

Press Release (Immediate release)

Hong Kong 18th February 2023

**Community Plastic Beverage Bottle Recycling Programme
launched in Tin Shui Wai
Industry and stakeholders are ready for a market-based PRS**

Drink Without Waste launched a Community Plastic Beverage Bottle Recycling Programme at the Joy Square of Tin Shui shopping centre in Tin Shui Wai today.

Under this pilot scheme, cleaners and recyclers are incentivised to collect used plastic bottles at different locations in Tin Shui Wai. Retailers are advertising the scheme to encourage residents to separate plastic bottles from general waste. Transparent blue bags are distributed to cleaners for keeping bottles separate. The bottles are baled by recyclers, and delivered to the recycling plant at EcoPark, Tuen Mun for conversion into food-grade rPET flakes. The programme is funded and overseen by beverage manufacturers, retailers and NGOs. The icon of the programme is a twisted plastic bottle with its thumb up.

The learnings from this pilot scheme in Tin Shui Wai will be used as input for Government and legislators when they consider the bill for a new producer responsibility scheme (PRS) on beverage containers later in 2023.

The pilot scheme is organized by *Drink Without Waste*, an initiative led by the Single-Use Beverage Packaging Working Group, a coalition of beverage manufacturers and importers, waste handlers and recyclers, institutions, retailers and NGOs in Hong Kong. The initiative seeks to reduce the volume of used beverage packaging going to waste by 70 to 90%.

For more information on *Drink Without Waste*, please visit <https://drinkwithoutwaste.org/>

The launch was officiated by Ms. Marella Canepa Risso, Director of Franchise Operations (Hong Kong and Macau) of The Coca-Cola Company; Miss Connie Yeung, General Manager of Swire Coca-Cola HK; Mr. Frank Schepers, General Manager of New Life Plastics Ltd and Mr. Paul Zimmerman, General Manager of Drink Without Waste Limited.

The launch was attended by Legislators Ir. Hon Gary Zhang and members of the public.

Mr. Paul Zimmerman, General Manager of *Drink Without Waste* said, "The recycling programme provides plastic bags for cleaners to collect plastic bottles. Recyclers are subsidised to collect the full bags. The bags are transparent so that cleaners and recyclers can easily identify the content and quantity, and limit contamination. This in turn is expected to encourage consumers to recycle more. Financial incentives are provided to cleaners and recyclers to collect and transport the used bottles."

Ms. Marella Canepa Risso, Franchise Operations Director (Hong Kong and Macau) of The Coca-Cola Company explained, "Packaging waste, if recycled properly, is a valuable resource. The Community Plastic Beverage Bottle Recycling Program focuses on collection activities in the community, while aiming to foster and promote good recycling behavior and a more sustainable lifestyle among Hong Kong residents. We encourage everyone to join hands to create a World Without Waste."



Drink Without Waste

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Ms. Connie Yeung, General Manager of Swire Coca-Cola HK added, "As a Hong Kong-based beverage manufacturer, we support the expedient implementation of a PRS. This pilot scheme in Tin Shui Wai demonstrates our commitment to implementing market-led recycling programs. Residents and cleaners in Tin Shui Wai are encouraged to participate in cost effective recycling of used plastic beverage bottles. This will help reduce waste going to landfills."

"Separate at source is the key to the success of collecting and converting used plastic beverage bottles into new bottles," said Mr Frank Schepers, representative of New Life Plastics Ltd, a recently opened factory specialised in recycling PET beverage bottles.

Ir Hon Gary Zhang of Legislative Council added, "Plastic pollution is a serious problem worldwide, it is important for all of us to work together to reduce pollution, I urge the residents of Tin Shui Wai actively participate in this recycling programme."

Mr. Zimmerman concluded, "We hope to expand this pilot scheme throughout Tin Shui Wai. The scheme will help us learn and demonstrate how manufacturers, retailers, property managers, cleaners and residents can collaborate in efficient collection of recyclable materials. Collaboration is key to low-cost and sustainable recycling under the future PRS."

The DFI Retail Group and Hung Fook Tong support the programme by promoting the scheme through retail channels in Tin Shui Wai. Consumers are encouraged to participate in recycling by providing information at the retail outlets, including Mannings, Wellcome, and 7-11. Hung Fook Tong's branches in Tin Shui Wai and Yuen Long as well.

Community Plastic Beverage Bottle Recycling Programme details:

Target recovery is 224 tonnes, approximately 8,960,000 number of bottles.

Total budget - HK\$1.6 million

HK\$0.10 subsidy per bottle shared by cleaners and recyclers

Mandatory use of transparent blue bags branded *Drink Without Waste*

Scheme icon is a twisted plastic bottle with its thumb up

Cleaners of different properties are participating throughout Tin Shui Wai

Participating recycler – Kwok Ming Recycling Limited

Main sponsors are The Coca-Cola Company, and Swire Coca-Cola HK

Sponsor is Hung Fook Tong

Recycling partner is New Life Plastics Ltd

Promotional partners are LINK Reit, and DFI retail group: 7-Eleven, Mannings, and Wellcome

Visuals and softcopy:

https://drive.google.com/drive/folders/1s6lHEdAkZbOZCLLdtwYIFWMNkDA8Kxul?usp=share_link

About *Drink Without Waste*

The *Drink Without Waste* campaign initiative is led by the Single-Use Beverage Packaging Working Group, a coalition of beverage manufacturers and importers, waste handlers and recyclers, institutions, retailers and NGOs in Hong Kong. The Working Group seeks to reduce the volume of used beverage packaging going to waste by 70 to 90%. For more information, please visit <https://drinkwithoutwaste.org/>