

MEDIA RELEASE

Taking South Africa's waste industry to new heights in 2020

IMMEDIATE RELEASE

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[CAPTION] The South African waste industry is set for exciting developments in 2020, including increased recycling, minimising food waste, and improved waste separation at its source. Keeping up with an evolving waste industry, the Institute of Waste Management of Southern Africa (IWMSA) has launched its new visual identity in line with its vision for the year and the decade ahead. Pictured above is Leon Grobbelaar, President of the IWMSA, unveiling the new logo at this week's brand launch after a productive and robust dialogue between industry professionals and the Department of Environment Forestry and Fisheries (DEFF).

The IWMSA has been operating for 44 years as a central body within the waste industry. The IWMSA brings together both the public and private sectors to work together to tackle pressing issues, such as separating the organic waste stream from the waste that goes to landfill. Organic waste in South Africa's landfill sites is a huge issue; in recognition of this the IWMSA supported the decision to ban organic and liquid waste from landfill sites.

The IWMSA works closely with DEFF and the waste industry to turn big plans into implementable solutions; this included the signing of a Memorandum of Understanding (MOU) with DEFF in 2019.

“In 2020, the IWMSA will continue to work closely with DEFF and the newly appointed minister, Ms Barbara Creecy,” said Grobbelaar. “Ms Creecy is active, participative and involved within the industry, and we would like to offer her our full support in creating a sustainable waste industry.”

Speaking on the IWMSA’s new visual identity, Grobbelaar said that “change was inevitable. We’re living in a new era and we needed to change”. He explained how the new logo encapsulates the IWMSA’s purpose and mission. “The W and the M [for Waste Management] can be seen in the negative (white space) of the logo. The bright green symbolises life and renewable resources, linking back to the IWMSA’s main objective of educating people and businesses in the best way to manage their waste resources, assisting in creating a cleaner and healthier environment. The four sections of the logo still reflect the four pillars of the environment: land, water, fauna, and flora.” The [IWMSA website](#) has been updated with the new visuals and the IWMSA has also launched a mobile application that provides comprehensive and up-to-date information on events and training.

“2020 is a [WasteCon](#) year,” Grobbelaar continued. This biannual event is a highlight on the waste industry calendar, and Grobbelaar encouraged the submission of abstracts for the event. Conference highlights include DEFF’s attendance and workshops with the Department, as well as open forums with the International Solid Waste Association (ISWA). The event will take place at Emperor’s Palace from 6th to 8th October 2020.

During WasteCon 2020, the IWMSA will recognise its Environmental Achievers for the past year at the prestigious gala event on the 7th October 2020. The KZN Waste Awards, in November 2020 (established in 1992), and the new IWMSA Central Branch Awards, in March 2021, will follow suite.

The intention of the IWMSA is also to enter into numerous MOUs with tertiary education institutions to create awareness and opportunities for our young professionals, and to assist in aligning them with the waste industry. This will continue in 2020, “because the future of this country is in the hands of our Youth”.

The IWMSA will continue to host industry events and training. On Tuesday, 25 February 2020, the IWMSA Central Branch will host a dialogue session with local government representatives from Tshwane, Johannesburg, and Ekurhuleni in cooperation with GDARD to address the waste crisis in Gauteng. Other events and training will take place across the country. For the first time in its history, the IWMSA will be preparing and submitting a bid for South Africa to host the 2024 International Solid Waste Association (ISWA) World Congress, which has never been hosted previously on the African continent.

The IWMSA will continue to pursue its vision to achieve a clean and healthy environment. This is in line with Section 24 of the South African Constitution, which states that “everyone has the right to an environment that is not harmful to their health or well-being, and to have the environment protected for the benefit of present and future generations through reasonable legislative and other measures.”

For more information about the IWMSA, visit their website (<http://iwmsa.co.za/>) or join the waste management conversation on Facebook (<https://www.facebook.com/iwmsa>) and Twitter (<https://twitter.com/IWMSA>).

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