



MEDIA RELEASE

The Social Impact of Waste

IMMEDIATE RELEASE

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With the 2010 World Cup coming to South Africa in the next few months, what are we South Africans going to do to show the world that we aren't a messy, smelly and filthy country?

If you have been lucky enough to travel to the Far East, then you will know how litter is frowned upon, and even something as trivial as chewing gum is banned in some major cities. Heavy fines and even public humiliation is used to curb even the smallest of discretions.

How are we South Africans going to influence visitors to use waste bins and recycle the waste that it generated at stadiums, visitor "hot spots" or even the Guest houses? Well, if we use the "monkey see, monkey do" principal of stashing your trash, then maybe the municipal workers will be able to keep the bins on the streets from overflowing onto the floor and into the gutters.

It's great to be "proudly South African", but if we can start before the world arrives, and keep it clean after they leave, we can all benefit from this. Most First world countries still regard South Africa as a third world "backwater", so if we can change that perception by keeping an eye on our waste, we can definitely change their perceptions.

It seems that Cape Town is leading in this area, with many suburbs having implemented the "two-bag" recycling system. Tourist attractions such as Table Mountain also have different bins on the mountain for recycling. Cape Town International Airport has recently put up bins for paper, tins, plastic and general waste, so if they can take up this initiative, will everyone follow quickly enough, or will it be "too little, too late" as usual?

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