

## **“PLASTICS MATTER”: A NEW PILOT PODCAST SERIES TO AMPLIFY INDUSTRY VOICE**

Plastics SA is proud to announce the launch of an exciting new pilot podcast series titled *Plastics Matter*, a dynamic platform created to give the South African plastics industry a stronger, more direct voice in conversations that shape its future.

As the recognised representative body for the local plastics industry, Plastics SA has long served as a mouthpiece for its members — advocating for sound policy, promoting sustainability and sharing credible industry insights. Anton Hanekom, Executive Director of Plastics SA, explains that the launch of *Plastics Matter* is a natural extension of this vision.

“Our purpose at Plastics SA is to be the voice of the plastics industry in South Africa. “With *Plastics Matter*, we are hoping to create a platform where critical issues impacting our industry can be discussed openly and constructively. It allows us to engage not only with our members, but also with government, stakeholders, and the broader public in a transparent and meaningful way.”

### **Growing popularity of podcasts**

In recent years, podcasts have grown exponentially in popularity around the world, becoming a preferred platform for audiences seeking credible information and in-depth discussion on topics that matter to them. From business and policy to sustainability and innovation, listeners are increasingly turning to digital audio and video platforms for accessible, expert-driven content they can engage with at their convenience. Plastics SA’s new series taps into this global trend, offering stakeholders an informative and accessible way to stay connected to developments within the industry.

### **Giving a voice to the local plastics industry on topics that matter**

The podcast series will tackle a wide range of topical and sometimes challenging issues — ranging from waste management and recycling performance to policy developments, innovation, sustainability and economic trends. Each episode will feature expert guests and industry leaders who bring insight, data and practical experience to the table.

Explains Hanekom: “The plastics industry plays a vital role in South Africa’s economy and in enabling modern life. However, it is also facing increasing regulatory pressure, public scrutiny, and infrastructure challenges. Through this podcast, we want to unpack the facts, share real data and have solution-driven conversations that move the industry forward.”

### **Robust and relevant engagement**

The first inaugural episode addresses one of the country’s most pressing concerns: South Africa’s broken waste management system. Joining Hanekom in studio is Bala Nengovhela, Specialist: Waste Management at the South African Local Government Association (SALGA). Together, they explore the systemic challenges facing municipalities, the realities on the ground and what needs to change to build a more effective and sustainable waste management framework.

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The second episode focuses on the recently released 2024 Plastics Recycling and Consumption Figures. Hanekom is joined by Annabe Pretorius, Executive: Technical Operations at Plastics SA, to unpack the latest data, highlight key trends, and provide context around recycling performance, material flows and challenges facing the local plastics recycling industry.

“These conversations are not about shifting blame. They are about collaboration, accountability and identifying practical solutions. By bringing the right voices into the discussion, we can better understand the complexities and work towards meaningful progress,” Hanekom says.

*Plastics Matter* will be available on YouTube and hosted on the Plastics SA website. To broaden its reach, highlight reels and short clips will also be shared across Plastics SA’s social media platforms.

Plastics SA encourages viewers to watch, share and subscribe to the channel to help amplify these important conversations. Industry stakeholders and members of the public are also invited to provide feedback and suggest topics they would like to see addressed in future episodes.

“*Plastics Matter* because the industry matters. The facts matter and the future matters. We invite everyone to join the conversation,” Hanekom concludes.

For more information and to watch the first episodes,  
visit [www.plasticsinfo.co.za](http://www.plasticsinfo.co.za) or follow Plastics SA on social media.

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