



# SUSTAINABLE SEAS TRUST

SUSTAINABILITY & POVERTY ALLEVIATION THROUGH EDUCATION

[www.sst.org.za](http://www.sst.org.za) [info@sst.org.za](mailto:info@sst.org.za) 076 608 3587 43 Donkin Street, Central, Port Elizabeth, 6001, South Africa

## MEDIA RELEASE

Sustainable Seas Trust (SST), a conservation-based organisation that works to sustain coastal and marine resources, is pleased to announce the appointment of Janine Osborne as CEO-Elect. With experience working in the NGO, corporate, government, and not-for-profit company sectors, as well as a deep understanding of and passion for consumer communications and behaviour change strategies, Janine will work alongside the current SST CEO, Dr Tony Ribbink, to guide the organisation into the next phase of its mission to facilitate and extend best practices around the conservation of Africa's seas, and curb (and ultimately stop) the waste that flows into the seas of Africa. Janine will join the SST team and take up the CEO post in July 2021.

As a marine conservationist with a master's in applied marine science from the University of Cape Town, as well as knowledge of the corporate retail sector and more than five years' experience in the plastics recycling sector, Janine brings to SST a well-rounded understanding of stakeholder management in a broad range of sectors.

Having lived and/or worked in four African countries during her career gives Janine a keen appreciation for the sensitivities inherent to working in different countries, which will facilitate SST's goal of building local and international information-sharing networks of support to manage the challenges around plastic litter and waste in Africa. Janine's experiences from managing the WWF-SASSI programme brings an understanding of fisheries conservation and management to SST, which will assist in reinvigorating the Hope Spot and coastal rehabilitation programmes. While her formal marine biology training will support the research programmes within SST, her experience in conceptualising schools' education and awareness interventions will work to extend the educational objectives within SST.

During her most recent position as the Stakeholder Relations Manager for PETCO, the national polyethylene terephthalate (PET) extended producer responsibility body and a valued SST partner, Janine deepened her understanding of the plastics sector as a whole and the PET plastic waste management and recycling sector specifically. Her exposure to the fields of enterprise development and training of SMMEs will assist SST in finding appropriate mechanisms to support poverty alleviation and sustainable local economic development. PETCO started off as the sponsor of the African Marine Waste Network Communications Hub. The sponsorship has now evolved to more project-specific outputs, specifically supporting the African Marine

Waste Conference. Cheri Scholtz, PETCO CEO, also sits on the SST Advisory Panel.

Speaking on Janine's appointment, Dr Tony Ribbink said: "I am delighted that not only does SST have a partnership with PETCO, but that SST's working relationship with Janine has been superb and we look forward to her playing a fuller role. I am particularly excited by the breadth of expertise that Janine brings, with quality degrees in marine biology, experience in NGOs, and knowledge of plastics through her association with PETCO, in which she interacted positively with government. Her experience in education and communications will also be a boon to shaping the future of SST."

Commenting on her appointment, Janine said: "I am absolutely thrilled to be joining the SST team, as well as the prospect of working with and learning from Dr Ribbink. From a professional perspective, this opportunity brings together all the varied skills that I have spent the last 16 years honing and will direct them, with the team, to achieving important results. From a personal perspective, I am motivated to bring about meaningful change through the work that I do, and I look forward to working in collaboration with the competent team at SST to achieve this."

SST is looking forward to beginning this new phase of our work under Janine's leadership.

SST is a growing NGO with national and international impacts that has momentum in promoting sustainability, poverty alleviation, and education which forms a base upon which Janine will build and shape the future.

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**Sustainable Seas Trust** is a Non-Profit Organisation (NPO) that supports and connects communities across Africa through [research](#), [education](#), [enterprise development](#) and [growing awareness](#) about ocean conservation and plastic pollution.