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## **Press Release: International Sustainability Marketing Competition (ISMC) 2024 Winners**

**Montreal, December 24, 2024**

Clean Recycling Initiative™ (Non-profit) proudly announced the winners of the 3rd annual **International Sustainability Marketing Competition (ISMC)**. This global competition, in joint effort with HEAT-MX™, once again challenged students to create innovative marketing campaigns that educate the public on the critical environmental issues arising from textile waste and highlight the sustainable solutions provided by the **Clean Recycling Initiative™** technology platform.

The 2024 competition attracted nearly 1,500 students from 702 post-secondary institutions across 120 countries, demonstrating the remarkable global interest in sustainability and environmental awareness.

“With heartfelt gratitude, we are thrilled to announce the winners of the International Sustainability Marketing Competition (ISMC) 2024! This year’s submissions showcased extraordinary creativity, dedication, and unwavering commitment to addressing misinformation in environmental sustainability. Selecting winners was incredibly challenging, as every participant exhibited exemplary effort,” said Sae Chang, President & CEO of **Clean Recycling Initiative™**.

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### **1st Place Co-Winners**

- **Team Indonesia (multiple universities)** with team members, Rio Anggara, Irfan Septia Dwisantana, Muhammad Adnan Bayu Firdaus, Rayyan Septia Ardiana, and Lonely Sinuhaji, and schools, Universitas Padjadjaran, Universitas Gadjah Mada, Universitas Airlangga, Bandung Institute of Technology
- **Team St. Clair College**, Windsor, Canada with team members, Jordyn Rady, Kayla Kwiatkowski, Elliot Smith, Nathan Mitchel Triolet and Elizabeth Marion

### **3rd Place Co-Winners**

- **Team Universidad Panamericana**, Mexico, with team members, Mónica Fernanda Díaz Amador, Karla Daniela Fernández Oliva, Evangelina Itzamná Mendoza Cervantes and Víctor Hugo Pozos Aguilar

- **Team Universidad Panamericana**, Mexico, with team members, Wendy Jazmin León Ponce, Alicia Guadalupe Carranza Salazar, Fatima López Sandoval, Karla Aguilar Mckercher, Nathalia Fernández García

#### **Marketing Choice Award**

- **Team University of Economics Ho Chi Minh City**, Vietnam, Yen Dang Chau Hoang, Hung Nguyen

#### **Public Choice Award**

- **Hanein Khaled Mohieldein, Mansoura University of Engineering**, Egypt

#### **Africa Award**

**Winner - Kwadwo Amponsah Larbi, Kwame Nkrumah University of Science and Technology**, Ghana

#### **Finalists**

- **Fanilia Chaterin, Shih Chien University**, Taiwan
- **Team Chinhoyi University of Technology**, Zimbabwe with team members, Christine Kawadza and Rumbidzai Mukorera Zimbabwe
- **Team Chulalongkorn University**, Thailand, with team members, Chanakarn , Rattanatikanon, Jeeratchaya Wattanachai, Nattie Arsingsamanunt, Kwandao Amonanantatana and Piriypa Puhual
- **Team Georgetown University**, USA, with team members, Victoria Guillemot, Michelle Kolacz and Sneh Patel
- **Team University of Mines and Technology**, Ghana, Masduuk Yahaya, Nyarko Prince Sakyi and Lee Kabo
- **Afia Agyapomaa Ofosu, University of Professional Studies Accra**, Ghana

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“This competition was not just about awards but about embarking on a journey of collective learning and collaboration. Exploring solutions to combat misinformation about sustainability with students worldwide has been both enlightening and inspiring. To all participants, we extend our heartfelt appreciation for your passion and effort. Your contributions reaffirm the potential of accurate science in driving meaningful change in sustainability practices,” added Sae Chang.

## Judges:

Renowned sustainability experts and industry leaders served as judges, including:

- **Ms. Cynthia Tapera**, President of Judges, Certified Expert in ESG and Impact Investing, Pivot Africa, Zimbabwe
- **Dre. Swapna Mishra**, Chief Executive Officer, Textile Sector Skill Council (TSC), India
- **Mr. Micheal Donald**, Founder and CEO, ImageNPay & co-founder of The Thin Red Line Foundation, UK
- **Dr. Ezz Hatab**, Chair, ICAEA Middle East Chapter, UAE
- **Mr. Santiago Saralegui**, Head of R&D Recyclage et Upcycling Textiles, France
- **Mr. James Fountain**, Chief Sustainability Officer, Treeline Solutions, USA
- **Mr. Luis Pita de la Vega López**, CEO Hilaturas Ferre, Spain
- **Ms. Leah Schwenke**, Sustainability, Transformation, and Change Strategist, Telstra, Australia
- **Ms. Maggie Crespo**, Corporate Communications and Sustainability Manager at Metropolitan Touring, Metropolitan Touring, Ecuador
- **Mr. Sae Chang**, President and CEO, Clean Recycling Initiative™ and HEAT-MX™, Canada
- **Ms. Amma Odamea Amoako**, LLB Candidate – CLP BOE – Digital Communications Expert- Youth Development, Ghana (Marketing Choice Award category)
- **Ms. Sambhavi Gupta**, Stack Marketing and Development Communication Consultant in Dalberg Media, India (Marketing Choice Award category)
- **Ms. Cynthia Vázquez Jara**, Communicator and Educator, Chancellor at Tecnológico San Antonio TESA, Ecuador (Marketing Choice Award category)
- **Dre. Elizabeth Mueni Kimulu**, OGW Sociologist/Social Development Expert, Kenya (Africa Award category)
- **Ms. Mercedes Rowe Asamani**, Doctoral Researcher, Climate Advocate and Founder of Greenlead, organizers of the African Climate Leaders Fellowship, Ghana (Africa Award category)
- **Dr. Sanmi Olowosile**, Chairman of the Board, Sustainable Green Environment Initiative, Nigeria (Africa Award category)

## Mentors:

Winners of ISMC 2023 worked as mentors for the finalists of ISMC 2024

- **Sara Esmaili**, Public Choice Award winner ISMC 2023, Iran
- **Sarah David**, 3rd Place winner ISMC 2023, Australia
- **Ella Haywood**, Media Choice Award winner ISMC 2023, Australia

Many ambassadors who contributed to the success can be found in the website, <https://cleanrecyclinginitiative.com/competition/>

## Partners

- GreenLead, Ghana
- Corporate Career Academy, Kenya
- Tailorlux, Germany

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The winners' projects will soon be available for viewing on the Clean Recycling Initiative™ website.

To stay up to date with Clean Recycling Initiative™, follow the organization on LinkedIn (<https://www.linkedin.com/company/clean-recycling-initiative/>) or Instagram (@cleanrecyclinginitiative).

Media contact: [info@cleanrecyclinginitiative.com](mailto:info@cleanrecyclinginitiative.com)

## About Clean Recycling Initiative™

The non-profit organization, Clean Recycling Initiative™ was established based on the donations of the technology platform with the same name, i.e., Clean Recycling Initiative™, from a Montreal, Canada based company, HEAT-MX™, which specializes in thermal insulation business. The organization engages in providing solutions for recycling textile wastes without using chemicals or any other harmful processes for the environment. The solutions are designed for collecting and processing textile wastes from the general public as well as organizations in global textile industries in a wide range of operational categories, including manufacturing, transportation, distribution, retail, wholesale, etc. The technology platform consists of three different levels, defined based on the sources of textile wastes and how to collect and process them. LEVEL 1 is for household wastes with labeling requirements fulfilled by the general public. LEVEL 2 is for manufacturing wastes from textile mills and LEVEL 3 is for specific types of intermediary raw material manufacturing. Although the technologies were developed based on how the materials from each level are processed, one important aspect of it concerns the collections, especially in LEVEL 1, i.e., household wastes. Therefore, the organization will work with federal governments, municipalities, law makers, etc., around the globe to help implement the technology platform.