



THE WASTE MINIMISATION AND RECYCLING INTEREST GROUP

Newsletter - June 2013

Waste beneficiation centre for Durban



This is planned for Hammarsdale near Durban, with the intention of providing a place where private sector companies and small enterprises in the waste beneficiation sector can co-operate.

The centre has been designed for recycling and processing of e-waste, glass and plastic, for example pelletizing of PET. It is expected to generate 150 jobs once fully established. Financing has been secured by USE-IT, a section 21 company, from the South African Green Fund. More: [http://urbanearth.co.za/articles/green-](http://urbanearth.co.za/articles/green-fund-finance-waste-beneficiation-centre-hammarsdale?utm_source=Urban+Earth+Newsletter&utm_campaign=998e633a67-Urban+Earth+News+8+April+2013&utm_medium=email)

[fund-finance-waste-beneficiation-centre-hammarsdale?utm_source=Urban+Earth+Newsletter&utm_campaign=998e633a67-Urban+Earth+News+8+April+2013&utm_medium=email](http://urbanearth.co.za/articles/green-fund-finance-waste-beneficiation-centre-hammarsdale?utm_source=Urban+Earth+Newsletter&utm_campaign=998e633a67-Urban+Earth+News+8+April+2013&utm_medium=email)

At Rio carnival, beer cans recycled in exchange for train rides

In the [Beer Turnstile](#) marketing campaign in Brazil, carnival-goers handed in empty beer cans in return for a free train ride home. The turnstile saw around 1,000 users per hour, 86 percent higher than usual traffic. The number of drunk driving incidents that evening also dropped 43 percent.



A modified turnstile – fitted with a barcode reader – granted access to passengers who scanned their empty beer can and deposited it in the provided bin. The collected rubbish was then donated to a recycling NGO. See the video at: <http://www.springwise.com/rio-carnival-beer-cans-recycled-exchange-train-rides/>

Now lease jeans instead of buying them



Business models in which manufacturers retain ownership of a product and customers pay only for its performance, give greater control over raw material supplies and prices, and are increasingly popular with customers. Mudd Jeans in France offers monthly or annual leases, with free repairs in the offering. For those who want to keep the jeans, the company offers financial incentives to return items, to encourage recovery. More at: http://www.ellenmacarthurfoundation.org/case_studies/mud-jeans

Refus, the wandering pile of rubbish

Artist Francois Knoetze's belief in the potential as opposed to the prescribed value of things is shown in his 2012 performance piece and short film 'Refus.' This follows a giant moving sculpture made from trash as it wanders Grahamstown, amusing and terrifying locals.



'The townsfolk are less than hospitable to the resurrected, wandering pile of rubbish, and after being ridiculed, rejected and harassed, Refus is captured and ultimately executed by being converted into a block of compressed cans.'

See: <http://francoisknoetze.carbonmade.com>.

Recycle e-waste for fast cash



[ecoATM](#) is a company that allows customers in the US to recycle used mobile phones, tablets, and MP3 players for immediate cash. It announced that this month, it has recycled more than one million devices. According to the Environmental Protection Agency (EPA), recycling one million devices has the environmental impact of removing 1,981 average US houses off the grid for a year in terms of energy saved, and 152 cars off the road for a year in terms of greenhouse gases saved. [Click for more detail.](#)

'Trashed' documentary narrated by Jeremy Irons

A new docu-feature in which Irons sets out to discover the global waste problem, traveling around the world to beautiful destinations tainted by pollution. Having faced the worst, he turns to hope and goes in search of solutions - from individuals who have changed their lives to produce almost no waste to an entire city now virtually waste-free. Hopefully coming to a theatre near you soon. More at <http://www.trashedfilm.com/jeremy-irons.php>.



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