

## RECYCLING MADE EASY

Since the inception of the not-for-profit organisation two years ago, the volume of glass recovered for recycling has increased by 38%. Even small changes in the behaviour of waste managers, retailers and consumers could achieve measurable benefit. The Glass Recycling Company offers these guidelines:

- Recycle all glass containers.
- Exclude light bulbs, china, crockery, cookware, pyrex, plate glass (window panes), computer and TV screens, windscreens, and laboratory glass.
- Plan weekly trips to glass banks. Take your children with you to teach them how to recycle. Visit [www.theglassrecyclingcompany.co.za](http://www.theglassrecyclingcompany.co.za) to find a glass bank in your area.
- Buy an additional sturdy dustbin or container to store recyclable glass temporarily at home.
- There is no need for colour separation, washing, or label removal.
- Consider contracting the services of a waste removal company to collect your used glass from your home.
- Initiate recycling at the office, or support school recycling projects.
- Avoid glass recycling activities at night, to avoid disturbing neighbours.
- Reuse glass containers for numerous uses including storage.
- Take returnable bottles back to the retail outlet.

Report glass banks that are not being cleared to The Glass Recycling Company on tel:+27 (0)11 803 0767.

### Hassle-free recycling

The overriding aim of the organisation is to protect the environment and the economy against waste of resources and energy. Its strategy has been to remove the barriers and hassle from glass recycling. Washing and sorting glass into colours prior to banking is no longer required, as it still is in some countries. Consumers need only drop off waste glass at the nearest glass bank and The Glass Recycling Company does the rest. "We require the collaboration of a wider field of stakeholders to ensure sustained and effective recycling," explains Jhetam. At the heart of the stakeholder group is local government, retailers, shopping centre owners, and the food and beverage industry.

"We are inviting local government to partner our greening efforts. Bylaws requiring glass banks at shopping centres are the kind of change we need. Separation at source is the law in several European countries, and is another consideration we place on the table, while making it mandatory for new shopping centres, business parks and service stations to provide architecturally for recycling depots," says Jhetam. "We need suitable space to install

glass banks in accessible, safe, high pedestrian traffic locations. Visibility would sustain awareness and encourage positive action by consumers." The environmental impact of glass waste is debatable, but its value is clear. Some glass manufacturing plants use over 45% of recycled glass, instead of raw material.

### Multiple mandates

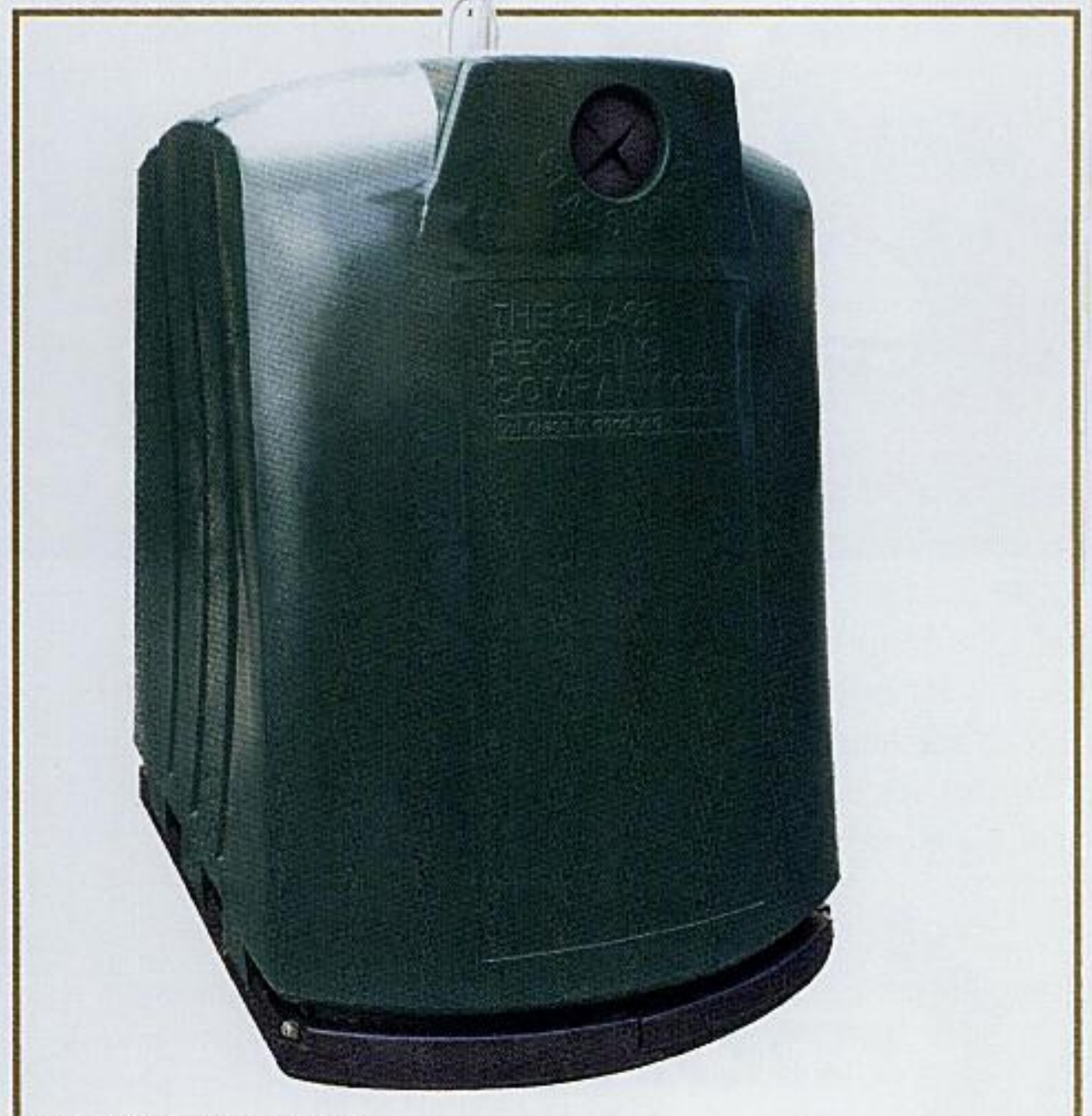
The message of the company is to increase glass reuse, recovery, and recycling, through ongoing education, communication and marketing. Its current strategy is installing more glass banks nationally, and securing cooperation from the Consumer Goods Council of SA, the retail sector, and local government. The company is also investing in and recruiting more glass recycling entrepreneurs to buy from waste glass collectors and in turn sell the glass to Consol and Nampak Wiegand Glass.

The ultimate aim is to limit the volume of glass entering the waste stream and to preserve the glass life cycle. **35**

Visit [www.theglassrecyclingcompany.co.za](http://www.theglassrecyclingcompany.co.za)



Recyclable glass types



A typical glass bank