

YOUNG LIONS COMPETITIONS



UNITED ARAB EMIRATES
DIGITAL CATEGORY 2022

UAE YOUNG LIONS DIGITAL COMPETITION 2022

Cannes Lions 68th International Festival of Creativity

Creative Brief

BACKGROUND

Goumbook is the leading social enterprise promoting sustainable living and green practices in the UAE and beyond since 2010. We shape the sustainability landscape by offering local solutions to corporates, youth, the civil society and public sector through awareness, initiatives, advisory and consulting to change mindsets and create impact on the current and future living experience of the people in the region.

As a social enterprise anchored in addressing social and environmental issues, we have launched many initiatives over the years designed to address unmet needs and challenges in our community and our environment.

Partnerships are key for success and positive impact. To make this possible we partner with government entities, the private sector, educational institutions etc.

Our successful initiatives include **Give A Ghaf, Drop It, Dubai Can, Fair Care** and **Eat It or Save It**.

For more information please visit: www.goumbook.com

GOUMBOOK'S LATEST INITIATIVE - 'SAVE THE BUTTS'

CHALLENGE:

Cigarette butts are the most littered item in the world.

In a recent global survey, cigarette butts were also the most common type of plastic waste found in the environment, as cigarette filters are made of 95% plastic (cellulose acetate); and take 10-15 years to degrade.

Upon being discarded, cigarette butts continue to leach harmful chemicals such as nicotine and other heavy metals - including arsenic, into the environment, thus poisoning fish and other animals who accidentally consume them. Sadly, they are often discovered inside the bodies of seabirds and turtles, thousands of miles away from urban areas.

Since the 1980's, cigarette butts account for 30-40% of all items collected in environment cleanups around the world. Of the 6 trillion cigarettes produced every year, 4.5 trillion end up in the environment such as on beaches, deserts and waterways. A third makes it into the bin, which then ends up in the landfill; they cannot be recycled in conventional recycling facilities as they are considered 'contaminated' and are made of composite mixed materials.

(Sources: UNEP, MDPI, Science Direct and WHO)

OPPORTUNITY:

Circularity in sustainability is the concept where a product is placed back into the supply chain at the end of its life cycle to ensure it continues to create value within the 'Circular Economy', while keeping it out of the landfill.

As global resources become more scarce and costly, with a reduced regeneration capacity of natural resources from generation to generation, along with sustainable practices becoming increasingly embedded and mandated across industries, we are currently transitioning globally to adopting a 'Circular Economy' model, and away from the traditional 'Linear Economy' model.

A 'Linear Economy' model takes natural resources, turns them into products, uses the item and disposes of the item – also known as the 'take, make, waste' economy.

By contrast, a 'Circular Economy' integrates reusing items, sharing, repairing, refurbishing, remanufacturing, and lastly recycling to create a "closed loop" system in order to minimise the raw materials and inputs required, and to substantially reduce or eliminate the creation of waste, pollution and the equivalent carbon footprint.

Where the issue meets the opportunity lies the story of our latest initiative: **'Save the Butts' - Waste to Value.**

INITIATIVE:

'Save the Butts' - Waste to Value adopts the 'Circular Economy' approach to environmental pollution by converting a typically non recyclable waste item into a value added resource.

Despite being toxic for living beings and the environment, cigarette butts have intrinsic value: Most filters are made up of 95% plastic which - while not conventionally recyclable - can be transformed into valuable materials that can become part of a 'Circular Economy'. In this case the initiative aims to collect discarded polluting cigarette butts and through a manufacturing process converts them into valuable construction material panels.

Goumbook conceptualised and spearheaded the initiative in order to drive awareness, engage the community at large and engage companies and brands to support the initiative.

In order to provide a sustainable end-to-end circular solution to the waste problem and to "close the loop" entirely, Goumbook has brought on campaign partners from the private sector who have complementary expertise in tackling the problem at hand in a holistic, innovative, impact driven, yet simple manner.

Our initiative partners and their roles:

- Reloop - will manage the logistics of collecting and aggregating the cigarette butts, a mobile application through which various waste streams can be recycled in a transparent and convenient manner. Reloop offers commercial and household clients with collection services for their recyclables, allowing them to trace and calculate their waste generation and recycling contributions via the Reloop app
- Terrax - is pioneering manufacturing technologies for typically non-recyclable waste items in the UAE and has the capabilities to turn cigarette butt waste into terrax boards which are used in the construction industry as an alternative to plyboard - a much needed sustainable construction product for the region

OBJECTIVES:

- **Awareness**

Typically, as a worst case, these cigarette butts are either left in the environment as they are small and not necessarily on the radar of most cleanups to collect, and in a best case scenario, they would end up in a landfill, for the conventional approach would not have been able to recycle cigarette butts. Either way, in both scenarios, they would degrade and pollute leaching chemicals

Therefore, our aim in terms of awareness is to:

- Promote the importance of removing cigarette butts from the environment as they are highly polluting
- Present a circulatory and closed loop innovative approach, using this wasted discarded pollutant as an item that can be reprocessed into valuable construction material

- **Community Engagement**

Community clean-ups to keep the UAE clean and safe from cigarette butts with the help of volunteers and company employees dedicated to making a difference

- **Collection & Reporting**

The data collected from the clean-ups is logged into the Ocean Conservancy database to help inform and create long-term solutions to the global ocean pollution crisis. Ocean Conservancy is a nonprofit environmental advocacy group dedicated to protecting the oceans

'Save the Butts' is in alignment with the UAE Circular Economy Policy - a comprehensive framework for determining the country's approach to achieving sustainable governance and the ideal use of natural resources.

HOW TO GET INVOLVED - ROUTES:

Both corporates and individuals are invited to register to join the campaign and collect cigarette butts from UAE public spaces as well as corporate premises; keeping the harmful pollutants out of the environment.

- **Youth (Individuals and Schools/Universities)**

For all students looking to do some volunteer work within their community, 'Save the Butts' is the perfect activity for them and their friends! They will also be eligible to receive a participation certificate that can be used for volunteer programs such as The Duke of Edinburgh Awards or the IB CAS Diploma Programme

This route is financially sustained via a nominal individual participation fee to help cover costs and issue certificates

- **Companies**

Have two ways of getting involved:

- **Corporate Clean-up Events**

A paid team building scheduled exercise, where employees of a sponsoring company gather in an outdoor setting to conduct an organised cigarette butt clean up, while learning about the issue at hand and the derived benefits of supporting the initiative

- **Corporate Annual Membership**

Corporate members are active and committed advocates who participate and support the initiative across the year. They set up a collection of cigarette butts within their premises and engage with clients, guests and employees by raising awareness on the negative impact of cigarette butts when not disposed of properly. The collected cigarette butts will then be picked up from the company's premises and go into the 'Circular Economy' - reprocessing them into valuable construction material. Initiative material, key messaging and claims are shared with members to drive awareness to their stakeholders and to assist them in communicating their support of the initiative

The membership is ideal for companies in the hospitality and F&B industry, landowners (retail, commercial and residential developers), office towers, and other entities where there is a recurrence of discarded cigarette butts

The benefits of joining 'Save the Butts' are numerous, aligning the company's strategy with the Sustainable Development Goals (SDGs), uniting employees and clients under a common sense of purpose, supporting local startup partners of the initiative, creating positive social and environmental impact and a commitment to CSR, and promoting and supporting a strong case study for the concept of circular economy

This route is financially sustained via annual membership fees for corporates that wish to participate in an ongoing effort to dispose of cigarette butts from their premises

Please Note: The brief for the **UAE Young Lions Digital Competition 2022** will focus on the companies route - Corporate Annual Membership. For more information on Corporate Annual Membership refer to pages 20 - 27 of the **Goumbook 'Save the Butts' Handbook**.

EXPECTED OUTCOMES:

- Raise awareness about the current situation concerning cigarette butts and its negative impact on the environment
- An engaging campaign with a powerful message to promote and drive traffic and inquiries to learn more about the 'Save the Butts' initiative and how corporates/companies can get involved - www.goumbook.com/save-the-butts

TARGET AUDIENCE:

- Corporate entities and companies

MANDATORY:

- Use of 'Save The Butts' and Goumbook logos
- Use of Reloop & Terrax logos as campaign partners
- Include a call-to-action
- Use of social media icons
- The campaign design should be in line with Goumbook - Brand Guidelines
- If using cigarette butt bins/ashtrays in the campaign, they have to be branded with the 'Save The Butts' logo

RESOURCES:

- Goumbook, 'Save The Butts', Reloop and Terrax logos
- Goumbook Brand Guidelines
- Goumbook Social Platforms:
 - Instagram - <https://www.instagram.com/goumbook/>
 - Facebook - <https://www.facebook.com/Goumbook/>
 - Twitter - <https://twitter.com/goumbook>
 - YouTube - <https://www.youtube.com/user/Goumbook>
- Goumbook Website - www.goumbook.com/save-the-butts
- Campaign Hashtags - #SaveTheButts #CircularEconomy #closetheLoop #goumbook #wastetoValue

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