh/1z28mfxdmwtpwai/AAD5BF-2TnVrbgmV8jzOiDuSa?dl=0>

Objectives of Flipflop's Lake Victoria/WCUD campaign:

1. Raise awareness of Lake Victoria as a symbol of an environmental and plastic pollution catastrophe
 - Lake Victoria, supporting 40 million, is dying and a principal source of ocean plastic pollution
 - This critical ecosystem is a symbol of the myriad of environmental issues threatening lives and livelihoods
2. Raise awareness of the Flipflop's positive upstream Lake Victoria campaign
 - Expedition will change mindsets and behaviours around plastic in communities living around the lake (& showcase local and global solutions to reduce and re-purpose plastic waste)
3. Drive East African consensus to ban single use plastic, spearheaded by lake countries, Kenya, Tanzania and Uganda
 - Share and sign the Flipflop petition

What Flipflop is doing on World Clean Up Day (19th September)

- The dhow is moving from Nairobi to the shores of Lake Victoria, Kisumu. A press brief and media campaign is being held with UN Environment Programme backed by national and county government
- 3 clean ups are taking place with Flipflop's innovation partners in Kenya – in Lamu, Diani and Kisumu to bring awareness to the campaign launch
- A new educational animation is being launched ('Ali's Ark') that has been written and narrated by celebrated Kenyan broadcaster John Sibi-Okumu

5 things can you do as a Flipflop partner

1. Host a clean up event and make some noise around the Flipflop Lake Victoria campaign
2. Simply share the Lake Victoria campaign messages and social posts/content in this toolkit
3. Sign and share the petition with your facebook/social media communities
4. Invite local journalists to write about the Lake Victoria campaign
5. Share the new Ali's Ark educational campaign that will be launched on 19th September

Messages you can use

Key facts about Lake Victoria messages

- Lake Victoria is Africa's largest freshwater lake and the second largest in the world, the principal source of the River Nile, supporting over 40 million people.
- The United Nations states that a staggering 8 million tonnes of plastic ends up in the oceans every year and 90% of this plastic comes from ten major rivers—the Nile being one of them.
- [A recent study](#) showed a staggering 75% of sampled fish from Lake Victoria had plastics in their guts.
- Lake Victoria is dying: intensely polluted, overfished, with water hyacinth and algae that's choking the lake.
- Recent flooding partly caused by the destruction of wetlands that used to act like a sponge to hold water, has led to a humanitarian and ecological disaster
- The lake represents a myriad of environmental and health issues threatening lives and livelihoods, connects to the health of the oceans and planetary climate change

Flipflopi World Clean Up Day messages

- Flipflopi is taking the plastic revolution upstream to Lake Victoria, a principal source of the ocean plastic pollution problem
- The Flipflopi dhow is being moved to Kisumu, the shores of Lake Victoria on World Clean Up day 2020 (19th September) to mark the official launch of the upstream Lake Victoria expedition
- The aim of the upstream campaign is to bring the world's attention to the importance of the Lake and freshwater systems, vital to protect lives, livelihoods, the oceans and planetary climate, and to change mindsets and behaviours around plastic pollution
- A primary objective of the campaign is to create East African regional consensus around plastic pollution, spearheaded by the 3 lake countries, Tanzania, Uganda, Kenya through an East African petition that calls governments to ban single use plastic
- By the time Flipflopi sets sail to circumnavigate Lake Victoria in January 2021, we hope to have collected 500,000 signatures from the EAC calling for a total ban of key single use plastic items, that that can be leveraged to lobby governments to adopt regional legislation.

Be part of the solution on world clean up day

- Sign and share the petition calling our governments to ban single use plastic:
https://www.change.org/p/the-east-african-community-eac-end-single-use-plastics-in-east-africa/psf/promote_or_share?source_location=petition_show
- Host a clean up of your local area if possible and spread your 'plastic revolution' message on social media
- Take inspiration from Flipflopi which is made from 10 tonnes of plastic waste and 30000 flipflops! Share fun and new solutions to re-purpose waste!
- Help educate our schoolchildren and share Flipflopi's positive message: with the brand new Ali's Ark video that has been written and narrated by John Sibi-Okumu, a famous Kenyan broadcaster
- Showcase and celebrate local innovative solutions and unsung heroes in your own area.

How you can help us make the Lake Victoria launch day a success

Download all the materials you need at Flipflopi's dropbox

You can download assets to raise awareness of the campaign at

<https://www.dropbox.com/home/FlipFlopi%20-%20World%20Clean%20Up%20Day%20Toolkit>

Add information on your Facebook pages or websites

Shorter for social

Flipflopi, the world's first recycled plastic dhow is coming to Lake Victoria on World Clean Up Day 2020! We are proud to be partnering with Flipflopi as she brings her positive #plasticrevolution message to 40 million of our brothers and sisters in Kenya, Uganda and Tanzania.

As East Africans we must call our governments to ban single-use plastic once and for all, and raise awareness of the vital importance of a clean lake and environment to sustain life and livelihoods.

Sign the petition https://www.change.org/p/the-east-african-community-eac-end-single-use-plastics-in-east-africa/psf/promote_or_share?source_location=petition_show

Go to www.theflipflopi.com to find out more

Longer for webpage

We (**org name**) are proud to be joining Flipflopi this World Clean Up Day, 19th September. The world's first recycled plastic dhow is symbolically moving from the ocean, upstream, to the shores of Lake Victoria, home to 40 million East Africans, who all depend on it for freshwater, food and industry.

Because Lake Victoria is dying: intensely polluted, overfished, with water hyacinth and algae that's choking the lake. And it is filling up with plastic beneath its dark waters - a recent study showed 75% of sampled fish from Lake Victoria had plastics in their guts.

We need to stop pollution from entering our vital ecosystems and environment that we need to keep our water, food and land healthy, that is critical for our lives and livelihoods!

So this World Clean Up Day we are joining the #plasticrevolution to ask you all to take action:

- Sign the [petition](#) calling our governments to ban single use plastic
- Host a clean up of your local area if possible and spread your message on social media (join the world clean up day movement [here](#))
- Take inspiration from Flipflopi which is made from 10 tonnes of plastic waste and 30000 flipflops! Find fun and new solutions to re-purpose waste!

Host a clean-up event

If it is safe to do so, organise small groups clean ups and clean up your home and environment

Join the global movement at [World Clean Up Day 2020](#)

- Capture pictures and videos to share on social media (see suggested social posts later on in the toolkit)
- If you have access to a beach, why not create a giant 'flipflop' or 'say no to plastic' sign out of some of the trash and take pictures of it from a nearby viewpoint (see examples here)



- Take photos of people holding colourful flip-flops they find on their clean up or create your own colourful signage to communicate your message to the world
- Have you got any great ideas on how to re-purpose waste plastic? Share your photos and suggestions on social media
- Use the hashtags #beatplasticpollution #plasticrevolution #worldcleanupday2020 #ForNature #Beatpollution

Social media posts Pre-World Clean Up day

Please share social media posts to ask your communities to join the movement and share the message and petition to ban single use plastic!

Two weeks pre world clean-up day

[Post]

On #WorldCleanUpDay 2018, Flipflop made history when she took to the seas to change mindsets about plastic pollution. 2 years on, it's time to make history again. Host or join a clean-up in your area and add your voice to call East African governments to ban single use plastic once and for all. #plasticrevolution #worldcleanupday2020

[Link;] Share the youtube clip from when Flipflop set sail: <https://youtu.be/9z5n3PS6-a8>

One week pre world clean up day

[Post]

Lake Victoria is dying. It's infested with plastic, and yet supports 40 million people! It's time to take the #plasticrevolution upstream and to the entire East African community. It's not too late to join the world clean up movement and add your voice to the petition to ban single use plastic once and for all.

[Link to petition and social post from toolkit]

1 day pre world clean up day

[Post]

1 day to go before World clean up day and the official launch of the Flipflop lake Victoria upstream campaign. Don't let the oil industry unpick years of efforts against ending single-use plastic. Join the movement, make your voice be heard!

[\[Link to petition and social post from toolkit\]](#)

Social media post on world clean up day (19th September)

[Post]

Happy World Clean Up Day that unites 180 countries across the world for a cleaner planet. Today we join Flipflop as she launches her campaign to bring the plasticrevolution to Lake Victoria and unite East Africans to ban single use plastic

[\[Link to petition and social video in toolkit\]](#)

Social media posts following World Clean Up Day

Share your photos from clean ups and share the new Ali's Ark animation

[Post]

This world clean up day we cleaned [*insert local space*] public space and added our voice to the #plasticrevolution petition. We will not be deterred by politics - East Africa can and must maintain its positive leadership position and ban single use plastic once and for all.

[Share your photos/videos from the event + link to petition](#)

[Post]

Our children are the future plasticrevolutionaries! Make sure we pass on the right message and equip them to find new ways to repurpose waste, and more importantly, ensure the tap is turned off once and for all. Please share this beautiful ali's ark animation written and narrated by Kenya's John Sibi-Okumu with all the schools and children you know!

[\[Download Ali's Ark in the toolkit\]](#)

Get the media to write about Lake Victoria and the Plastic Revolution campaign

[\[Link to dropbox and press release\]](#)

Share Flipflop's educational posters

Lots of educational material that you can circulate with your local community and school

<https://www.dropbox.com/home/FlipFlopi%20-%20World%20Clean%20Up%20Day%20Toolkit/Flipflopi%20educational%20material>

Share the Ali's ark animation with your local schools

[to be launched on 19th September]