Press release for immediate release

CLEAN-UP & RECYCLE SA WEEK 2025:
Make A Difference Where You Work, Live And Play

Johannesburg, *14 July 2025.* South Africans are once again being called to action this spring as **Clean-Up & Recycle SA Week 2025** takes place from 15-20 September 2025.

Organised annually by Plastics SA, the umbrella body representing the entire plastics industry and supported by packaging industry, this inspiring initiative encourages all citizens to take pride in their environment by actively participating in clean-up and recycling activities — making a difference where they work, live, and play.

September has become synonymous with "spring cleaning" the environment, and this year promises to be no exception. Throughout the month, various clean-ups will take place across the country, uniting communities, schools, businesses, and individuals in the shared goal of protecting our environment.

According to Douw Steyn, Sustainability Director at Plastics SA, the week highlights the importance of responsible plastic and packaging use — ensuring that plastic and packaging products are reused and recycled after use, and not allowed to pollute our rivers, beaches, or landscapes.

"Clean-Up & Recycle SA Week is more than just picking up litter; it's about fostering a culture of accountability and respect for our environment," says Steyn. "Plastics and packaging are valuable materials that should be recycled and kept in the circular economy. By working together to clean and recycle, we are preserving our natural resources and ensuring a healthier planet for generations to come."

Highlights of the week include:

- **National River Clean-Up Day** – Wednesday, 17 September 2025
- **National Recycling Day South Africa** – Friday, 19 September 2025
- **International Coastal Clean-Up Day /** World Clean-Up Day – Saturday, 20 September 2025

Plastics SA and our partners will once again sponsor thousands of bright yellow branded bags, which will be distributed to coordinators and volunteers around the country. These bags will help collect and sort the litter gathered during the clean-ups.

While Plastics SA is spearheading the initiative, various material streams (including paper, glass and metals) will also be involved, showcasing how collaboration between industries and citizens is key to tackling pollution.

"We invite everyone to join us — whether it's at your local beach, riverbank, park, or neighbourhood. Each bag of litter collected, each bottle or bag recycled, is a step towards a cleaner and more sustainable South Africa," Steyn adds.

Schools, businesses, and communities are encouraged to organise their own clean-up events, register them online (www.cleanupandrecycle.co.za), and share their successes on social media to inspire others.

For more information on how to get involved in Clean-Up & Recycle SA Week 2025, visit **www.cleanupandrecycle.co.za** or **www.plasticsinfo.co.za**. Together, we can make a real difference — one clean-up at a time.

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