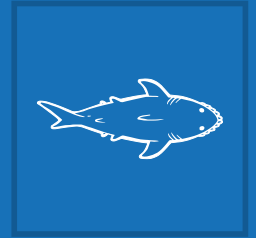


# JUSTICE 4 JAWS

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ANNUAL REPORT  
FOR 2021



# CHAIRPERSON'S STATEMENT

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In 2021, despite the pandemic, Justice 4 Jaws (J4J) has successfully launched both virtually and physically.

As of the 7th of September 2021, our youth movement is officially recognised as a Non-Profit Company.

The aim of J4J is to educate and inspire the youth and environmentally conscious about sharks and rays. Our aim is also to alter the negative perceptions of sharks, by spreading facts, positive encounters and the importance of sharks for the health of the marine ecosystem, and thus for the planet!

The biggest event of the year was the screening of 'Shark Sanctuary' which took place in Cape Town, in collaboration with WILDOCEANS and Wavescape. This was also an opportunity to launch J4J in person, to the public. The event was well supported and was fully booked within a few days!

J4J is also very active virtually, with members having had the opportunity to attend two online workshops, thus far. J4J is active on a number of social media platforms, and currently post content every Monday, Wednesday, Thursday and Friday.

Shark Week can cause an unnecessary fear of sharks, so J4J did their own version where sharks were shown in a more positive light. The members also decided to bust common myths about sharks, in an attempt to improve the knowledge of our followers.

An exciting project following the values of our mission is on its way, we are thrilled to see it come to light.

**MÉLISSA DUFLOT**

Chairperson

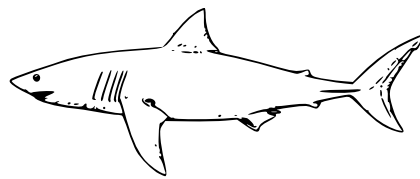
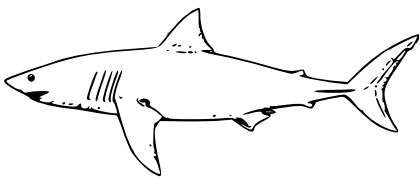


# ABOUT JUSTICE 4 JAWS

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## Our mission:

Justice 4 Jaws is a Non-Profit Company bringing awareness, education and inspiration to the South African youth, and environmentally conscious, about the sharks and rays of our South African Waters. J4J also aims to promote a positive perception of sharks, therefore altering the negative perceptions held by many.



## 2021 Objectives:

- **Educate** society about sharks (and rays) through online workshops and our media platforms.
- **Encourage** those who attended educational events to share and spread the knowledge they acquired.
- **Improve** the understanding of the role that sharks play within the marine ecosystem and the threats they are facing.
- **Increase sharks' popularity**, while actively motivating the advancement of shark protection, as well as shifting the negative perception of sharks.
- **Inspire** more individuals to get involved for the benefit of sharks; to promote the conservation and protection of sharks.



Sandile Ntuli: Facilitator

Discover our Team



Armstrong Gumbo: Advisor



Mélissa Dufлот: Chairperson



Uncial Haupt:  
Vice-Chairperson



Mignon Voges: Secretary





Julia Penaluna:  
Treasurer & Media Team

Discover our  
Team



Jade Vermeulen:  
Spokesperson & Head of Media



Hannah Snyman:  
Media Team



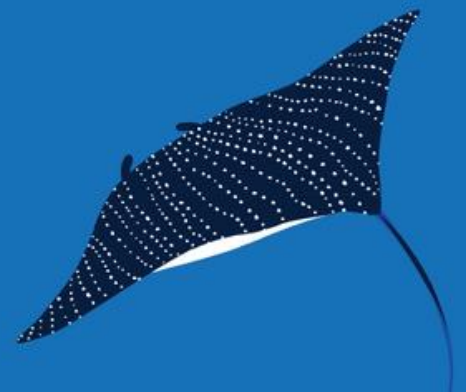
Jess Noomé:  
Media Team



Kezia Bowmaker-Falconer:  
Media Team



Leigh-Ann Smit:  
Media Team



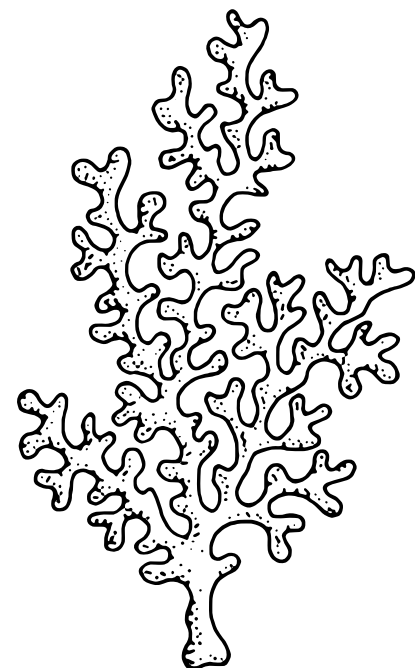
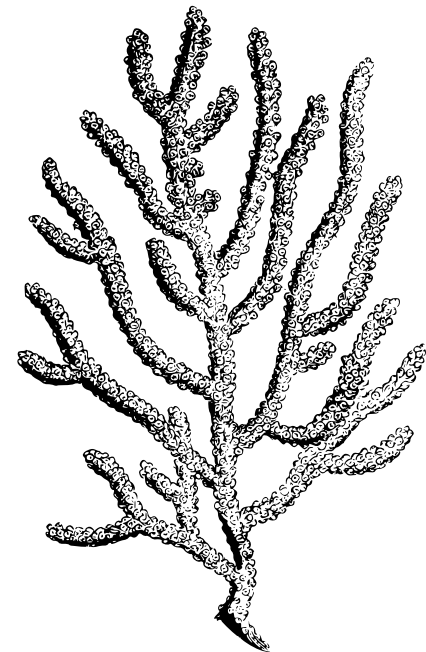
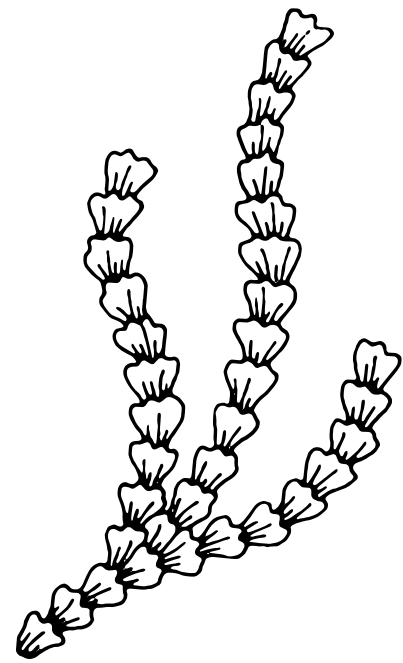
# FINANCIAL OVERVIEW

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WILDOCEANS, a programme of the WILDTRUST, is J4J's main funder. An annual budget of R55 000 is allocated to J4J from WILDOCEANS which is referred to as the 'activation budget'. This budget is aimed at assisting with the launch of J4J and is to be used before the end of July 2021.

So far, the budget has been used to design the J4J logo (R 1 900) and for the set up of our website (R 540).

Some of the budget contributed towards organizing the screening event, in conjunction with Wild Oceans and Wavescape, which was held in Cape Town. And also towards bringing all the steering committee members together, for a face-to-face meeting.



# 2021 Activities

## Virtual Workshops:

J4J has participated in a shark tagging workshop run by Alison Towner, as well as a shark identity, behaviour and conservation workshop run by Grant Smith. These workshops were organized by WILDOCEANS to benefit J4J members.

## Screening event in Cape Town:

The screening of the film "Shark Sanctuary" took place in June 2021. Justice 4 Jaws partnered with WILDOCEANS and Wavescape to bring this event together. The committee had the responsibility of running the evening. The audience was entertained with the abovementioned film, followed by a Q&A session, a presentation on South Africa's endemic shark species and a shark bingo game. This event was fully booked within a few days of the RSVPs being released!

## Shark Week:

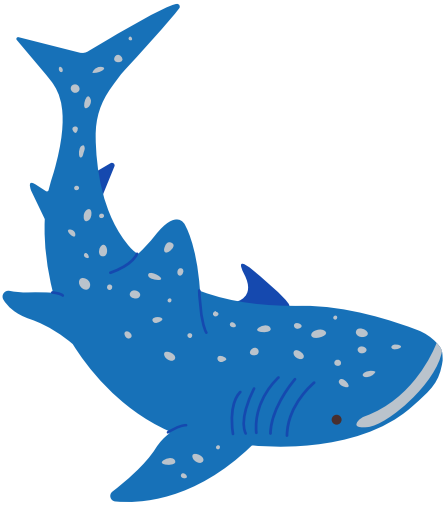
This year, Shark Week occurred in July. J4J decided to jump at the opportunity and do its own version! The idea was to share content on J4J media platforms that shed a positive light on sharks. The J4J members participated and provided some positive interactions they have had with sharks. The footage was shared over the course of Shark Week, and was viewed by many. Some videos reached up to 1 500 accounts!

## Myth Busting:

Everyone loves a good myth busting, so J4J thought why not do a shark version of myth busters. J4J tackled 8 common shark myths to bust, creating a two part video series. These videos can be found on J4J's social media platforms!



# Social Media Update



Some of the main goals of the media team are to **educate** our followers on all things chondrichthyans and may include their diversity, the threats they face, how we can help them, and current affairs etc.

Mondays have been focused on introducing the steering committee and has been called **Meet the Team Monday**.

On a Wednesday we have **This or that Thursdays**, with the winning shark species being revealed on a Thursday in an educational post.

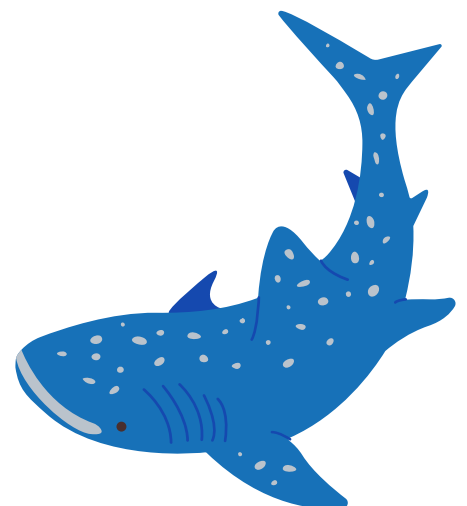
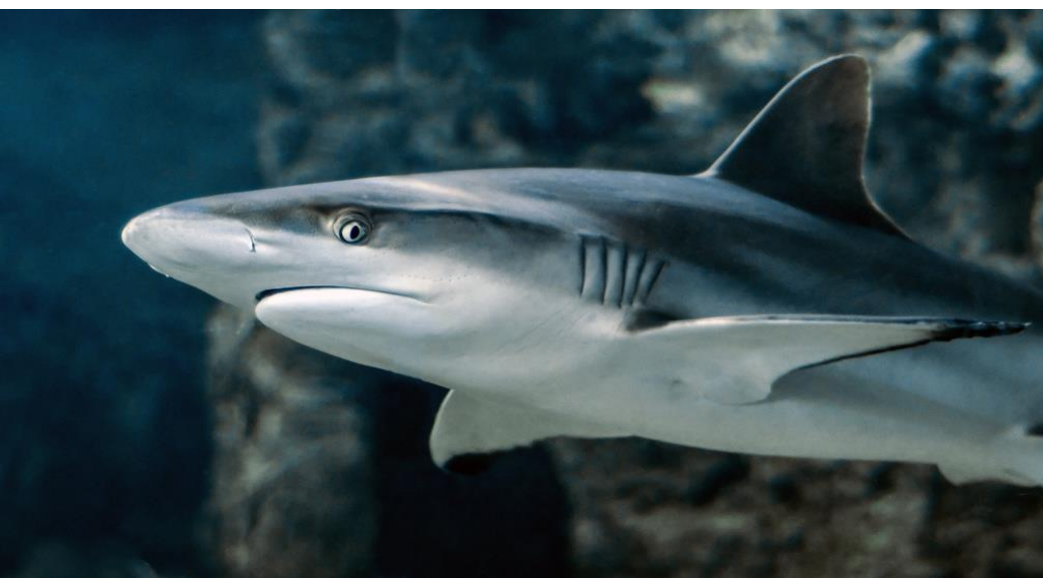
**Fin fact Friday**, is used to share both fun and extraordinary facts with our followers, but also the hard truths in order to create awareness surrounding sharks.



We will continue to highlight current affairs and important calendar days on all our social media platforms; Instagram, facebook and twitter to keep out followers up to date and informed as best we can.



<https://www.facebook.com/Justice4Jaws>  
<https://www.instagram.com/justice4jaws/>  
<https://twitter.com/justice4jaws>





# Future Activities

## The card game!

J4J has designed a card game to educate not only children but also all individuals who are interested in learning more about the different shark species that exist in our South African waters, and what role they play in the environment.

As a group, J4J hopes to change the general perceptions that people have about sharks (i.e. man-eating monsters) by educating them on more or less 80-100 incredible shark species, and why it is important to conserve them.

The game will be a fun introduction to sharks for any newbies but also holds interesting facts for the already shark-fanatics.

The card-game is very similar to that of top trump cards. The categories will include IUCN status, max size, max depth, lifespan, and population range. Each shark will also have a superpower, this will however not be in play but will show the unique and super characteristics of each shark species.



Despite the pandemic, Justice 4 Jaws successfully launched  
in 2021!

Let's keep focusing and educating ourselves on sharks and  
rays, because the more we know about them, the more we  
can appreciate them, and the better we can protect them!



Contact us  
[info@justice4jaws.co.za](mailto:info@justice4jaws.co.za)



Register at  
<http://justice4jaws.co.za>