



ANNUAL REVIEW 2017/18 PEOPLE + PLANET



Established in 2006 The Glass Recycling Company is dedicated to promoting, enabling and facilitating glass recycling and reuse in South Africa. The work of the company is driven by its fundamental belief in the importance and value of recycling as a foundation on which a sustainable future can be created for people and the planet.





CREATING A LEGACY OF SUSTAINABILITY

The Glass Recycling Company considers it both a responsibility and a privilege to be at the forefront of glass recycling and reuse in South Africa.

As one of our valued partners, we invite you to read more about our glass recycling journey over the past 12 years and the progress we continued to make in the 2017/18 financial year.

HIGHLIGHTS AND ACHIEVEMENTS



1

29 Million

Consumers reached with the glass recycling message



2

609 tons

Weight of glass bottles and jars recovered by learners in our annual Schools Competition



3

2321

Number of TV ads flighted



4

514

Number of radio ads flighted



5

32

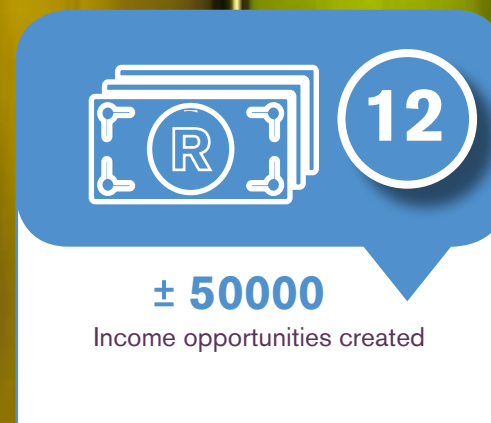
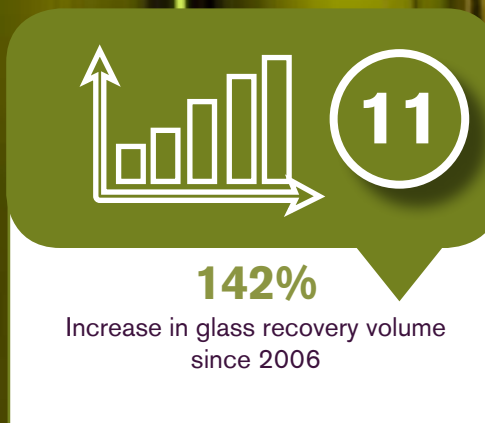
Number of billboards across the country



6

11.5%

Annual increase in tonnage recovered





NURTURING TOMORROW'S RECYCLING CHAMPIONS

The Glass Recycling Company's Annual Schools Competition sees learners, educators and communities across SA competing against each other to see who can collect the most glass bottles and jars for recycling. Winning schools receive monthly rewards and the top three schools in each participating region receive an additional cash prize at the end of the competition. In addition to the cash rewards earned by schools, learners are taught practical lessons about the importance of recycling.

TOTAL GLASS
collected by
top 3 schools
in the region.

GAUTENG
95 tons
285 000
bottles
and jars

KZN
127 tons
381 000
bottles
and jars

WC
120 tons
360 000
bottles
and jars

Schools Competition Annual Winners

GAUTENG

- | | | |
|----|-----------------------------------|----------------|
| 1. | Laerskool Anton Van Wouw | R30 000 |
| 2. | St. Stithians College | R20 000 |
| 3. | St. Paulus Pre-and Primary School | R10 000 |

KWAZULU NATAL

- | | | |
|----|-----------------------------|----------------|
| 1. | Kloof Senior Primary School | R30 000 |
| 2. | Isnembe Secondary School | R20 000 |
| 3. | Roseway Waldorf School | R10 000 |

WESTERN CAPE

- | | | |
|----|--------------------------|----------------|
| 1. | Kenridge Primary School | R30 000 |
| 2. | Bergvliet Primary School | R20 000 |
| 3. | Bay Primary School | R10 000 |

NATIONAL WINNER – Kloof Senior Primary School - **R20 000**

ENTREPRENUERIAL FOCUS



TGRC's entrepreneurship mandate is aligned to National Government's goals regarding job creation, transformation and empowerment. We partner with entrepreneurs to create opportunities for them to build viable businesses within the glass recycling industry. We support primarily black owned businesses with the skills, equipment and infrastructure needed to maximise their potential to become sustainable contributors to national economic growth and job creation.

Ongoing support is also a cornerstone of TGRC's approach. We invest significantly in the glass collection and infrastructure needed by our network of glass buy-back centres to ensure they remain sustainable, have the best



SUPPORTING JOBS & CREATING INCOMES

sustainable, have the best chance to develop and grow, and are able to, in turn, support the income generation efforts of community glass collectors.

Through this comprehensive infrastructure support, and our ongoing provision of resources into our glass recycling network, we also ensure that there is a steady supply of glass packaging for recycling. Our 2017/18 entrepreneurial support activities included:

- Assisting and guiding entrepreneurs who operate glass buy-back centres
- Providing skills, training and advice to buy-back centre entrepreneurs

- Providing valuable infrastructure to recycling businesses including collection receptacles such as skip bins, scales, drums, bulk bags and wheelie bins
- Ongoing development, support and education of local communities about the intrinsic value and opportunities of glass collection and resale

As a direct result of The Glass Recycling Company's commitment to entrepreneurship and income creation, more than 50 000 members of communities across South Africa are also able to earn a source of income by collecting glass packaging and selling it to glass buy-back centres.



MAKING GLASS RECYCLING EASY FOR EVERYONE



A core component of TGRC's success is its vast network of glass recycling banks.

The organisation invests massively into expanding the glass collection infrastructure to ensure it is easy for South Africans from all walks of life to recycle their glass packaging.

This proactive approach includes:

- placing glass banks in the most visible, convenient and accessible locations
- partnering with schools, businesses and communities to maximise collection rates
- assistance and support of collection efforts through awareness campaigns



**GLASS CAN
BE RECYCLED.
NATURE CAN'T!**

 @TGRC
  www.facebook.com/TheGlassRecyclingCo

www.tgrc.co.za



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

 @TGRC
  www.facebook.com/TheGlassRecyclingCo

www.tgrc.co.za

**GLASS RECYCLING...
YOU LITTLE BISCUIT!**



Glass packaging contributes positively to the South African environment and economy.

Glass recycling saves energy, reduces CO₂ emissions and saves landfill space. 82% of all glass packaging in South Africa is diverted from landfill through glass recycling and reuse.

The Glass Recycling Company is a proud B-BBEE level ONE contributor committed to transformation and has created over 50 000 income generation opportunities.

Glass – You little biscuit!


www.facebook.com/TheGlassRecyclingCo
 @TGRC Website: www.tgrc.co.za

**WELCOME TO OUR
WORLD OF RECYCLING**





ENCOURAGING ACTION THROUGH AWARENESS

Effective communication is key to the continued success of TGRC as engaging with the following stakeholders raises awareness of the importance of recycling glass:

- Government
- Individuals
- Families
- Communities
- Businesses

The organisation takes a highly strategic approach to its communications, which includes a balanced combination of advertising, marketing, events, public relations and social media. The ultimate goal is to change the attitudes towards reusing and recycling glass, demonstrate the ease of recycling, and change the behaviours and mindsets of all South Africans.

COMMUNICATIONS IN 2017/18

Key objectives:

- Educate all South Africans on the importance of recycling glass
- Promote the use of our network of strategically placed glass banks to maximise collection volumes
- Promote glass collection as an income source
- Raise awareness of the role TGRC plays in the SA's glass recycling achievements
- Reinforce TGRC as an example of success through industry collaboration

INVESTMENT AND ROI:

Advertising above the line
Reach* **26 million people**

Public relations & social media
Reach* **12 million people**



* Estimated

LOOKING FORWARD

Through committed partnerships and determined leadership, The Glass Recycling Company aims to continue growing as a leader and driver of glass recycling in South Africa. Key to the organisation's delivery on this imperative is its ongoing commitment to partner with, guide, and positively influence local, provincial and national government institutions in the formulation and delivery of effective glass recycling legislation and policies.

The implementation of progressive recycling legislation and the rollout of a national, industry funded recycling model, are essential components of an impactful and sustainable societal shift towards a recycling mindset in



South African society. As such, the Glass Recycling Company will continue to prioritise its partnerships with government going forward and work as a trusted and effective partner to bring about the effective legal frameworks and policies needed to give real impetus to waste management in the country.

"It is a privilege to be a part of the ongoing success of The Glass Recycling Company. Every year, the organisation grows its impact as an invaluable agent of transformation by changing attitudes and behaviours with regards to the return, reuse, and recycling of glass by increasing numbers of South Africans."

Mike Arnold

Mike Arnold
Chairman



"Thank you to the people, communities and businesses across SA who have taken the glass recycling message to heart and are doing their part to return, collect, reuse and recycle their glass packaging. Your efforts are recognised and valued."

Shabeer Jhetam

Shabeer Jhetam
CEO



VISION

To ensure that glass recycling and reuse is sustainable and environmentally friendly.

MISSION

To promote the sustainable recycling and reuse of glass in an endeavour to protect our environment.

TGRC believes in the infinite potential of glass to make a real and positive contribution to society, and is focused on bringing the value of glass recycling to life. We do this by being passionate champions of the 'good' distinctive to glass, helping people to appreciate the importance of recycling it, in a way that is inspiring, involving and informative.

We are committed to prove that glass recycling is worth the effort.



A GREAT TEAM EFFORT

Thank you to all those involved with The Glass Recycling Company for your continued support and commitment.

BOARD OF DIRECTORS

Mike Arnold
Paul Coombe
Deon de Wet
Gerald Glancey
Kathleen Hoogenhout
Shabeer Jhetam

Bishen Morgan
Aslam Seedat
Adriaan Visage

Consol (Pty) Ltd (Chairman)
Nampak Glass (Pty) Ltd
Heineken South Africa (Pty) Ltd
Coca - Cola Africa (Pty) Ltd
Distell Ltd
The Glass Recycling Company
NPC (CEO)
South African Breweries (Pty) Ltd
Tiger Brands Ltd
Warshay Investments (Pty) Ltd
T/A KVV

OUR MEMBERS



FOCUSED ON TRANSFORMING OUR FUTURE TOGETHER

Together with our partners, we engage with Government, businesses, consumers and enable entrepreneurs to achieve our six key objectives, which are:



1

BUILD
the culture and capacity
needed to increase glass
recovery in SA



2

PROMOTE
the importance and value
of reusing & recycling glass
bottles & jars



3

MOTIVATE
all South Africans to
become active glass
recyclers

PULL



4

DEVELOP
glass recycling
entrepreneurs & create
income opportunities



5

MAINTAIN
effective national
infrastructure to increase
glass collection & recycling



6

TRANSFORM
the future for the
benefit of people &
our planet