

Partnerships

Our goal is to mobilise the local plastics industry around the circular economy for plastics and identify multi-shareholder value-chain partnerships.

To mobilise the local value chain around the circular economy, and to unlock opportunities for partnerships, Safripol hosted its second sustainability conference during 16-17 March 2021.



Safripol knows that it cannot deliver on its sustainability goals on its own. To achieve our goals, multi-stakeholder partnerships are required across the value chain.

The theme for our sustainability conference 2021 was **“Let’s plastic responsibly”**. The conference focused on trends, technologies and solutions to move the local plastic industry forward towards a circular economy.

A first of its kind hybrid conference saw ~50% of delegates attending in person, with the rest joining virtually. The event was attended by all key stakeholders in the value chain and included resin manufacturers, convertors, brand-owners, retailers, recyclers, waste reclaimers, government, and NGO’s.

At the opening of our conference, we shared Safripol’s sustainability strategy with the broader plastics industry, with the goal of getting alignment on key opportunities, and seeking partnerships.

Presentations at the 2021 conference included two plenary addresses by AMI on the global market trends for mechanical and chemical recycling; presentations around life cycle assessments and circular economy indicators for plastics by The Green House and ALPLA, and UCT respectively. Two highly insightful SA market studies which Safripol co-sponsored on recycling of HDPE milk bottles, and circular design for PP impact co-polymer rigid packaging was presented by the Moss group.



Finally, Wolves presented a consumer perception of plastics and how to change the rhetoric around the backlash plastics, which inspired interesting discussions.

The conference was concluded by a dynamic panel discussion where experts from the plastics value chain talked about how practically the local plastics industry can move forward towards a circular economy and what strategies can be immediately implemented.

The panel comprised the African Recycling Organisation representing waste reclaimers, SA Plastics Pact, Unilever, Spar, the CSIR, and the Department of Trade Industry and Innovation.



Based on the feedback we received in the post-conference event, it was clear that our Sustainability Conference 2021 was a huge success. It was able to create much awareness around our **“Let’s plastic responsibly”** campaign, the circular economy for plastics, as well as the broader global sustainability concepts, and it has now paved the way for new multi-stakeholder partnerships. We are already planning for our 2022 conference!



Industry memberships and participation



We are an active member of the PET recycling company (PETCO) which is the product responsibility organisation for PET in SA. We have representation on the PETCO board, and we fund annual sponsorships to PETCO and undertake joint projects to ensure collection, and recycling targets for PET is increased.



Safripol is a business member of the SA Plastics Pact. The SA Plastics Pact has identified 4 targets to be achieved by 2025 i.e.

i) elimination of unnecessary or problematic packaging,
 ii) 100% of plastic packaging to be reusable, recyclable or compostable plastics,
 iii) 70% of plastic packaging to be effectively recycled,
 and iv) 30% average recycled content across all plastic packaging. Safripol is participating in the target groups and has shown commitment in advancing the circular economy for plastics in SA.



The polyolefin recycling company (Polyco) is the product responsibility organisation for polyolefins in SA. Safripol is a member of Polyco, and also has board participation.



Safripol is a long-standing member of the Chemical and Allied Industries Association (CAIA) and is a signatory to the Responsible Care® in Africa, an international code of management practice in responsible and sustainable chemicals manufacturing. Safripol actively contributes to CAIA as a member as well as having representation of our CEO on the CAIA board.



Plastics SA is an industry body representing the interests of the entire plastics value chain. It plays an active role in coordination with the government on issues related to the plastic industry, and its goal is to grow the plastic industry. Safripol is a sponsor of Plastics SA is a signatory to Operation Clean Sweep® and participates at the board level.



Safripol is actively involved with Packaging SA, and also participates at the board level.