

# Call to support 2015 International Coastal Clean-up Day

As the local coordinator of the world's biggest volunteer effort for ocean health, Plastics|SA is expecting thousands of South Africans to flock to beaches, dams and water sources around South Africa on Saturday, 19 September to partake in the International Coastal Clean-up Day.



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"Each year, thousands of kilograms of almost every imaginable type of waste are removed along the world's shorelines, and South Africa is recognised as one of the leading participants in this clean-up initiative," says Douw Steyn, director of Sustainability at Plastics|SA and chairman of the National Recycling Forum (NRF).

The first International Coastal Clean-Up was held in 1996, as an initiative of the plastics industry and KZN Wildlife, to remove the most visible plastics litter from the coastal area. Since then, it has become an annual, countrywide event which is supported by the glass, cans, paper and board industries, as well as oil converters, recyclers, brand owners and retailers.

## Spread the message

"All packaging streams, as well as oil and e-waste recyclers, will use Clean-Up & Recycle Week SA to spread the message about the importance of looking after the environment and ensuring that everybody takes responsibility for recycling where they work, live or play," Steyn says.

In Cape Town, major clean-ups will be taking place at the Woodbridge Island and in KZN at the Beachwood Mangroves.

Elsewhere, beach and river clean-ups are being planned by local communities, schools and businesses around the country, which will be supported by Plastics|SA and its partners in this project with the sponsorship of 250,000 bright yellow refuse bags which will be donated for clean-up projects.

"We are encouraging people to give two hours of their time on that Saturday to help clean our country's water sources and beaches. Mother Nature supplies us with the food we eat, the air we breathe, and the water we drink.

"If our environment isn't clean and healthy, neither are we. We therefore urge all South Africans to clean up the environment in order to give future generations hope for a sustainable future. The local plastics industry has set itself a vision of sending zero plastics to landfill by the year 2030. We need everybody's help in reaching this target," concludes Steyn.

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