

# 2022 WITSA Global Innovation and Tech Excellence Awards Nomination Form

The 2022 WITSA Global Innovation and Tech Excellence Awards (formerly known as *the Global ICT Excellence Awards*) will be presented to select individuals, academic institutions, corporations, NGOs or governments whose use and applications of digital technologies exhibit exceptional achievement within the following broad categories:

Private Sector/NGO	Public Sector
Digital Opportunity/Inclusion Award	Digital Opportunity/Inclusion Award
Smart Cities Award	Smart Cities Award
<b>Sustainable Growth/Circular Economy Award</b>	Sustainable Growth/Circular Economy Award
Innovative eHealth Solutions Award	Innovative eHealth Solutions Award
Public/Private Partnership Award	Public/Private Partnership Award
E-Education & Learning Award	E-Education & Learning Award
Emerging Digital Solutions Award	Startup Ecosystem Award

In addition, a *Chairman's Award* will be presented to a nominee selected from the entire pool of candidates from all award categories.

Candidates for these Awards are nominated by ICT experts from around the world who span over 80 countries/economies. The 2022 *WITSA Global ICT Excellence Awards* will take place in conjunction with the September 13-15, 2022 World Congress on IT in Penang, Malaysia (<https://wcit2022.com/https://wcit2021.org.bd/>).

## Sustainable Growth/Circular Economy Award

Award #1: Individuals, academic institutions, corporations, or NGOs

Award #2: Government authorities

Award Criteria-There is an urgent need for transition to a more sustainable and circular socio-technical systems - now is the best time when we can witness how the health of the planet is connected to the human well-being and vice versa. The most accepted definition of the sustainability is defined by the Brundtland Commission in 1987; sustainability is seen as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Circular Economy (CE) can be defined as a regenerative system in which resource input and waste, emission, and energy leakage are minimized by slowing, closing, and narrowing material and energy loops. This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling.

As the UN’s 2030 deadline for change fast approaches, we explore what role the circular economy has to play in mitigating the impacts of climate change and how the technology industry can learn from it. It is a popular idea as it places an emphasis on designing out waste and pollution, thus keeping products in use for longer and facilitating the regeneration of natural systems. Now, as the world faces an imminent climate crisis, the IT and technology industries are starting to sit up and notice. ICT systems have influenced every aspect of modern life and the CE is no exception. Cutting-edge technologies, such as big data, cloud computing, cyber-physical systems,

internet of things, virtual and augmented reality, and blockchain, can play an integral role in the embracing of CE concepts and the rollout of CE programs by governments, organizations, and society as a whole. Many countries are advancing circular electronics initiatives to encourage longer product lifetimes, but legal, policy, and economic support must exist for an open repair environment to motivate consumers to opt for repair over replacement.

This award will recognize Individuals, academic institutions, corporations, NGOs or governments that adopt effective and innovative local, regional or global initiatives that promote local production and use, local renewable energy sources, and adoption of circular and participatory practices for circularity in digital devices, software, internet access and services.

## **YOUR NOMINEE**

### **Keep Sea Blue (NGO)**

#### **REASONS FOR NOMINATION**

Each year, more than eight million metric tons of plastics enter the ocean worldwide. The Mediterranean Sea, one of the most vulnerable environments in the world, has not escaped the plastic crisis. An estimated 260,000 tonnes of plastics leak into the Mediterranean Sea every year, harming terrestrial and marine ecosystems and biodiversity. Unless drastic action is taken, annual leakage is expected to double by 2040.

Keep Sea Blue (KSB) is an international, independent organisation committed to keeping the Mediterranean Sea plastic-free while promoting a circular economy for coastal plastics. The Organisation's mission is to recover plastic waste from at-risk coastal areas and turn it into Recovered Seaside Plastic® – a sustainable alternative to virgin plastic for the creation of new products. KSB prioritizes a proactive approach to combating plastic pollution in the Mediterranean by focusing efforts on preventing plastics from entering the sea in the first place.

To achieve its mission, the Organisation has developed an online blockchain platform using Oracle blockchain technology. Through this innovative, custom-made platform KSB connects its Partners, ie. stakeholders in the plastics value chain (Collectors, Recyclers, Manufacturers, Brand Owners), monitors and certifies the whole circular journey of plastics, delivering full transparency and traceability:

- from collection at high-risk coastal areas,
- to recycling for the production of Recovered Seaside Plastic® raw material,
- to reuse for the creation of new products with the inclusion of Recovered Seaside Plastic® raw material.

By bringing supply chain stakeholders onto a single platform to enter and share valid information, KSB promotes trust and collaboration, leading to enhanced collaborations and increased efficiencies, and eventually more seaside plastic being recovered, recycled, and reused instead of possibly ending up in the Mediterranean Sea. The ultimate goal is to keep plastic in the packaging loop and away from the Mediterranean Sea.

- Keep Sea Blue works with volunteers, other non-profits, the private sector, and local authorities to collect plastic waste from beaches, including materials such as bottles, nylon, and fishing nets.

- The collected waste is sorted and processed into Recovered Seaside Plastic®, a certified recycled raw material that will be used by manufacturers and brands for making new products or packaging.
- Through the blockchain-enabled platform certified partners register information and trace plastics to their point of origin, down to the specific coastal area where they were collected.
- Businesses making and using packaging from the recycled material can add the Recovered Seaside Plastic® badge on their products or packaging, providing their customers with proof of the product's circular journey and sustainability credentials.

Through its network of partners, Keep Sea Blue collects approximately 150 tons of plastics per month, equivalent to about 5 million plastic bottles. With restrictions lifted and tourism set to grow significantly this year, KSB expects a 50% increase in plastic waste on Mediterranean coasts in 2022, making its mission even more critical.

“The good thing about what we have created is that you can now track and see what is happening with the waste you’ve collected. If a team of volunteers or a local community collects 200 kilos of plastic, they can check where this plastic ends up and how it’s been used to create a new product. And that’s extremely motivating,” says Founder Lefteris Bastakis.

The Recovered Seaside Plastic® blockchain platform and Certification Program involves a multi-step monitoring process whereby the source material can be followed through a secure digital pathway powered by Oracle Blockchain Technology, ensuring end-to-end recycled product transparency and traceability.



This system is designed to encourage effective plastic waste collection, sustainable reuse and prevent Mediterranean Sea pollution.

With its Certification Program and Blockchain Platform Keep Sea Blue aims to:

- Certify the recycled raw material and attach digital proof of origin – ensuring all plastic collected and processed is coming from at-risk Mediterranean coastal areas.
- Certify the supply chain stakeholders through advanced auditing and monitoring techniques, creating a trusted network of partners.
- Provide high levels of transparency, verification and traceability of Recovered Seaside Plastic® throughout the supply chain.
- Ensure credibility of the Recovered Seaside Plastic® badge and provide an engaging sustainability story that brands can use to build trust with their audience and encourage sustainable shopping choices.

#### **SUPPORTING INFORMATION:**

Organisation's website: <https://keepseablue.org/>

Photos on Keep Sea Blue Instagram: <https://www.instagram.com/keepseablue>

Press release of Oracle and Keep Sea Blue:

<https://www.oracle.com/emea/news/announcement/blog/keep-sea-blue-tackles-marine-plastic-pollution-with-oracle-blockchain-2022-05-05/>

Oracle customer success story: <https://www.oracle.com/customers/keep-sea-blue/>

Video material:

[https://www.dropbox.com/s/9ravweozwewm8ya/Oracle\\_Keep%20Sea%20Blue\\_no%20captions.mp4?dl=0](https://www.dropbox.com/s/9ravweozwewm8ya/Oracle_Keep%20Sea%20Blue_no%20captions.mp4?dl=0)

Samples of international and Greek press coverage:

[Oracle-Keep Sea Blue: new model for sustainable development and blockchain technology, Naftemporiki newspaper, Greece](#)

[Keep Sea Blue fights plastic pollution with Oracle Blockchain, Fortune Greece](#)

[Keep Sea Blue uses Oracle Blockchain to fight plastic pollution, Greenagenda Greece](#)

[Keep Sea Blue uses Oracle Blockchain technology to combat plastic waste pollution, Switzerland](#)

Keep Sea Blue uses Oracle's blockchain technology to keep the Mediterranean clean,  
Blockchain4Innovation, Italy

50% more plastic on beaches this year, TechVisor, The Netherlands

**NOMINEE CONTACT INFORMATION**

Name/title: Maria Karka, Operations Manager, Keep Sea Blue

Email: [m.karka@keepseablue.org](mailto:m.karka@keepseablue.org)

Phone: +30 2296 032384