



Environmental Investment Fund  
of Namibia | ensuring sustainability

## Waste Heroes for The Namibia Sustainable Development Awards 2024

### “Waste Heroes”

### March 2024

**What** The 4<sup>th</sup> Sustainable Development Awards will be held on 19 June 2024. The fourth edition will be held under the theme **“Investing in our Planet”**. Our very future depends on humans grasping how critical our tiny, beautiful planet is. Investing in our planet means taking concrete actions to reduce our carbon footprint, protect biodiversity, conserve natural resources, and promote sustainable practices. It requires a collective effort from individuals, governments, and businesses to create a more sustainable and equitable world for everyone. Investing in our planet means **taking concrete actions to reduce our carbon footprint, protect biodiversity, and conserve natural resources.**

Simultaneously to hosting the Sustainable Development Awards, the Fund will also launch a coinciding social media campaign which introduces a platform where individuals design the physical award for the winners of the respective 17 categories and win an amount of **N\$ 15 000.00**.

This campaign in its creative way contributes towards sustainable waste management around the country. The campaign will go by the name of **“Waste Heroes”**. The rationale for this stems from our ability as people to work together and eliminate waste in the country. Therefore, people are encouraged to get creative with waste. Instead of wasting and littering, participants are encouraged to create this trophy from waste instead.

**Who** All Namibians, from all backgrounds are encouraged to participate.

**When** **The deadline for entries closes on Friday, 19 April 2024 @ 13H00PM.**

**How** How this works: This waste Make-A-Thon is an online event that brings innovative talent together.

*The final product will be detailed through a **short video (no longer than 2 minutes)**,*

- *stating your name and surname,*
- *giving context and background explaining your creative process,*
- *the content used to create the trophy,*
- *why you think you should be the winner*
- *why people should vote for your idea.*

*These videos will be submitted via WhatsApp along with the participant's full names and will be promoted on public spaces such as our social media pages ( Facebook, Twitter, Instagram and LinkedIn).*

*The winning video will be determined by the public (People's Choice). This means that the winning video will be determined by the number of likes ( on all pages) and the number of votes.*

*Every video will have a name and number.*

*Voting will allow the public to WhatsApp the shortcode of their preferred video. For example, WhatsApp messages must be sent as “WH1” or “WH2”.*

*All videos will be uploaded to social media platforms at the same time.  
Participants will receive an acknowledgement response.*

A committee will be established to verify WhatsApp and social media votes.

The video ideas can be sent via WhatsApp to **+ 264 85 79 83 042**  
All presented ideas will gain visibility through open public voting.

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## **Where**

## **Why**

This sustainability innovation competition is a positive collaboration between the Namibian nation as far as recycling and waste management in the country is concerned. This allows creatives to be a part of this change and to stand a chance of winning the overall prize is a cash prize of **N\$ 15,000.00** and the opportunity to design 17 awards for the main event, which is the Sustainable Development Awards 2024, hosted on 19 June 2024.

## **Criteria**

- Impact – How much waste does your idea contain?
- Environmental – What is the overall environmental impact of your idea?
- This competition will be open to every Namibian, in all regions.
- It will not be limited to age or gender.
- The size of the trophy would be left to the discretion of the creative participant; and should not be any more than the size numbers presented in the example image.
- Only one vote per person will be allowed.
- No email or SMS entries will be allowed. Only WhatsApp's Entries.
- NB! The final discretion still lies with the community in terms of the final look and feel of the award.

## **Contact persons:**

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