



## **MEDIA RELEASE**

# **WIRED FOR WASTE: VALUE \* GROW \* SUSTAIN WasteCon 2014**

---

### **Immediate Release**

**04 February 2014**

*Africa's largest waste management conference, WasteCon, hosted by the Institute of Waste Management of Southern Africa (IWMSA) will be taking place from 06 - 10 October 2014 at The Lord Charles in Somerset West.*

"This year it is the turn of the Western Cape Branch of the IWMSA, to host WasteCon2014. With the theme 'Wired for Waste: value \* grow \* sustain' - and promises 'action, action and more action", according to Dr Suzan Oelofse, President of the IWMSA.

With a multitude of national and international specialists sharing their insights and experience, and showcasing advances in the industry, the multi-day conference is geared to providing real solutions and inspiration for change. Speaking on the theme, Oelofse says that value, growth and sustainability will underpin every event at the conference, as well the various discussions and debates.

## **VALUE**

“How we value waste as a resource ultimately determines how much time and money we are prepared to invest in its management,” says Oelofse. “We need to realise a shift in focus from the conventional approaches to value-add strategies and affordable management options.

## **GROWTH**

“To ensure progress we need to change as our environment changes,” adds Oelofse. “Through transforming and integrating value-add initiatives, we need to actively engage opportunities that promote growth – these may be entrepreneurial opportunities, job creation, promotion and support of SMME’s and green energy initiatives.”

Entrepreneurs are invited to use the opportunities presented at WasteCon2014 to showcase their skills and expertise and in so doing, become a vital part of the much-needed change.

## **SUSTAIN**

According to Melani Traut, IWMSA Western Cape Branch Chairperson, sustainability does not only refer to the limitations of our ecosystem, but rather to the economic and social sustainability for which we as human beings are responsible. “To live within the limitations of the biophysical environment, we need to embrace the three types of capital (natural, social and human) to ensure a shift in focus, ensuring growth that is achievable without compromising our future potential.”

## **Bookings for Exhibition Space Now Open**

The exhibition component of the conference gives all industry-related companies and organisations a fantastic opportunity to promote their services, products and ideas. Interested parties can book space or find out more at [www.wastecon.co.za/exhibition.html](http://www.wastecon.co.za/exhibition.html).

## **Submission of Abstracts**

Wastecon2014 also welcomes the submission of abstracts for original contribution to the field. All submissions will go through a peer-review process and those selected will appear in full form in the abstract book, to be given to attendees at the conference. Online submission is now open at <http://www.wastecon.co.za/abstract.html>.

For more information, please visit [www.wastecon.co.za](http://www.wastecon.co.za) or call Gail Smit on (011) 675 3462.

For more information on the IWMSA visit [www.iwmsa.co.za](http://www.iwmsa.co.za)

###

Media contact:  
Fhulu Nekhavhambe  
Mobile: 011 317 3861  
e-Mail: [fhulu@reputationmatters.co.za](mailto:fhulu@reputationmatters.co.za)