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Press Release for immediate release

## **FISHING LINE BIN INITIATIVE RELAUNCHED THROUGH INDUSTRY COLLABORATION AND ENVIRONMENTAL PARTNERSHIPS**

**Gqeberha, 24 June 2026.** [The Sustainable Seas Trust](#) (SST), in partnership with [Plastics SA](#), the [South African Plastic Pipe Manufacturers Association](#) (SAPPMA) and [Marley Pipe Systems](#), has relaunched and expanded its successful Fishing Line Bin Initiative following a generous donation of PVC pipes and fittings from Marley Pipe Systems in response to a call for industry support from SAPPMA.

### **History of the fishing line bin project**

The fishing line bin concept has a long history of success in South Africa. The programme, originally championed by Plastics SA and its industry partners, has helped remove significant quantities of fishing-related waste from the environment while raising awareness about the dangers discarded fishing line poses to marine wildlife.

The Fishing Line Recovery and Recycling Programme was officially first launched by Plastics SA along the Gansbaai shoreline in 2010 to provide anglers with a convenient and environmentally responsible way to dispose of used fishing line. The initiative has since grown to become a proven example of how simple interventions can drive meaningful environmental change. SST joined the initiative in 2022 and has since installed and monitored fishing line bins at key coastal sites in Nelson Mandela Bay, helping to prevent harmful fishing line from entering the ocean while generating valuable long-term data on marine debris.

“Fishing line can entangle seabirds, seals, sharks and other marine species, making responsible collection and disposal essential. Constructed from durable PVC pipe components, these bins are specifically designed to withstand harsh outdoor conditions while securely containing collected waste. Their simple but effective design has made them a recognised environmental solution at coastal and community sites across the country,” explained Douw Steyn, Sustainability Director at Plastics SA.

### **Industry collaboration drives expansion**

The relaunch of the project has been made possible through a collaborative effort led by the South African Plastic Pipe Manufacturers Association (SAPPMA), which issued a call to its members to support the initiative through donations of pipe and fitting components required for the construction of the specialised collection bins.

Marley Pipe Systems immediately answered the call, generously donating 80 units of each of the PVC pipe and fitting components required to construct the collection structures. The donation, received on 15 May, also included storage baskets that have proven invaluable in organising components during assembly and deployment.

“We are incredibly grateful to SAPPMA for facilitating this industry partnership and to Marley Pipe Systems for their swift and generous response. This contribution enables us not only to continue protecting our marine environment from discarded fishing line, but also to adapt the proven bin design for use in schools and other litter prevention initiatives,” said Dr Stacey Webb, Head of Marine and Coastal Impact Programmes at SST.

“SAPPMA's call for support and Marley Pipe Systems' immediate response have enabled us to expand a proven solution that keeps waste out of our oceans and communities while demonstrating the value of collaborative environmental action. The donated components will support both the continued rollout of fishing line bins at



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coastal locations and the adaptation of the design for litter prevention initiatives in schools and communities, she added.

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### **From coastlines to classrooms**

The first six structures were assembled and deployed on 18 May across three primary schools in Motherwell, Gqeberha. While based on the proven fishing line bin design, these units have been adapted for the collection of lollipop sticks, which SST research has identified as a significant contributor to litter leakage within school environments. This adaptation demonstrates the versatility of the original fishing line bin design and its potential to address a range of litter challenges in different environments.

Awareness and collection programmes have already been launched at Elufefeni Primary School and Enkwenkwezini Primary School on 21 and 22 May respectively, with Elundini Primary School scheduled to launch on 28 May. The school-based intervention forms part of SST's broader litter prevention and behaviour change programme, which has already demonstrated encouraging results in reducing litter, promoting responsible habits among learners and creating opportunities for future recycling initiatives.

Building on the success of both the fishing line and school litter collection programmes, SST and its partners are now exploring opportunities to expand the Fishing Line Bin Initiative to additional locations and applications once the current school rollout phase is complete. Early results from the school pilot have reinforced the potential for the collection structures to be deployed in a variety of community settings, creating new opportunities for litter prevention, environmental education and data collection.

"This partnership demonstrates how industry and environmental organisations can work together to create practical, scalable solutions to pollution," added Vanessa Bamford of Marley Pipe Systems' marketing department. "By combining innovation, education and collaboration, we can keep waste out of our oceans and communities while building a culture of environmental responsibility."

For more information about the Fishing Line Bin Initiative and Sustainable Seas Trust's environmental programmes, visit [www.sst.org.za](http://www.sst.org.za) or [www.plasticsinfo.co.za](http://www.plasticsinfo.co.za)

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