



THE WASTE MINIMISATION AND RECYCLING INTEREST GROUP

Newsletter - October 2014

WasteCon 2014 came and went and IWMSA Western Cape can be congratulated on a successful event which drew some 500 participants over the three days at the Lord Charles Somerset West venue to high-level presentations and a variety of exhibits and displays.



Several themes drew much discussion. One was about how to increase revenue generation at the low-income levels through recycling and waste diversion - a socio-economic issue which the opening keynote speaker from San Francisco, Parag Gupta addressed, relating experiences with food waste composting in Indian villages. Another was the increasing emphasis on waste

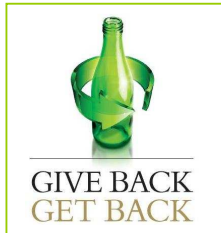
seen as a resource not just destined for the landfill. A further theme was highlighted at the close of the conference - government's plans for financial incentives and disincentives and new structures to stimulate the waste economy, outlined by officials of the department of environmental affairs.

Conference papers were presented on a wide range of topics. Those on waste minimization and recycling included: Household Recycling Incentives – Do They Work? ; Banning the Plastic Shopping Bag in South Africa – An Idea Whose Time has Come; Waste Characterisation and Recycling Potential in Stellenbosch; Best-Practice Separation-at-Source Recycling amongst some Western Cape Municipalities; All Wired for E-Waste; Changing the Way We Recycle Polystyrene in South Africa; The Impact of the Section 24G Process on Small Recycling Businesses. These papers and others are available to purchase by contacting: iwmsa@telkomsa.net



Construction and demolition waste (C&DW) is one of the main causes of diminishing landfill airspace. The provincial Department of Environmental Affairs and Development Planning together with GreenCape held a workshop on this waste type inviting relevant industry and government stakeholders. Topics of spirited discussion were how to grow our economy and create jobs by re-categorising C&DW as a valuable resource, as well as overcoming barriers to 'closing

the loop' on such wastes. For more information, on this workshop and C&DW please contact Kirsten Barnes, kirsten@green-cape.co.za.



Distell's 'Give Back, Get Back' is a returnable bottle programme run in conjunction with liquor retailers and outlets. Empty Distell wine, spirits, liqueurs and cider bottles of all sizes can be returned for cash or credit. The bottles are hygienically washed and readied for re-use again. During 2011/12, a total of 132.7 million bottles were re-used, saving 74 552 tonnes of glass, representing a saving of 111 843 tonnes of CO₂e emissions that would have been emitted if new bottles had been produced. The programme won a Green Supply Chain Award for the best project in the R1-10 million category in August 2011.

The City Council's home composting project and its results were presented at WasteCon. These showed diversion of significant amounts of organic waste from landfill, with wide acceptance in areas where it was tested. More than 38 tons of household organic waste was recorded as being diverted from landfill at an average of 16,92 kg per household per month. It was recommended that the project should be considered for wider implementation in the city over the next two financial years.



Reclaimism is part of an emerging ecosystem of products, services and experiences that make it easier to live well and do good. Especially among 'aspirational consumers', a fast-growing segment who want to unite style and status with social purpose, according to US consumer consultancy BBMG. It's a corollary to the rise of localism, the DIY movement, and collaborative consumption or the sharing economy. See the report at

http://www.sustainablebrands.com/digital_learning/research_report/next_economy/reclaimism_aspirational_consumers_emerging_trends

Produced by [GreenEdge](#), marketing, communication and behaviour change specialists to the recycling industry. We also specialise in website videos and short documentaries. See our latest, shown at WasteCon 2014: <https://www.youtube.com/watch?v=zDeIekP5CWQ&feature=youtu.be>

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