



## South Africans urged to be 'Wired for Waste' at WasteCon2014

Immediate Release

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*Caption: The Institute of Waste Management of Southern Africa (IWMSA)'s flagship biennial waste management conference – WasteCon2014, officially opened yesterday at the NH Lord Charles Hotel in Somerset West, Western Cape. Dr Suzan Oelofse (above), President of the IWMSA opened the event, which boasts over 450 delegates and 70 exhibitors. The conference promises to share ideas and best practices in the waste industry to ultimately be 'wired for waste'.*

This year celebrates the 22<sup>nd</sup> WasteCon with key leaders and experts sharing ideas and knowledge to ultimately instil a culture of sustainability in the waste industry. “We are very proud to host WasteCon2014 in the Western Cape this year. We all need to work together to overcome the challenges of waste. WasteCon2014 is a wonderful platform for industry leaders to come together and share best practices. Prepare to be stimulated, challenged and empowered at WasteCon2014,” says Margot Ladouce, the WasteCon2014 Chairperson.

“It is very important for us to realise where we are going with waste management,” says Dr Suzan Oelofse, President of the IWMSA. The theme for this year’s conference is ‘Wired for Waste: Value\*Grow\*Sustain’. “In order for us to get wired for waste, we need to acknowledge the value of waste, the growth opportunities and of course the sustainability element in waste,” urges Oelofse.

“Industry players alike need to start realising the intrinsic value that is available in waste and start maximising on it. We must think about waste to energy and that it only extracts once-off value, whereas recycling has a value-add in multiple ways. By looking at the value of waste, we can ultimately contribute to bettering the South African economy,” adds Oelofse.

“Growth means investment. We need to invest in alternative waste management options – landfilling waste is not going to be acceptable anymore. However, these actions need to be sustainable. Sustainability will only be possible when waste management systems are integrated, well planned and maintained through skills development, capacity building and continued awareness creation,” adds Oelofse.

Another exciting aspect of the conference is Qurio, a website-based quiz software programme that aims to enhance engagements at WasteCon2014. Qurio, sponsored by Jeffares & Green, is used in all seminars and workshops to enhance delegate interaction and to ultimately share knowledge and insight. The Qurio quiz is taken during sessions and provides instant results.

WasteCon2014 is on until Thursday, 09 October 2014. The Resource Innovation Tours will take place on Friday, 10 October 2014, which will showcase sustainable waste management practices.

For more information on WasteCon2014, please visit [www.wastecon.co.za](http://www.wastecon.co.za). The IWMSA is a professional, multi-disciplinary organisation with voluntary membership established to promote the science and practice of waste management and is a non-profit organisation. For more information on the IWMSA visit [www.iwmsa.co.za](http://www.iwmsa.co.za).

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Released by Reputation Matters  
Media Contact:  
Winet Fourie  
E-mail: [winet@reputationmatters.co.za](mailto:winet@reputationmatters.co.za)  
Mobile: 074 126 2248