



NEWSLETTER

Driving Sustainable Metal Packaging



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TRASH4TREATS AND METPAC-SA EXPAND INTER-SCHOOLS ENVIRONMENTAL SUSTAINABILITY PROJECT TO GAUTENG & KZN

MetPac-SA, the Producer Responsibility Organisation (PRO) leading the charge for South Africa's metal packaging recycling sector, along with [dot]GOOD, the country's top cause-marketing agency, is thrilled to announce the expansion of the Trash4Treats competition. This year, the initiative will involve 25 schools in Gauteng in collaboration with Mr Bin, as well as 10 schools in Kwa-Zulu Natal in partnership with Phoenix For The Planet. This expansion adds to the schools in the Western Cape that are already participating in the 2024 inter-schools competition.

Background to the project

The Trash4Treats competition engages learners by encouraging them to collect metal cans, amongst other recyclables, which are then recycled to generate funds for their schools. In recognition of their efforts, learners are rewarded based on the number of cans collected—every 25 cans bring a reward. The competition also features a pledge system, which further motivates learners to participate and embrace sustainable practices.

This ambitious initiative was first launched in the Western Cape in 2019 and continues to foster environmental stewardship and community engagement among primary school learners by raising awareness about the high recycling value of recycled metal packaging. Learners and teachers must bring clean and sorted recyclables to school. In return, schools are provided with bulk bags to collect and store recyclables. Schools that collect the most recyclable waste per capita will win a portion of R60 000 for upgrades to their school.

Increasing the footprint to other provinces

The expanded competition was launched in Gauteng with school activation days taking place between 30 July and 29 August 2024 at participating schools Diodi Primary School, Thobeka Primary School, Ditawana Primary School, Emisebeni Primary School, and several others from Soweto, Naturena, Malvern, and Sydenham. The KZN launch took place from 19-23 September 2024 at schools such as Allingham Primary, Palmview Primary, Olympia Primary, and Northview Primary in Phoenix.



“The Trash4Treats project aims to instil a strong understanding of recycling and waste management by directly involving students in the collection and recycling of post-consumer metal packaging. By hosting an inter-schools competition we are not only able to provide a platform for schools to raise essential funds, but learners also get to experience the principles of a circular economy firsthand. By transforming what would otherwise be waste into a monetary resource, learners learn the profound impact of their actions on the environment and their community,”
*Kishan Singh,
 CEO of MetPac-SA.*

Years	Engagement	Metal (Kgs)	School Remuneration
2019	13 294	512	
2021	18 918	2 058,90	R25 130,08
2022	32 411	6 193,60	R32 222,38
2023	32 411	5 482,00	R14 780,56
2024*	44 736	7 212,90	R237 456,62
TOTAL	141 770	21 459,40	R309 589,64



Shilpa Rama-Madhav, Senior Account Manager at [dot]GOOD, says the Trash4Treats teams have worked diligently to educate learners about the importance of recycling and community cleanliness. “Our objectives are to educate, motivate, and equip the learners and teachers, and by extension their communities, with knowledge and practical tools for a sustainable recycling environment. We also aim to continuously increase the tonnage of waste collected and diverted from landfill, with a key focus on metal and metal packaging,” she says.

Activation and awareness days at schools



The activation days at schools are filled with vibrant energy, as learners sing, dance and engaged actively in their learning. This dynamic approach not only makes recycling fun but also embeds lasting values in the learners.

Emphasising the educational value of the initiative, Shilpa states that the initiative has proven to be a powerful tool for education and community development, fostering a sense of responsibility and environmental awareness among young learners.



“It is exciting to see how the project has increased metal recycling over the years. In 2019 we only collected 512 kgs of metals, compared to the more than 8 154 kg we have already recorded to date from the participating schools. Moreover, this project has generated a significant income in 2024 alone for the schools through sale of their recyclable waste. With more collection days still to take place during the last three months of the year, and thanks to the involvement of other PRO’s also coming alongside us, we are confident that this project will continue to grow in leaps and bounds,” Shilpa reports.

Conclusion

As the competition continues to expand, MetPac-SA and [dot]GOOD remain committed to empowering learners with the knowledge and tools to make a positive impact on their environment and community. The Trash4Treats competition exemplifies how collaboration between organisations and communities can drive meaningful change and inspire the next generation of environmental stewards.

CALL TO GET INVOLVED



Metal packaging producers are invited to support the Trash4Treats program by donating canned food as prizes for winning classes. This initiative addresses food insecurity in South Africa and helps schools maintain feeding schemes. Sponsorship is tax-deductible, aligns with corporate social responsibility, and can improve your company's B-BBEE status. Join us to make a positive community impact!

ISWA 2024 CONFERENCE: A MILESTONE IN SUSTAINABLE WASTE MANAGEMENT

The International Solid Waste Association (ISWA) 2024 conference, hosted in Cape Town from September 16 to 18, marked a significant milestone in global waste management dialogue as it was held for the first time on African soil. This prestigious event attracted thought leaders, industry experts, and professionals from around the world, focusing on sustainable waste practices and innovative solutions.

The event also brought together a diverse array of participants, including global waste management professionals, government officials, industry leaders, policymakers, scientists, and emerging professionals. It served as a vital platform for exchanging knowledge, ideas, techniques, and technologies aimed at advancing sustainable solid waste management. Key objectives included engaging in constructive dialogues to encourage scientific and technical advancements in the field.

MetPac-SA was represented at the conference alongside two waste picker representatives from the African Reclaimers Organisation (ARO) and the South African Waste Pickers Association (SAWPA). This collaboration created a valuable learning opportunity, allowing participants to gain insights into global best practices, challenges, and opportunities in solid waste management.

One of the sponsored waste pickers, Lefa (Ben) Mononga, who serves as the national chairperson for the South African Waste Pickers Association, expressed his heartfelt gratitude for this life-changing experience. Based in Bloemfontein, Free State, Lefa diligently works at a dumpsite, collecting waste to support his livelihood and advocating for the recognition of waste pickers in the recycling sector.

The sponsorship of these waste pickers at ISWA 2024 underscores MetPac-SA's commitment to inclusive waste management practices and its recognition of the critical role played by reclaimers in the recycling value chain. This event not only provided a platform for professional growth and knowledge exchange but also emphasised the importance of integrating all stakeholders in the journey toward sustainable waste management solutions.



Attending ISWA 2024 on behalf of MetPac-SA, ARO and SAWPA
Left to right: Ravi Nadar, Lefa Mononga, Louis Mahlangu and Rishant Harichunder

Reflecting on his participation, Lefa shared, “Waste picking is my livelihood. Attending this conference allowed me to understand and learn more about waste management practices in different parts of the country and the world. It has also strengthened my resolve to ensure that waste pickers are recognised as an integral part of the waste management solutions in South Africa.

He further expressed his sincere appreciation for MetPac-SA's support:

“Thank you for recognising and supporting the good work waste pickers do. The knowledge I gained will help us expand our sector and better contribute to the recycling industry.”



Lefa Mononga, at the ISWA 2024 conference

METPAC-SA PRESENTS AT INSTITUTE OF WASTE MANAGEMENT OF SOUTHERN AFRICA AND KZN RECYCLING FORUM WORKSHOP



On September 10, 2024, the MetPac-SA team participated in an engaging and interactive workshop organised by the KZN Recycling Forum at the Durban Botanical Gardens. This event convened various Producer Responsibility Organisations (PROs) to discuss the rules, regulations, and legislation regarding Extended Producer Responsibility (EPR) in South Africa.

Chris Whyte, Chairman of the KZN Recycling Forum, commenced the event with a warm welcome to all participants. The programme began with a presentation by Ettiene Basson from eWASA, who outlined their mission to enhance electronic waste recovery throughout KwaZulu-Natal and the country at large. He highlighted several initiatives, including the NU-Vape and Pick n Pay Micropod schemes, designed to bolster the waste collection ecosystem. A bulk payment system has been introduced to support waste pickers, resulting in over 14,000 transactions processed at various buyback centers and disbursing a total of R402,572 to facilitate waste picker service fees.

Following this, Samu Mkize from Petco provided insights into their various initiatives and community engagement efforts, emphasising their commitment to increasing PET collection nationwide. Since 2021, Petco has invested R4 million in supporting projects across South Africa.

Samantha Immelman from Circular Energy also shared information about her organisation's ongoing projects and the support systems established to further enhance sustainability efforts.

Raj Lochan from SAICRA continued the dialogue by explaining how SAICRA aids in the reconditioning of drums used for oil transportation, thereby promoting sustainability in this sector while adhering to EPR regulations.

Francois Marias from Polyco then addressed some challenges faced by PROs concerning EPR regulations, particularly in establishing an efficient and accurate payment system for waste pickers.

The workshop concluded with an informal yet engaging speech by Kishan Singh from MetPac-SA, who focused on the challenges South Africa faces in improving packaging collection rates and emphasized the importance of collaboration among PROs to create a sustainable future for the country.



CLEAN-UP & RECYCLE SA WEEK / INTERNATIONAL COASTAL CLEAN-UP DAY 2024**METPAC-SA ROLLS UP ITS SLEEVES TO ASSIST IN CLEAN-UPS**

MetPac-SA proudly sponsored the Cleanup and Recycle SA 2024 campaign, which ran from 16 to 21 September 2024. This year's initiative saw the distribution of 800,000 bright yellow, branded clean-up bags across the country by Plastics SA, which greatly assisted the coordinators and volunteers in removing visible litter from the environment. MetPac-SA's proudly logo appeared prominently alongside other sponsors, reinforcing our commitment to environmental sustainability.

MetPac-SA also participated in two high-impact cleanups in KwaZulu-Natal (KZN), one organised by the Institute of Packaging SA (IPSA) at Ansteys beach and the other by Plastics SA which took place at Cutting Beach. Despite cold and wet weather, both events were well attended by industry professionals and volunteers who rolled up their sleeves to rid the beaches of visible litter. To further emphasise their dedication, MetPac-SA also sponsored two students to assist with the cleanups, promoting both environmental awareness and youth involvement.

Kishan Singh, CEO of MetPac-SA, highlighted the importance of supporting initiatives like these, saying, "Our involvement in the Cleanup and Recycle SA campaign highlights our ongoing commitment to promoting a cleaner, healthier environment. Collaborating with industry partners and communities not only helps us reduce visible litter, but also raises awareness of the need for responsible waste management."

The success of these cleanups underscores the vital role of partnerships and industry participation in safeguarding our environment for future generations.

METPAC-SA PRESENTS AT KEY EPR EVENT IN CT



Bontë Edwards recently represented MetPac-SA at an Extended Producer Responsibility (EPR) event held in Cape Town this August, organised by the Department of Environmental Affairs & Development Planning (Western Cape). The event aimed to bring together Producer Responsibility Organisations (PROs) and municipal decision-makers to explore collaborative opportunities to achieve EPR targets.

During her presentation, Bontë showcased some of MetPac-SA's key successes and ongoing projects, which reflect the organisation's commitment to metal packaging recycling and the circular economy. She also highlighted the opportunities and assistance available to municipalities in order to enhance their metal packaging collection and recycling efforts.

The event served as an excellent networking platform, allowing MetPac-SA to engage with industry leaders and decision-makers, ensuring that all stakeholders are informed and aligned with the latest developments in metal packaging recycling across South Africa.

MetPac-SA's participation reinforced its role as a vital player in driving sustainable practices within the packaging sector, offering municipalities valuable insights and support to meet their environmental obligations.

METPAC-SA CEO, KISHAN SINGH, EARNS HIS DPHIL



MetPac-SA is proud to congratulate our CEO, Kishan Singh, on being awarded his Doctor of Philosophy (DPhil) degree through the Durban University of Technology (DUT). Kishan's dissertation, titled **Evaluating Post-Consumer Metal Packaging Recovery Systems in South Africa**, highlights his dedication and leadership within the packaging industry, particularly in advancing recycling and recovery systems.

In 2021, the South African government implemented extended producer responsibility (EPR) legislation, mandating the R100 billion packaging industry to achieve circularity and meet stringent recycling targets. The introduction of this legislation posed significant challenges to the packaging sector, including the need for improved post-consumer packaging collection and recycling practices.

Kishan's research addressed these challenges head-on, conducting a systematic literature review and thematic analysis of two qualitative surveys to propose a robust recovery model for post-consumer metal packaging. His model leverages Industry 4.0 technology, advanced design-for-recycling principles, and synchronized deposit return systems to increase collection and recycling volumes. Importantly, it enhances the accuracy and reliability of data, further improving the recovery and reuse of metal packaging materials.

This innovative study not only aligns with South Africa's legislative requirements but also presents a scalable solution that can be applied to other packaging substrates both locally and globally. Kishan's research sets a benchmark for sustainable packaging practices and reinforces MetPac-SA's commitment to driving industry transformation and environmental responsibility.

We are extremely proud of Kishan's achievement and the forward-thinking insights his research brings to the industry. His DPhil underscores MetPac-SA's leadership in the journey towards a more circular economy for metal packaging.



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