

# PSPC GENERAL Meeting

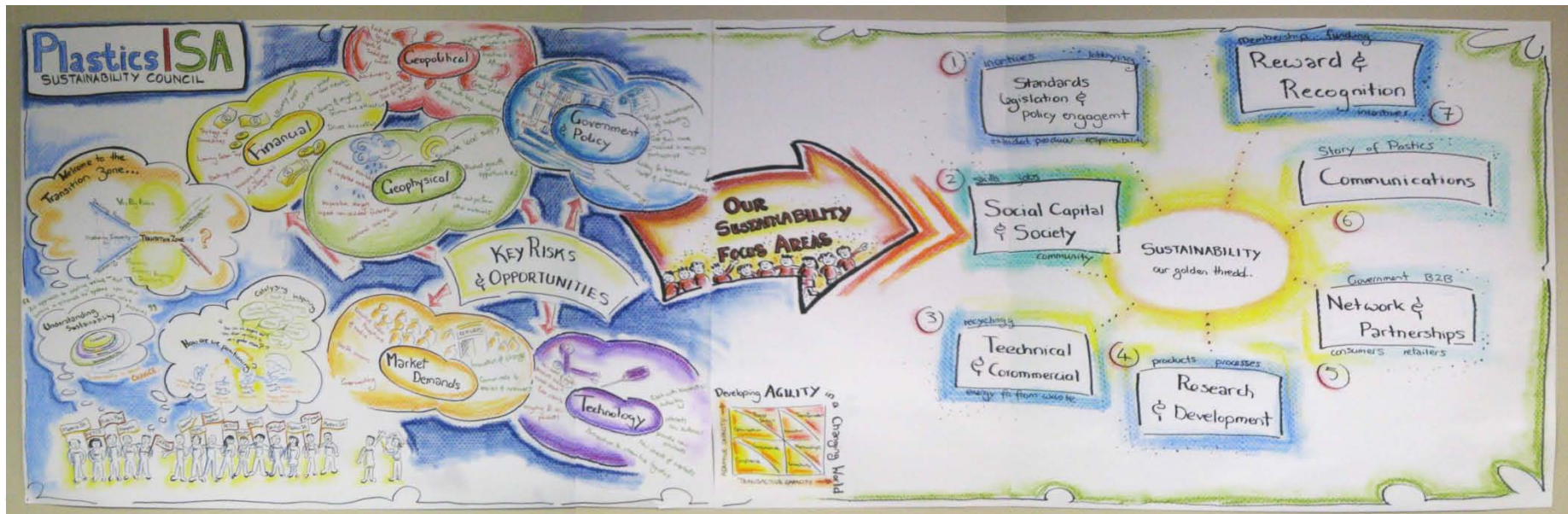
24 November 2011

Douw Steyn – Director Sustainability

# ACTIONS 2012

## SUSTAINABILITY COUNCIL WORKSHOP

25 September 2011 – Cape Town



# ACTIONS 2012

## SUSTAINABILITY COUNCIL:

- Follow-up workshop - 2012
  - Strategies and Objectives
  - Projects 2012
1. Standards, Legislation and Policy Engagement (Incentives, lobbying, EPR)
  2. Social Capital and Society (skills, jobs, Community)
  3. Technical and Commercial (Recycling and Energy from Waste)
  4. Research and Development (Products and Processes)
  5. Network and Partnerships (Government, B2B, Retailers, Consumers)
  6. Communication (Plastics Story)
  7. Reward and Recognition (Membership, Funding, Incentives)

# PSPC GENERAL Meeting

## Projects - Overview

July 2010-June 2011

24 November 2011

# Litter Awareness

## Clean-up Events and Support

### Projects undertaken:

- Cleanup SA Week (Sept 2010)
- International Coastal Cleanup (Sept 2010)
- Cape Argus Cycle Race (March 2011)
- Two Oceans Marathon (April 2011)
- Other: Liesbeek River, Durban Mangroves boat, Amashova Cycle Race (KZN)

**Bags sponsored: 200 000 (Enviromark)**



# Litter Awareness

## Clean-up Events and Support

### Achievements:

**Bags distributed** : 200 000

**Cleanup boats sponsored** (Liesbeek River, Durban Mangroves)

September Cleanups:

### Participants:

Coastal: 21 000

Inland: 32 000

**Media coverage:**

**R1.5 m**



# Recycling

## Projects undertaken

Training: collectors, Municipalities, waste companies (7)

Recycling @Source – 80 000 houses (Wasteplan)

Drop-off sites promotion (**mywaste** – internet search)

Gauteng Recycling Forum (3 seminars)

SAPRO-Enviromark Best Recycled Product 2010

Recycling Survey 2010

Recycling Day (September 2010)..plastics only

Industry Waste Management Plan (Packaging)



# Plastics Education

**Exhibitions (12)** reaching 75 000 learners

Sasol TechnoX, Orbes Career Expo, Tshwane Show, Outdoor Expo, WasteCon 2010

**Conferences (6) :**

presenter on plastics, packaging, recycling

**Workshops (8)**

Educators, learners, waste industry, municipalities, other industry

**Plastics Education booklet**

20 000 distributed (All About Plastics)

**Plastics Schools Competition 2010 (September)..Fantastic Plastics**

2400 learners participated

# Information & Communication

- **Plastics SA Newsletter** : 40 000 per issue (120 000 pa)
  - July 2010, December 2010, April 2011
  - Inserted: SA Plastics, Resource, Packaging and Print, Environment, Simply Green
- **Websites**
  - [www.plasticsinfo.co.za](http://www.plasticsinfo.co.za)
  - [www.cleanup-sa.co.za](http://www.cleanup-sa.co.za)
  - [www.recyclingday-sa.co.za](http://www.recyclingday-sa.co.za)



# PROJECTS

August 2011 – December 2011

# Litter Awareness

## Clean-up Events and Support

### Projects undertaken:

- International Coastal Cleanup Day – 17 September 2011
    - KZN : 7500 volunteers – 32 tons
    - Cape : 16 000 volunteers – 40 tons
  - Achievements KZN
    - Bags of litter collected = 15200 (32 tons)
    - 550 km of coastline covered
    - Unusual items: car bumper, hair dryer, toilet, handcuffs, toaster, underwear
- 70% of litter collected is plastics (per items)



# Litter Awareness

Clean-up Events and Support

## Projects undertaken:

Underwater clean-up at Houtbay  
Plastics|SA, Electrolux,



# Litter Awareness

Clean-up Events and Support

Plastics|SA - Electrolux Underwater Clean-up



# Litter Awareness

## Clean-up Events and Support

### **CLEAN-UP SA WEEK – 12 TO 17 SEPTEMBER 2011**

- Gauteng (Pikitup - Johannesburg) = 15 000
- Gauteng (GDARD) = 12 000
- Freestate (Economic-Enviromental Affairs) = 10 000
- Other: DSW, Lions Club, WESSA, Conservancies, Keep Kimberley Clean = 20 000

**Total = 81 000 volunteers**

**Media coverage value (radio,TV, print) = 1.1m**

# Litter Awareness

Global Meeting on Plastics and Sustainability

Global Plastics Industry Action Plan on Marine Litter

**Dubai – 15 to 17 September 2011**

- **Attended:** America, Canada, Brasil, Europe, Gulf, Japan, India, Malaysia, Australia, South Africa
- **Actions:** Marine Litter, bans, regulations and de-selection, resource efficiency, energy savings, climate change, Strategic Industry Planning



# Litter Awareness

Clean-up Events and Support

**PISA-PCA Afrimold Student Design Competition**

**Design a Pellet Trap**

Display sponsored by Nampak Megapak



# Recycling

## Projects undertaken

### RECYCLING DAY – 16 September 2011

- Support: plastics, glass, cans, paper, oil
- Government, WESSA, Pikitup, Freestate
- Marketing :
  - website ([www.recyclingday-sa.co.za](http://www.recyclingday-sa.co.za))
  - media
  - Schools competition
  - Plastics|SA and partners (Centurion)



# Recycling Day 2011



# Recycling Day 2011- 16 September



# Recycling

## Projects undertaken

- ❑ Training: collectors, municipalities, waste companies
- ❑ Recycling @Source (Wasteplan)
  - Tshwane
  - 10 000 houses (Pretoria East)
- ❑ Recycling Brochure (RAG) -100 000
- ❑ SAPRO Best Recycled Product 2011
- ❑ Richman Buthelezi (Plastics Art)



# Plastics Education

## Exhibitions

Sasol TechnoX, Boat & Dive Show, Tshwane Show, JAG, PROPAK

## Conferences

Sustainable Energy

## Workshops

North west Univ, Nat. Teachers Seminar, Mafikeng Municipality

# Plastics Education

## Plastics Schools Competition 2011 (September)

2200 learners participated > prizegiving on 11 November (Durban)



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