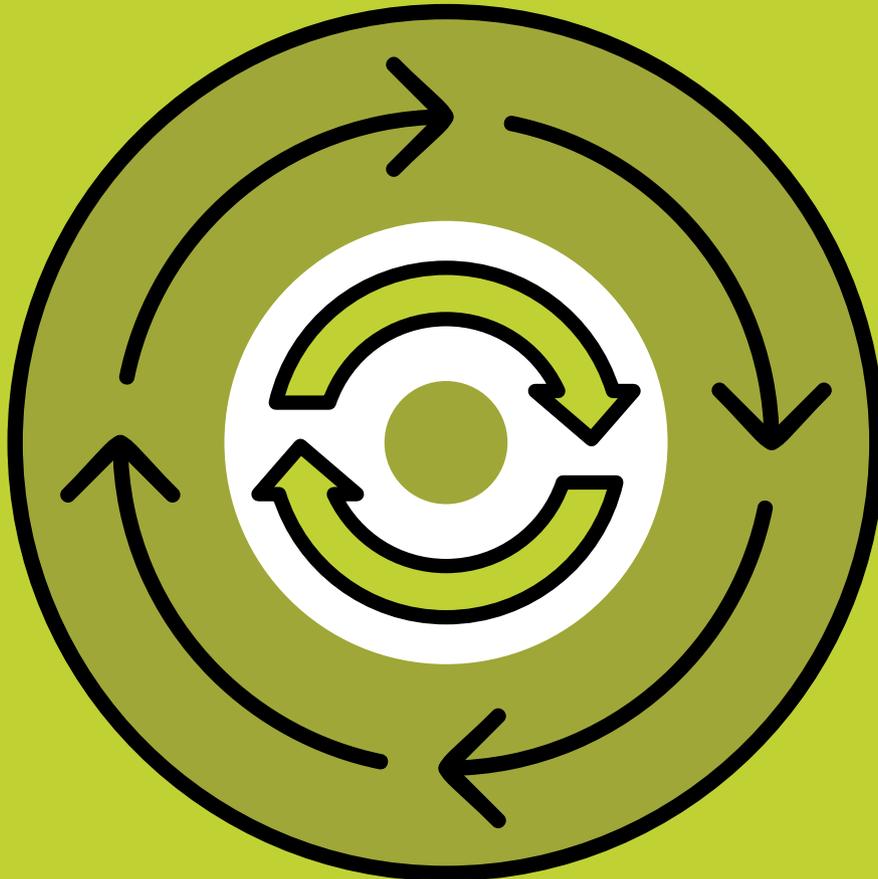


LET'S MAKE  
THE CIRCLE BIGGER.



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# WE'RE MOVING TOWARDS A CIRCULAR ECONOMY. ARE YOU?

A Circular Economy aims to maximise value and eliminate waste by improving the design of materials, products, and business models, and minimising the use of raw materials and energy needed through restorative systems.

It's more than just a buzzword. The Circular Economy should be a way of life. At PETCO, that's what we have been striving towards for many years. It goes beyond recycling, beyond simply designing for better end-of-life recovery.

We're a small part of a much larger global picture, one where we all need to take responsibility for our actions to tackle arguably the biggest challenge of our times: a sustainable future.

## **PETCO is an industry-driven and industry-financed environmental solution for PET plastic.**

We are South Africa's national industry body accountable for managing the PET plastic industry's Extended Producer Responsibility (EPR). Incorporated in 2004, our mission is to grow the collection and recycling of PET bottles, after consumer use, on behalf of our members.

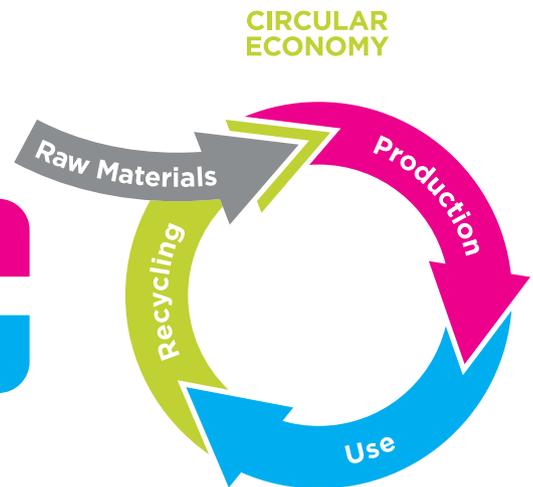
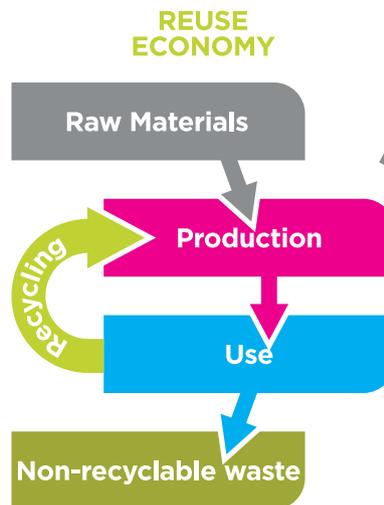
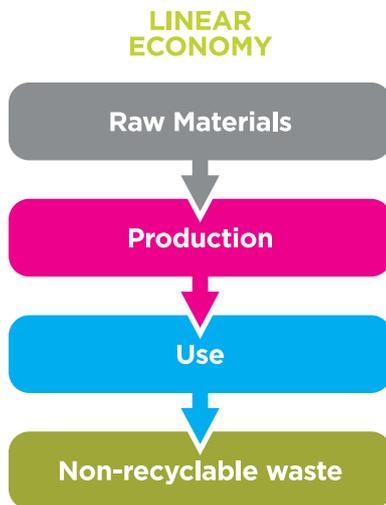
Our efforts are financed by a voluntary recycling fee, paid by converters on every tonne of raw material they purchase, as well as grants from brand owners, resin producers and retailers.

We work with the whole PET value chain - from resin producers through to the converters, bottlers, brand owners, retailers and consumers. And with everyone playing their part, our role of EPR promotes the integration of environmental costs associated with PET products throughout their life cycles into the market costs of the products.

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# FROM A LINEAR TO A CIRCULAR ECONOMY

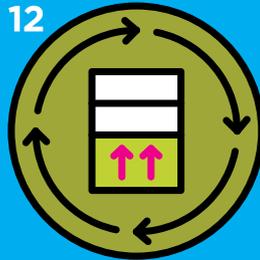


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# GLOBAL GOALS. LOCAL PRACTISE.



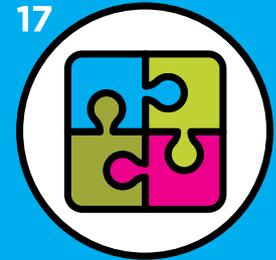
SUSTAINABLE  
CITIES &  
COMMUNITIES



RESPONSIBLE  
CONSUMPTION  
& PRODUCTION



LIFE BELOW  
WATER



PARTNERSHIPS  
FOR THE  
GOALS

One of the greatest challenges of our time will be to shift towards sustainable consumption and production patterns. The current throwaway nature of our culture will simply not be viable in the long run.

This is where the UN's Sustainable Development Goals (SDGs), which we strive to achieve by 2030, have a profound impact on our work and the work of the packaging industry.

The SDGs must be woven into the very foundations of our businesses, our bottom lines and our objectives for future growth in order to drive business forward.

We can't do it alone. In order to be part of the global solution we all need to join forces. From local municipalities to consumers to private enterprise, we must collaborate to lead the charge.

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# WHAT IS PET?

PET is short for Polyethylene Terephthalate, a type of rigid plastic commonly used as beverage bottles for carbonated soft drinks, bottled water, milk, juice, sports and energy drinks; jars, punnets, tubs and trays for food items; bottles for household, personal care and pharmaceutical products.

Lightweight, shatterproof, 100% safe (it does not release chemicals into its contents), PET is easily identifiable by the number 1 stamped into the packaging.

It's a very sophisticated plastic that, when recycled (rPET), is made into many new and useful products. These include polyester staple fibre/filament used for clothing, home textiles, automotive parts and geotextiles.

# CLOSING THE LOOP.

Arguably the most important aspect of rPET is that it is recycled back into food-grade feedstock to produce bottles again. As the world embraces the principles of a Circular Economy, this becomes increasingly important.

The process starts by designing product packaging for the available recycling infrastructure. After consumer use, its collection then results in the creation of tens of thousands of income opportunities across South Africa.

Collected bales of PET are taken to recyclers where, through state-of-the-art technology the PET is flaked, washed, melted, extruded and chopped into tiny pellets to be sent on and blown into new bottles again.

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# WHAT DO WE DO?

PETCO is committed to reducing the impact of PET plastic on the environment and to continually increasing recycling rates. To meet our objectives, we work hard in a number of areas.

We contract with and finance PET recyclers who buy baled bottles, process them and manufacture feedstock for sale into the manufacturing sector.

Through marketing awareness - in print publications, broadcast and digital media - as well as at shows, workshops and conferences and through continuously updated promotional material we convey PETCO's unique recycling message.

Training, skills development and joint venture projects (including those with municipalities) help us grow and expand collection across the country and help us facilitate the integration of the informal economy into the formal one.

We encourage consumers to participate in kerbside projects (where these exist), and support community projects and drop-off sites that actively recover their post-consumer PET plastic for recycling.



## GROWTH OF PET BOTTLE RECYCLING IN SOUTH AFRICA

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# THE IMPACT PETCO HAS HAD.

From contributing to GDP to creating scores of new income opportunities to keeping billions of PET bottles from ending up in landfill, PETCO's impact is far-reaching. We've made great progress since 2005 with significant benefits to the environment and job creation and each year sees ever more positive results.

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## 500 000 TONNES

of PET bottles to date is what PETCO has helped recycle since inception. We now recycle more bottles than go to landfill.

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## 62 000 INCOME

opportunities have been created through PET recycling.

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## 700 000 TONNES

of carbon saved to date.

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## R4.5 BILLION

is what we've injected into the South African economy through the manufacturing of end-use products made from recycled PET.

Our 7 recycling partners purchased post-consumer PET bottles to the value of more than R1.9 billion to date.

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3 MILLION

m<sup>3</sup> of landfill space is the mountain we've helped keep out of dumps and the environment around the country.

# WHAT CAN YOU DO?

## 1. Embedding Design for Recycling into the development of packaging:

Innovators, designers, manufacturers, and packaging decision makers must understand how packaging design decisions can affect container recyclability. Their designs should be compatible with the broadest range of recycling operations and technologies. As an organisation, we want to lead the charge in “design for recycling” governance, setting up relevant marks of quality for all to adhere to, becoming the industry authority for PET and rPET. It'll give us the chance to inspire a generation of designers to profoundly rethink plastic packaging.

## 2. Creating greater demand for products made from recycled plastics:

Creating a greater demand for products made from recycled plastics is essential. The greater the demand, the more this will “pull through” the supply chain and stimulate activity. End-use market developments for recycled strapping as well as the export of fibre are opportunities to pursue going forward. A number of other opportunities are currently in the prefeasibility stage, and PETCO will continue to support research in these areas. For materials to be recovered and re-integrated into the economy, the cost to recycle must be more viable than the low cost of sending materials to landfill. More emphasis needs to be placed on stimulating the development of markets for these products to help close the resource loop. Taking action to foster a supportive business environment for companies that use recovered resources will help drive additional recycling, create more jobs, reduce greenhouse gases and extend the life of existing landfills.

## 3. Consumer Awareness and Understanding:

Recycling habits are improving year-on-year, becoming more mainstream. But as a society, we need to undergo a surge in reuse and recycling behaviour. Baseline consumer research that we commissioned at the end of 2016 shows only 11% of the South Africans interviewed claim to recycle ‘all’ of the time. The lack of storage space at home, and the absence of ‘easily accessible’ recycling depots were cited as two of the biggest barriers. Consumers must realise they have the power to demand products that are sustainably produced, driving action in the industry in a big way.



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