



PRESS RELEASE

**THE GLASS
RECYCLING
COMPANY** ●●●

put glass to good use

THE ABCs of “GREEN”

The Glass Recycling Company Tackles Trashy Issues at a School Level

The Glass Recycling Company (TGRC) in conjunction with various strategic partners has begun the roll-out of “Sibo Makes a Difference” - a “green” education campaign that is targeting schoolchildren in Grades 4 to 6 for the balance of the school year. Part of a “green” edutainment drive, the campaign’s overriding objectives are to not only educate, but to light a passion for “green” in the hearts of school goers.

For TGRC the campaign is an ideal opportunity to highlight the benefits and importance of recycling glass and a perfect platform to spread the message that glass recycling saves energy and helps prevent environmental damage through unnecessary glass waste ending up in landfills. The school children, through TGRC mascot VUSA (which means ‘renew’ in Zulu), will be encouraged to recover, reuse and recycle glass; it’s also hoped that these children will use pester power to motivate their extended families to get involved in the glass recycling drive. Another of the key deliverables will be to push the “Get cash for glass” message. The various income opportunities presented through the collection of glass will be unpacked in some detail thus enabling pupils to take this information home to parents and older siblings, who in turn may benefit from these money generating possibilities.

This innovative edutainment campaign which is in a pilot phase is targeting 100 schools in the Gauteng region. Inspired by the South African Sibosays eco-books, the campaign takes a multi-pronged approach to creating recycling and eco-awareness, while also greening local communities through tree planting exercises. The format, which is highly interactive and participatory, brings into play a variety of learning styles. The pupils are divided into groups to enjoy specific activities on a rotational basis, with several mascots playing a significant role in the teaching. In addition to VUSA, Sibosays, a funky young girl with dreads together with Earthman, who has the earth’s preservation at the centre of his focus, will share the carefully scripted environmental messages.

Among other contributions, Johannesburg City Parks is providing the campaign with young trees that will be planted during the interactive shows at each school. Toyota South Africa is donating 2 400 books from the Sibosays series, including the recycling book, *Sibosays Tackles Trash*. The campaign has the support of the Education Department which secured the participation of local schools, while Amaiye Productions conceptualised the edutainment road show.

Behind all the fun and excitement, however, lies an important message. “This campaign will encourage the youth to be more vigilant about saving the environment, as well as recycling. Sibosays, as a proudly South African character, can relate to our children on all levels and impart this important message,” says Natalie Wood, producer at Amaiye Productions.

TGRC has announced an increase in recycling levels which have climbed from 148 000 tons to 244 845 tons of glass per year. According to The Glass Recycling Company's CEO, Shabeer Jhetam, this amounts to a massive increase of over 65% in the short three year period since TGRC's inception.

"Current fiscal recoveries have grown steadily with a record 27 517 tons of glass recovered for recycling in December 2009. Despite this positive growth, if we are to reach our 50% recycling target by 2015, all our efforts need to be concentrated on growing this rate; we cannot rely on past successes to move us forward and must remain committed in our endeavours. Capturing the youth market and converting this audience into avid glass recyclers at an early age is therefore a strategic decision to help support our case for glass recycling and the achievement of our goals," adds Jhetam.

Since the campaign forms part of the educational curriculum, teachers will be given educational tools to educate the learners on the benefits of recycling and how it works. The learning programme incorporates games to allow for active learning using two components - action and reflection.

For further information on glass recycling in South Africa call 0861 2 GLASS or visit the website: www.theglassrecyclingcompany.co.za

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