



NAWA Green Partner - Plastic Punch

Ghana is home to a rich diversity of flora and fauna. The beaches provide essential habitat for nesting marine turtles which are highly endangered and return to the shores every year to lay their eggs. Plastic waste littering the beaches and ocean compromises the ability for turtles to nest. Ingested plastic kills turtles.

Plastic Punch is an NGO created in January 2018 by a team of seven multicultural professionals from Ghana, France and Spain who are passionate about the environment. The organization was created in response to a turtle monitoring session during which the team discovered six dead turtles on the plastic-infested beach of New Ningo, 15 km beyond Tema.

Richmond Kennedy 'Legacy' Quarcoo is a Merchant Navy Officer by profession and a media expert. He wrote his final thesis on the menace of plastic pollution and its effects on the marine ecosystem as well as trying to exploit its viability as a raw material at the Regional Maritime University. He serves as the Co-Founder and Director of Plastic Punch.



He says that the mission of Plastic Punch is **to raise awareness of the dangers of plastics to the environment, marine life and humans**, as well as **finding and providing sustainable waste management solutions** for Ghana and beyond. To these ends, the team at Plastic Punch engages in a variety of activities that reduce plastic waste and that engage and educate the public about the dangers of plastic and the importance of sustainable practices.

Plastic Punch organizes beach clean-ups with local communities on turtle nesting beaches. NAWA members participate in these clean-ups on a regular basis. The turn-out is impressive and the clean-ups provide a powerful educational opportunity to engage with local children about the environment. Plastic waste collected is either turned into bricks for use in road construction or shredded to produce textiles.



Plastic Punch also hosts seminars and awareness-raising sessions in local communities, schools and churches. They conduct **workshops on plastic reuse and upcycling**. They also participate in **marine turtle conservation activities** including turtle monitoring and anti-poaching patrols. Plastic Punch has developed the Plastic Punch Sea Turtle data app available on google playstore to encourage sea turtle data collection and to promote citizen science.

They have also created a digital game that seeks to encourage and improve sanitation practices in an interactive way. The game is set on an island with a plastic infested beach where turtles need to nest. A player embodies a Plastic Puncher who is responsible for sanitation and beach clean-ups on the island to secure the turtle nesting space.

Through Plastic Punch Drama (a theatre play) and Plastic Punch Series (art exhibitions and theatre concepts on sanitation and waste management practices) they harness the potential of edutainment and art as vehicles to affect behavior change.

The Plastic Punch Series is inspired by the Plastic Punch theatre play, written with and performed by [Village Minds Production](#), a Ghanaian theatre company that uses performing arts as a tool for social intervention and change. The objective is to create a positive behavioral change in Ghana through the production and broadcasting of a series of short videos exposing the dangers of plastics. It is aimed at transforming poor waste management practices into acceptable ones and improving understanding of opportunities for waste recovery.



Additionally Plastic Punch harnesses traditional mass media including television, radio and newspapers to create awareness and to sensitize the public to the very real consequences of poor waste management practices.

As opportunities to volunteer at Plastic Punch beach clean-ups arise, they are posted to our NAWA facebook page. If you are interested in volunteering with Plastic Punch and/or would like to support their efforts, their contact information is as follows:

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