

# WASTE KHORO 2019: Asbestos and Land Remediation Summit 18-20 September 2019

"Good Green Deeds towards a Recycling Economy and Sustainable Land Remediation"



## Good Green Deeds Private Sector Implementation



environmental affairs

Department:  
Environmental Affairs  
REPUBLIC OF SOUTH AFRICA



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world without waste  
THE COCA-COLA COMPANY

**OVERVIEW**

# Our Ambition



## COMMIT



## DESIGN



Clear PET by 2021

Light-weighting

Increase RPET content



## COLLECT



Enable recyclers

Support collectors

Develop sustainable end use solutions



## PARTNER



Build partnerships

Engage government

Implement EPR schemes



## 5 Ways Coca-Cola is cleaning up its plastic footprint in Africa



To ensure that the **World Without Waste** vision is realised across Africa,.....

### 1. We're creating a sustainable collection & recycling model (PETCO)

In South Africa, the beverage and packaging industries is taking responsibility for recovering and recycling PET plastic through a Voluntary End Producer Responsibility (VEPR) model – A PETCO model. Through this model the beverage and packaging industries come together to promote and finance the recycling of PET plastic through a PET recycling company (PETCO), funded through a levy on PET resin and in-aid grants.



### 2. We're creating a true circular economy

We're investing in our packaging to design better bottles. Our scientists and packaging buyers are working with innovation labs, environmental experts, and mainstream suppliers to develop new, modern packaging that will make our products more sustainable.

We cleaning up our **plastic** footprint whilst creating **income** opportunities and boosting the circular economy

### 3 . We're **partnering across all sectors** to support healthy, debris-free environments and oceans

#### **SHARED PURPOSE**

When we all come together to help solve this problem, collectively we will make a bigger difference than if we simply act alone. We partner with other organisations, communities and governments to ensure infrastructure is established, appropriate policies developed, and attitudes towards littering and recycling changed.



### 4. We're making collection **more accessible** and helping people understand what, how and where to **collect for recycling**

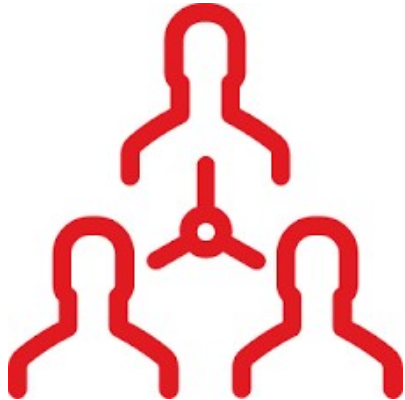
We have started the process of applying our marketing expertise, marketing assets and media relationships to drive behaviour change and change people's waste habits, from anti-littering to separating recyclables from organic waste at their homes. We also partner with schools to develop a new generation of eco-champions to drive collection in their communities.

## 5. We're sharing our expertise to help solve the problem

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The strength of the World Without Waste strategy is that it centres on partnership – bringing people together to help turn waste into worth. We are applying our convening power to bring the right partners to the table to find solutions to this global problem. This includes sharing expertise, resources and technology.

Our World Without Waste vision charts a way forward to a more sustainable world, where public, private and civic organizations work together to solve the packaging problem and turn waste into worth for future generations of Africans.



PUBLIC PRIVATE PARTNERSHIP



world without waste  
THE COCA-COLA COMPANY

**OUR 2019 PROGRESS**

# Schools Recycling Programme



2019

**802**  
Schools

**85%**  
Participation Rate

**±500 000**  
Learners reached

**±9500**  
Educators reached



Our target  
**2672**  
tonnes

We collected  
**3544t**  
tonnes

**39**  
SRRs Insourced

**51%**  
Increase compared to 2343t this time in 2018

PET total  
**1498**  
tonnes  
**42%** of total collected





# Good Green Deeds Clean up Campaigns



## Business Development Support Programme



**14**

Collectors

Increased collection by  
**30%**

**8**

Female

Increased Revenue by  
**15%**



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**Quarter 4**

Focus for the next 3 Months



Food for Waste Buyback centre

- Nelspruit
- Department Of Social Development



Project Hlwekisa Satellite Buyback Centres

- Buffalo City

Limpopo Buyback Centre

- Seshego
- Capricorn and Makhado Local Municipality

Customer Recycling Pilot

- Port Elizabeth
- SPAR

Clean Surf Project/ Unimog Launch

- Durban
- KZN Marine Network
- Plastics SA

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# Thank you



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