




# ANNUAL REPORT

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2023

ENSURING A **SUSTAINABLE  
GLASS RECYCLING ENVIRONMENT**  
IN SOUTH AFRICA



**"There is no such thing as 'away'. When we throw anything away it must go somewhere."**

**– Annie Leonard,  
Proponent of Sustainability**

## CONTENTS

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<b>1 Foreword</b>	<b>04</b>
<b>2 Message From The Chairman</b>	<b>06</b>
<b>3 Message From The CEO</b>	<b>08</b>
<b>4 The Year In Review</b>	<b>10</b>
<b>5 Sowing The Seeds Of Sustainability</b>	<b>13</b>
Extended Producer Responsibility and TGRC	<b>13</b>
- a view for a sustainable future	
Mandatory Separation at Source - a Gamechanger	<b>14</b>
Advocating for a Sustainable Future	<b>16</b>
<b>6 Empowering Sustainability Partnerships</b>	<b>18</b>
Seeds of Success through Support: Income Opportunities	<b>18</b>
Shaping Young Minds - Annual Schools Competition	<b>24</b>
Communication and Awareness – PR and Social Update	<b>27</b>
<b>7 Striving for Sustainability</b>	<b>30</b>
<b>8 Governance</b>	<b>31</b>

# 1 FOREWORD

The 2023 Glass Recycling Company's (TGRC) Annual Report covers the period from January 1 to December 31, 2023, and provides a comprehensive update on the company's key activities, achievements, and challenges navigated within the industry during the year.

As the designated Producer Responsibility Organisation (PRO) for glass packaging in South Africa, TGRC plays a central role in facilitating Extended Producer Responsibility (EPR) programmes for glass producers, including manufacturers, importers, brand owners, and retailers. Throughout the 2023 reporting period, TGRC made significant strides in advancing the EPR framework. However, several areas remain a work in progress to ensure EPR's full success.

EPR is essential to promoting a circular economy, where waste is seen not as a burden, but as a valuable resource. By holding producers accountable for the end-

of-life management of their products, EPR encourages the adoption of closed-loop systems that prioritise recycling, reuse, and reducing reliance on new resources, all while minimising waste.

Glass recycling, a model of circularity, is especially effective, as glass can be endlessly recycled without losing quality—resulting in substantial resource savings. Aligned with the global momentum toward a circular economy, TGRC is proud to champion the full recyclability of glass and its critical role in sustainable waste management.

Over the past 17 years, a collective effort by all stakeholders, including TGRC, has driven impressive progress in glass recycling. The glass collection rate in South Africa has grown from 18% to 44.31%, a remarkable achievement that underscores the effectiveness of collaborative initiatives in increasing collection rates.



**GLASS  
CAN BE  
ENDLESSLY  
RECYCLED  
WITHOUT  
LOSING  
QUALITY.**

In 2023, both TGRC and the broader glass recycling sector saw promising growth, fuelled by impactful programs such as the introduction of the transport subsidy. These efforts have

not only expanded recycling capacity but also created valuable income opportunities, with notable successes at buy-back centres.

However, we also encountered challenges, particularly with the payment of Waste Picker service fees. While some programs faced some setbacks, TGRC has worked tirelessly to implement

interim solutions, while permanent fixes are being coordinated. We invite you to explore the full details of our 2023 progress, challenges, and future plans in the Annual Review that follows.

## 2 MESSAGE FROM THE CHAIRMAN

Dear Members and Stakeholders,

2023 marked a significant year in the evolution of Extended Producer Responsibility (EPR) within our sector as we moved from a voluntary organisation to a statutory producer responsibility organisation. As Chairman, I am proud to report on the tangible impacts of EPR, which have propelled our industry forward, improving our glass collection infrastructure and broadening our impact.

Our government's focus on EPR has not only facilitated better recycling practices but has also enhanced economic opportunities for a wide range of participants—from buy-back centres to grassroots collectors. The collective effort of our members highlights the power of collaboration in fostering sustainable development.

I would like to take this opportunity to express my appreciation and gratitude to our board and members for their contributions which have been instrumental in shaping our path forward as we continue to strive for excellence in glass recycling in South Africa.

"There is no such thing as 'away'. When we throw anything away it must go somewhere."  
– Annie Leonard.

This statement underpins our commitment as we continue to build a sustainable recycling framework that benefits all stakeholders.

With appreciation,

Michael Arnold

*Michael Arnold*

**Chairman, The Glass Recycling Company**





### 3 MESSAGE FROM THE CEO

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Dear Friends and Partners,

As we continue to advance in our mission, 2023 has been a foundational year for strengthening the ties that bind us within the glass recycling community. Our theme for this year, "Sowing the Seeds of Sustainability," captures our ongoing efforts to deepen engagement with all our members and stakeholders in the value chain.

South Africa's glass recycling industry continues to inject over R300-million into the economy. In a year marked by economic challenges, The Glass Recycling Company (TGRC) the sole Producer Responsibility Organisation (PRO) for glass packaging, has steadfastly advanced the cause of glass recycling.

This year, our efforts have been particularly focused on harnessing the potential of the glass recycling industry to offer substantial income opportunities. Our network consists of over 50,000 active collectors and we've provided crucial support to glass collectors and buy-back centres over the years, empowering them with the tools and knowledge to thrive in an expanding sector.

Despite previous setbacks due to the Covid19 pandemic and regulatory challenges, our industry has recovered and is now seeing significant growth. We are dedicated to revitalising the sector, bridging collection gaps, and enhancing collection volumes. This commitment is evident in our support for entrepreneurs interested in establishing buy-back centres, whom we equip with collection bags, equipment, safety gear, and scales amongst other items.

We are also working with our innovative manufacturers to find smooth tech-savvy ways to ensure secure and efficient transactions within the glass recycling value chain. This technology enables us to guarantee timely payments of service fees to collectors and buy-back centres, facilitating a smoother operational flow and bolstering trust and reliability in our processes.

**"The Earth is what we all have in common." – Wendell Berry.**

Inspired by this ethos, we are driven to make recycling accessible and beneficial for all South Africans. We value the hard work and dedication of all our partners and stakeholders, whose support is crucial in transforming our environmental impact.

Thank you for your commitment to our shared vision. Together, we are not just recycling glass; we are transforming our world one bottle at a time.

Warm regards,

Shabeer Jhetam

**CEO, The Glass Recycling Company**

# 4 THE YEAR IN REVIEW



The business showed significant increases year on year, with the collection percentage growing by 8% in comparison to 2022; a clear indication of the positive impact following the introduction of the transport subsidy. The volume of glass collected increased by a commendable 21% in the

2023 year, with a collection rate of 44.31% - an increase the from 36.74% seen in 2022. In addition, TGRC saw a 16% growth in recycled tonnage, concluding a successful 2023 reporting period.

These increases are despite the lack of a mandatory separation at source system

being in place. TGRC strongly advocates for mandatory separation at source due to its projected substantial positive impact to the state of the glass recycling industry. Unfortunately, without mandatory separation at source, the DFFE's 52.5% collection rate target was a stretch for 2023.

	DFFE Targets	2023	2022
POM (placed on market by members)		752 570	765 658
Collection rate	52.50%	44.31%	36.74%
Recycling rate	43.44%	37.78%	32.53%

## 12-MONTH PERIOD:

**83**  
MEMBERS

**116**  
ENTREPRENEURS/  
BUY-BACK  
CENTRES  
SUPPORTED

**2.2**  
MILLION  
bottles & glass  
containers collected  
by schools

**21%** INCREASE IN  
the volume of glass  
collected in 2023

**25**  
MILLION  
consumers reached  
through the out of  
home campaign

**JULY**  
**2023**  
IMPLEMENTATION  
OF THE  
TRANSPORT  
SUBSIDY  
PROGRAMME.

**2023**  
saw the initiation  
of a closed-loop  
payment system to  
ensure that waste  
pickers are properly  
registered, verified,  
and compensated for  
their contributions

**OCTOBER**  
**2023**  
An additional  
buyer's incentive to  
buy-back centres  
was introduced for  
more waste pickers  
to benefit from  
receiving the service  
fee, resulting in  
service fees being  
paid to over  
**120**  
WASTE PICKERS

PR VALUE OF OVER  
**R6m**

COMMUNICATION  
REACH OF  
**36m**  
CONSUMERS


The transport subsidy  
has contributed  
to the increased  
collection rates for  
the year contributing  
to the long-term  
sustainability of  
buy-back centres  
by significantly  
contributing to the  
growth in glass  
collection

TGRC strongly believes that supporting entrepreneurs is a critical part of the glass recycling industry, as such, we continue to support buy-back centres with glass collection infrastructure and PPE. The support of these entrepreneurs is two-fold; these businesses are sustainable operations that facilitate the recycling of glass, and they create employment opportunities for the staff they employ.

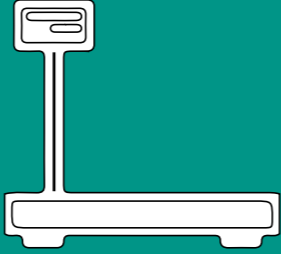
Throughout the 2023 year, TGRC supported 116 entrepreneurs (many were supported on more than one occasion), of which 41 were new entrepreneurs. 79% of entrepreneurs are previously disadvantaged South Africans who now have access to income earning opportunities.

During 2023, TGRC focused on the provision of additional bulk bags, the ideal receptacle for collectors and buy-back centres to collect glass across the country. These bulk bags may be used up to three times, for collectors and buy-back centres to transport glass from buy-back centres to the glass manufacturers who then process, and colour sort the glass to manufacture new glass packaging.

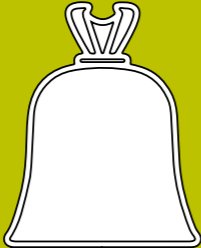
**OUR SUPPORT PROVIDED TO ENTREPRENEURS:**




**65  
Wheelie Bins**



**8  
Scales**



**46 335  
1 Ton Bulk Bags**



**48 690  
50kg Bags**




**558  
Sets of Gloves**

**79%**  
**of entrepreneurs  
are previously  
disadvantaged  
South Africans**



**714  
Safety Goggles**



**842  
Masks**

**5 SOWING THE SEEDS OF SUSTAINABILITY**

**Extended Producer Responsibility and TGRC – a view for a sustainable future**

During the 2023 financial year, TGRC continued its efforts to promote Extended Producer Responsibility (EPR) compliance across the glass value chain. We celebrate the significant progress that was made in 2023, culminating in an impressive compliance rate of almost 90% of glass placed on the market for the year. This figure is significant as it indicates that the vast majority of glass placed on the South African market contributes to sustainable recycling efforts. This is an impressive achievement compared to other industries, which typically see lower compliance rates.

TGRC is the Producer Responsibility Organisation (PRO) for glass packaging in South Africa, as accredited by the Department of Forestry, Fisheries and the Environment. We have always believed that EPR is a critical tool for fostering a sustainable future in South Africa, coupled with mandatory separation at source.

While South Africa faces numerous environmental challenges, EPR promotes sustainable practices, generates income opportunities, and supports the circular economy by allowing for the remanufacturing of glass packaging indefinitely.

With the support of PRO like TGRC, the glass recycling sector has significant potential to thrive through EPR. By enhancing funding and infrastructure, EPR can improve recycling opportunities and drive growth in glass collection and recycling. Importantly, recycling creates more formal and informal jobs compared to

landfilling. EPR provides essential resources to organisations like TGRC, enabling us to achieve our organisational objectives, but also benefits smaller businesses, buy-back centres, SMMEs, glass collectors, and waste pickers by fostering better collection and recycling systems.

However, as previously stated, for EPR to be effective, collaboration among all stakeholders including producers, brand owners, recyclers, government, and consumers, is crucial. Producers must take responsibility for the environmental impacts of their products and packaging.

Complying with the EPR legislation, partnering with organisations like TGRC, understanding its benefits, and addressing challenges, continue to remain vital for unlocking EPR's potential in South Africa. TGRC strongly supports the official implementation of Mandatory Separation at Source into the EPR framework to assure effective implementation of EPR.



## Mandatory Separation at Source – a Gamechanger

Mandatory Separation at Source is a game-changing solution that ensures recyclable materials are of the highest quality and can be repurposed efficiently into new products.

TGRC remains committed to advocating for the implementation of Mandatory Separation at Source as a policy, to revolutionise the glass recycling industry and to encourage positive changes across the value chain.

We maintain that government and business must recognise the shared responsibility of extensive waste generation to properly address the issue. The accumulation of glass, plastics, and other materials in overflowing landfills have a significant impact both on the environment and on the use of valuable resources. 2020's National Waste Management Strategy (NWMS), mandates the municipalities to implement separation at source as part of government's long-term vision for waste management in South Africa.

Mandatory Separation at Source would make households and businesses accountable to manage their waste responsibly, by separating recyclables at the point of origin, a crucial intervention which sees recyclables going to recycling facilities, instead of landfills.

Mandatory Separation at Source offers several environmental and economic benefits. Firstly, it supports job creation through the support of the recycling industry and income generation opportunities. It also reduces contamination for a more efficient and cost-effective recycling process, while increasing the yield – the amount of material which can be recycled. Mandatory Separation at Source will further

assist in the conservation of resources, such as water, as it diminishes the need for extracting and producing new materials, alleviating the burden on our natural ecosystems. Importantly, by diverting materials from landfills, it contributes to a cleaner and safer environment.

In most successful EPR systems across the world, mandatory separation at source is an integral element of EPR, regrettably this is not the case in South Africa. The by-laws in almost all municipalities in SA do not enable separation at source which is an impediment to increasing collection volumes and conflicts with NEMWA (National Environmental Management: Waste Act) which requires municipalities to incorporate separation at source in their Integrated Waste Management Plans. It is crucial to implement mandatory separation at source to achieve the relevant targets set in the EPR regulations.

**"MANDATORY SEPARATION AT SOURCE IS MORE THAN JUST A REGULATION, IT IS A COLLECTIVE RESPONSIBILITY AND A STEP TOWARD ESTABLISHING A SUSTAINABLE AND CIRCULAR ECONOMY WHERE WASTE BECOMES A RESOURCE RATHER THAN A BURDEN."**





## Advocating for a Sustainable Future

While we celebrate our successes, we recognise that progress comes from reviewing and learning from our challenges. During the reporting period, we encountered several obstacles relating to Waste Picker service fees, however, the glass industry has been at the forefront of developing an interim solution to the payment challenges.

### WASTE PICKER REGISTRATION SERVICE FEES

The SAWPRS system only allows for registration of waste pickers on the national database and was originally designed to support a stipend system. It was not equipped to handle the commercial transactions between waste pickers and buy-back centres, ultimately resulting in non-payment of service fees.

As the Producer Responsibility Organisation (PRO) for glass packaging in South Africa we have a responsibility to support waste pickers as defined within the EPR regulations.

The collection of an EPR fee from members ensures that the PROs can develop, implement, monitor, evaluate and report on the extended producer responsibility schemes. These schemes must include the payment of waste pickers through a national waste picker service fee. This service fee is in addition to the market compensation waste pickers receive from buy-back centres and waste recyclers for the material they collect and sell on the open market. Waste pickers are in effect, self-employed. PRO's must also ensure that waste pickers are fully integrated into the collection of paper and packaging waste in South Africa. TGRC is committed to finding an equitable solution to ensure that waste pickers are integrated into the collection of paper

and packaging waste in South Africa and supports the EPR legislation. We agree that anyone involved in waste collection should be compensated for their efforts.

There is much that needs to be done but the formation of the PRO Alliance underscores the commitment to achieving common goals around the creation of a circular economy. The Paper and Packaging PRO Alliance, of which TGRC is a member, is actively working on developing a closed-loop payment system to ensure that waste pickers are properly registered, verified, and compensated for their contributions. While the system is being developed, TGRC and its partners continue managing interim payments through its own existing systems.

### ADVOCATING FOR WASTE PICKERS

The glass recycling industry has been at the forefront of developing an interim solution to the payment challenges, through the TGRC and Ardagh Glass Packaging initiative: Money4glass. This programme was designed to make significant efforts to formalise and incentivise this sector, and TGRC has invested significantly into this initiative to drive its success.

The Money4glass initiative looks to drive the growth of glass recycling using BanQu technology and the 6DOT50 payment platform, which makes the value chain more transparent, efficient and equitable. Through our efforts we have seen month on month increases in payments to waste pickers.

The WPSF (Waste Picker Service Fee) is currently limited to buy-back centres which are registered on BanQu. We are working with the glass



manufacturers to roll out the system countrywide to enable us to pay the service fee to all waste pickers.

To incentivise buy-back centres to register waste pickers on the BanQu system, an additional buyer's incentive to buy-back centres was introduced in October 2023 for more waste pickers to benefit from receiving the service fee.

The buy-back-Back Centre Incentive programme (BBC Incentive) is an initiative that sees TGRC providing incentives to buy-back centres, which ensures that these centres can better support waste pickers and collectors by paying them the waste picker service fees, ultimately increasing the volume of glass collected for recycling, which makes it financially viable for centres to register waste pickers and provide additional payments as a reward for their efforts.

As a result of the partnership, in 2023 we paid service fees to over 120 waste pickers as part of our commitment to empowering those on the frontline of collection, and we envisage significant progress in 2024, but there is more work to be done. We are deeply committed to supporting waste pickers, who are vital to South Africa's glass recycling efforts and to redesigning a payment system to create a long-term, auditable solution that integrates waste pickers fully into the recycling economy.

Despite hurdles, our unwavering commitment to transparency and collaboration with industry stakeholders is driving steady progress toward compliance and accountability in the sector. With the potential rollout of mandatory separation at source and increasing member engagement, TGRC is well-positioned to solidify its leadership role in advancing EPR success.

## 6 EMPOWERING SUSTAINABILITY PARTNERSHIPS

### Seeds of Success through Support: Income Opportunities

Buy-back centres continue to play a crucial role in South Africa's recycling ecosystem. They are essential collection hubs where used glass is accumulated and delivered for recycling, making it easy for collectors, waste pickers, and community members to engage in the glass recycling process. As TGRC supports buy-back centres with infrastructure and incentives, these centres can offer competitive rates, ensuring their sustainability and attracting more glass collectors.

Their contribution to the circular economy not only helps with the recycling of glass but also fosters community engagement, creating economic opportunities and promoting a culture of environmental responsibility.

Through partnerships with our members and other industry associations, TGRC is committed to making glass recycling an ongoing process, transforming old bottles and jars into new glass packaging. In 2023, our collection rate rose to 44.31%, showing significant progress from the previous year. A key factor in this success has been the introduction of transport subsidies

where the price paid for cullet has been harmonised nationally, which has made it more economically viable to collect and transport glass from remote areas.

Over the years we have recognised the economic opportunities that buy-back centres provide, and have encouraged entrepreneurs to explore the possibilities of establishing their own buy-back centres and reap the rewards of glass recycling on a larger scale. Buy-back centres provide a voice to the informal sector, which is made up of collectors who earn a source of income, while bridging the formal sector, which is represented by the glass industry. To facilitate their success, TGRC offers support such as glass collection bags, equipment, safety gear, scales and skip bins to help entrepreneurs kick-start their businesses and grow. In addition, we provide guidance and training to the buy-back centre operators to ensure the sustainability of their businesses.

We are proud of the successes of our buy-back centres and are thankful for the critical role they fill in the glass recycling chain.



*A unique approach to recycling, focusing on community empowerment and innovation.*

#### CANNIBAL RECYCLING

Cannibal Recycling started in 2003, when Leon van der Watt asked a curious question at a friend's pub; "what happens to all the glass?" Off the back of this question, Cannibal Recycling was born, and with a borrowed truck and one staff member, Leon and Amanda van der Watt started collecting glass over the weekends.

21 years have passed, and Cannibal Recycling has grown to having over 3 000 multi material collectors, which they proudly provide income opportunities to.

Amanda van der Watt acknowledges the impact TGRC has made to Cannibal, expressing her thanks for their help and knowledge, and for each bottle bank, skip and bulk bag they receive. Specifically, she is grateful for the transport subsidy, due to the current transport and fuel costs.





*Ex banker, substantially grows centre highlighting entrepreneurial resilience*

*A woman-led initiative making significant strides in the Eastern Cape*

### UNCONVENTIONAL WASTE SERVICES (UWS)

Sifiso Ngobese became involved in the recycling industry by supplying waste trolleys to waste collectors. This small business later shifted focus to cullet recovery after Sifiso took an opportunity in trading waste material for profit. From supplying trolleys he pivoted to trading waste material, with a strong focus on cullet trade.

12 years on, Sifiso says the support from TGRC, and stakeholders in government and the private sector, has enabled him to propel his small business forward, through subsidies and incentives for trading glass. This financial support allowed his business to grow and develop. He also notes that the bulk bags that TGRC provides assist glass collectors to store their cullet and encourage the overall recovery of glass in the glass value chain. Bulk bags also assist UWS's glass suppliers to crush their cullet stock in a secured and safe manner.

Sifiso believes in giving dignity to the waste pickers who are usually not seen and heard, because most of his glass collectors are the sole breadwinners in their families and rely only on proceeds received from selling glass.

Impressively, Unconventional Waste Services hosts Glass Imbizos yearly, hosting over 150 glass collectors with the purpose of sharing insights and feedback with all glass stakeholders. At this event, they handed over more than 150 units of PPE to the attending glass collectors. TGRC is proud to have assisted with some of the PPE.

### DNF WASTE & ENVIRONMENTAL SERVICES

Deirdre Nxumalo- Freeman and Cliff Freeman created DNF Waste & Environmental Services in 2008 from their desire to make the streets of South Africa cleaner, more sustainable and equitable. Their passion for job creation and protection of the vulnerable is what drives them. Deirdre explains DNF is an Environmental and Waste Management Services Company that is 100% black woman owned, and is a Level 1 Value Added Supplier and Exempted Micro Enterprise in terms of the latest BBBEE Codes of Good Practice.

During the initial years of DNF, the business primarily focused on provision of waste and environmental consulting services, before it ventured into the physical recycling industry in 2015, through the purchase of an existing glass collection business.

Deirdre notes that the assistance from TGRC with bags over the years has assisted in getting their loads to Ardagh. Like the other buy-back centres, she also lists the recent introduction of the transport subsidy from TGRC as a major impact to the business which has improved their cashflow.

Over the years DNF has serviced more than 6 000 vendors and has made a significant difference in the informal job creation space. They currently employ 30 staff directly and 78 project participants indirectly on a Waste Separation at Source project. Importantly, DNF is an example of excellent skills transfer; through their current mentorship of a Waste Recycling business in Gqeberha.



*Thriving glass recycling business built with resilience and community upliftment*

## POWER RUSH

Amanda Mtembu began her career as a cleaning service provider, while her partner Vincent Mtembu was a transport service provider. Looking to explore opportunities using both their skillsets, they turned to environmental management in 2015.

Amanda believes their relationship with TGRC assisted the company overcome many challenges. Power Rush currently recycles about 220 tons in total of which the glass component is 140 tons per month. Their business employs 52 people of which 60% are youth and 40% are women from the community of KwaMashu.

The impact of TGRC's Annual School Recycling competition remains one of Amanda's memorable moments. She enjoyed how involved the different schools were and watching infrastructural changes develop. An added benefit was that learners were educated about the importance of recycling in managing the environment. Emthethweni Primary in Umlazi specifically expressed their gratitude in TGRC's glass recycling competition that saw them invest in educational material for their students when they won monthly competitions.

## THE POSITIVE IMPACT ACHIEVED THROUGH THE TRANSPORT SUBSIDY PROGRAMME

The success of buy-back centres cannot be considered without the impact of the Transport Subsidy Programme, through price harmonisation nationally.

The Transport Subsidy Programme has without a doubt been one of TGRC's standout achievements of 2023. It was implemented from July 2023 in conjunction with Ardagh Glass Packaging and using the Banqu platform and 6DOT50 payment platform.

The programme is designed to harmonise prices across regions and increase collection volumes, particularly from rural and underserved areas. It provides buy-back centres with financial support, ensuring they can offer competitive prices to glass collectors, by harmonising cullet pricing between suppliers close to the cullet sorting plants and those suppliers in the outlying areas.

The transport subsidy has contributed to the increased collection rates for the year contributing to the long-term sustainability of buy-back centres by significantly contributing to the growth in glass collection.

The initiative helps level the playing field for glass suppliers across the country, by providing a sliding scale of support based on the distance travelled to make it easier and more cost-effective for suppliers to participate in the circular glass economy. We expect the transport subsidy to continue growing as more cullet suppliers join the system.

TGRC is currently working to expand the network of buy-back centres, creating more opportunities for entrepreneurs.



## Shaping Young Minds – Annual Schools Competition

Each year TGRC hosts the well anticipated Annual Schools Competition. The annual event offers schools the opportunity to win prizes for their efforts towards glass recycling. 2023 saw schools win over R510 000 in cash prizes. Historically, schools use their winnings to upgrade their facilities, enhancing their sporting grounds and educational supplies, as well

as contributing to local feeding schemes. The annual event sees hundreds of tons of glass collected, while having the educational benefits of teaching the new generations about the importance of caring for the environment and teaching them the foundations of recycling.

In February 2023 schools from Gauteng, The Western Cape Peninsula, Eastern Cape and

the Durban and Pietermaritzburg regions eagerly embarked on a journey of glass recycling. The participating schools set out to combat litter and outshine their competitors by recycling the most glass.

By the end of the competition period, the weight of the glass collected throughout the competition was equivalent to nearly 300 cars.

### TGRC RECOGNISED THE TOP FOUR NATIONAL WINNERS IN 2023:

**Isnembe Secondary School** in KwaZulu-Natal collected 45 592 kilograms of glass, claiming the top spot nationwide and earning a prize of R30 000, along with an additional R20 000 as the national overall winner.

**Kenridge Primary School** in the Western Cape collected 39 952 kilograms of glass, securing the second position nationwide and winning a prize of R30 000.

**Little Eagles Play & Pre School** in the Eastern Cape collected 33 674 kilograms of glass, securing the third position nationwide and winning a prize of R30 000.

**Gereformeerde Skool Dirk Postma** in Gauteng collected 11 419 kilograms of glass, securing the province's first place and winning a prize of R30 000 to benefit the school.

**TGCR extends its congratulations to Isnembe Secondary School, our 2023 Overall Winner.**

## SCHOOLS COMPETITION ANNUAL WINNERS - 2023

	GAUTENG	TOTAL VOLUMES COLLECTED (KG)	NO OF GLASS BOTTLES	AMOUNT WON
1	Gereformeerde Skool Dirk Postma	11419	34257	<b>R 30 000,00</b>
2	Kiddies Academy Lynnwood	9899	29697	<b>R 20 000,00</b>
3	St. Paulus Pre-and Primary School	9749	29247	<b>R 10 000,00</b>
<b>KWAZULU NATAL</b>				
1	Isnembe Secondary School	45592	136776	<b>R 30 000,00</b>
2	Kloof Senior Primary School	16303	48909	<b>R 20 000,00</b>
3	Kloof Junior Primary School	11789	35367	<b>R 10 000,00</b>
<b>WESTERN CAPE</b>				
1	Kenridge Primary School	39952	119856	<b>R 30 000,00</b>
2	Bergvliet Primary School	26726	80178	<b>R 20 000,00</b>
3	SACS Junior School	7706	23118	<b>R 10 000,00</b>
<b>EASTERN CAPE (East London &amp; Port Elizabeth)</b>				
1	Little Eagles Play & Pre School	33674	101022	<b>R 30 000,00</b>
2	Morewag Primary School	30054	90162	<b>R 20 000,00</b>
3	Laerskool Kabega	25139	75417	<b>R 10 000,00</b>
<b>2023 OVERALL WINNER</b>				
	Isnembe Secondary School	45592		<b>R 20 000,00</b>

## KABEGA PRIMARY: A PRIME EXAMPLE OF THE IMPACT OF GLASS RECYCLING

TGRC spoke with Dr Adele Botha at Kabega Primary in Gqeberha about the school's history of recycling, their impact, and how learners have embraced glass recycling.

Dr Botha explains that Kabega Primary has been involved in glass recycling and environmental projects since 2014. In 2017 the school joined the TGRC Annual Schools Competition when it expanded into the Eastern Cape.

The school's recycling efforts are championed by an eco-committee, but the growth of the project over the last ten years is due to the combined efforts of all staff and learners. Everyone participates, from the principal, Mr. Jonas, who picks up glass during his jogs, to staff members and to the school's greatest source of glass—its learners.

A group of Grade 6 learners called the Groenspore is actively involved in the school's green projects. On Fridays, they lead glass collection, wearing protective gloves and bibs, with the support of teachers and support staff. Learners are encouraged to participate and top recyclers earn badges to be worn on their blazers.

Beyond recycling, the collective effort has strengthened the bond between Kabega's teachers, learners, and families, giving them a shared goal. The school emphasises that "every bottle makes a difference."

Dr Botha says that recycling has been beneficial for the learners, as they have learned about the circular economy and how to save energy through glass recycling. The Recycling Kid, Ethan Fourie, who has been recycling from pre-primary and tracks his journey on Facebook, is the third Kabega learner in the past five years to win the National Award for Environmental Awareness.

The money earned through TGRC's Annual Schools Competition and glass recycling over the years is reinvested into improving the school grounds. The school has installed water tanks, planted grass along embankments and sports fields, and purchased picnic tables and benches for learners.

Dr Botha thanks The Glass Recycling Company for the positive impact it has had on the school and its learners since 2017.



## Communication and Awareness – PR and Social Update

### CRYSTAL CLEAR CAMPAIGNS: REFLECTING ON RECYCLING INITIATIVES

In 2023, TGRC demonstrated success and innovation in its PR and communications efforts, strategically leveraging social media platforms including LinkedIn, Facebook, and Twitter (X) to engage a diverse audience. Here's a summary of our dynamic year in promoting sustainable glass recycling across South Africa.



#### Strategic Engagement and Outreach:

TGRC's overarching strategic objectives aimed to foster collaborations with businesses, government, and individual entrepreneurs. Through targeted B2B initiatives, we informed and sourced partnerships to develop and implement strategies to enhance glass collection. Meanwhile, our B2E efforts were crucial in empowering collectors and entrepreneurs through guidance on establishing glass buy-

back centres, significantly bolstering support for waste pickers.

For B2C engagement, we concentrated on encouraging local communities to participate in glass recycling through various innovative campaigns. This holistic approach ensured that all stakeholders, from corporate partners to individual community members, were aligned and actively participating in our recycling initiatives.



**Social Media Impact:** Throughout the year, TGRC's content was crafted according to a comprehensive social media content plan tailored for LinkedIn, Facebook, and Twitter (X). This strategic content dissemination aimed to maximize reach and engagement, driving awareness about the importance of glass recycling.



**Annual Reach and Impact:** Our PR and social media campaigns achieved a total reach of 11.7 million, with an Advertising Value Equivalent (AVE) of R2.2 million, translating into a PR value of R6.8 million. This significant impact highlighted TGRC's effectiveness in communicating the essential message of recycling and sustainability.

Throughout 2023, TGRC engaged in several significant campaigns that aimed to educate and involve the community in sustainable recycling practices, with topics that sparked considerable interest and coverage across various media platforms.

- One of the standout campaigns, "Keeping recyclables aside for recycling collectors," set the tone for the year by equipping households with actionable insights to enhance their recycling efforts. This campaign not only boosted recycling awareness but also demonstrated practical steps individuals could adopt, resulting in high engagement and extensive discussions across social channels and traditional media.
- In the educational sector, the Annual Schools Competition results announced in March emphasized TGRC's dedication to engaging younger generations in recycling. This initiative continued into April with the "SA schools make strides in volume of glass collected in 2022 and 2023" campaign,

highlighting the importance of educational involvement in TGRC's community outreach.

- Furthermore, TGRC emphasised entrepreneurship in recycling through the "buy-back Centres: Enabling South African Entrepreneurs" campaign. This initiative showcased TGRC's support for waste pickers and the promotion of entrepreneurial opportunities, transforming glass recycling into a sustainable business model for many, and drawing significant media interest and positive coverage for its contribution to economic development and sustainability. The year was rounded off with the recurring theme "Unlocking the ABCs of glass recycling," which received extensive coverage in December.
- Together, these campaigns reinforced TGRC's strategic communication objectives, showcasing a strong commitment to education, community involvement, and entrepreneurship support, all while catalysing media interest and public engagement in sustainable practices throughout the year.

## ELEVATING AWARENESS THROUGH RADIO AND OUTDOOR CAMPAIGNS



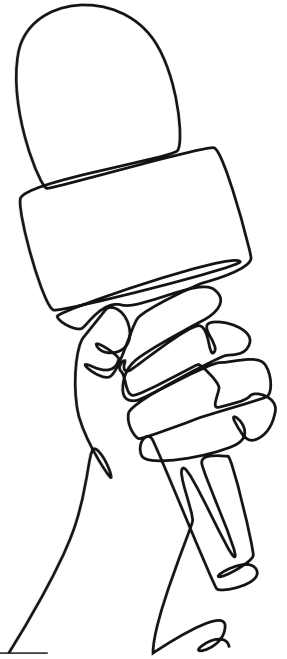
**Focused Media Strategy:** Traditional above-the-line media was utilized during the year, supporting and reinforcing online messaging. The media strategy called for use of regional radio and made selective use of prime out of home opportunities - maximising reach against both the high-end recycler market, as well as the important waste picker / collector market.



**Collector Market Radio:** The strategy included use of the SABC's 'big 5' ALS radio stations, building large-scale awareness, delivering frequent TGRC messages to over 12 million listeners from lower end SEM's. Flighted over four campaigns, the communication reminded collectors that there is money in glass and not to miss out on this income generating opportunity.



**Consumer/ Recycler Out of Home:** A consumer market out-of-home campaign was implemented over the peak holiday season. The campaign served to promote the recycling of glass end consumers and key TGRC stakeholder groups.



High tech digital screens were strategically selected across Gauteng, the Western Cape and KwaZulu Natal, with the focus being on high volume commuter highways and key suburban arterials targeting specific interest groups. Exposure was also secured at the Cape Town International

Airport reaching travellers entering and exiting the airport complex. The campaign targeted high-end SEM's and interest groups with the TGRC's single minded recycling message, resulting in the generation of strong brand communication, creating the opportunity for positive behavioural change.

The out of home campaign generated a duplicated audience reach of over 25 million consumers.

Digital and social media aligned with the above-the-line media campaigns, engaging The Glass Recycling Company brand directly with over 36 million consumers.

### OUR BILLBOARDS



**DON'T PASS THE BUCK! RECYCLE GLASS.**

@TGRC [www.facebook.com/TheGlassRecyclingCo](https://www.facebook.com/TheGlassRecyclingCo)



[www.tgrc.co.za](http://www.tgrc.co.za)



**RECYCLING GLASS SHOULD BE SECOND NATURE!**

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[www.tgrc.co.za](http://www.tgrc.co.za)

## 7 STRIVING FOR SUSTAINABILITY



Glass recycling plays a pivotal role in advancing sustainable practices, offering a tangible solution to reduce waste, conserve natural resources and minimise energy consumption.

The effectiveness of our recycling programs meant that glass represents only 0.4% of total waste to landfill.

Unlike most other packaging materials, glass can

be recycled infinitely, ensuring a continuous cycle of reuse. With ongoing innovations in recycling technology and increased public awareness, the potential for glass recycling to contribute to a more sustainable future is substantial.

By making conscious choices in recycling efforts, we can all play a part in ensuring a healthier planet for generations to come.

## 8 GOVERNANCE


The management team of TGRC is accountable to its board of directors and members, ensuring proper management and executing on agreed business plans to meet EPR objectives.

TGRC's raison d'etre is to serve our members who are producers and brand owners to ensure that glass recycling in South Africa at a minimum, meets all environmental obligations and responsibilities and to become a world class glass recycling industry.


### BOARD OF DIRECTORS



**Michael Arnold (Chairperson)**  
Ardagh Glass Packaging Africa (Pty) Ltd



**Kyle Day**  
The South African Breweries (Pty) Ltd



**Pieter du Plessis**  
Isanti Glass (Pty) Ltd




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*Ensuring a sustainable glass recycling environment in South Africa*