

Press release

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System for collecting and recycling beverage cartons created

SIG and partners unveil project aimed at boosting recycling and improving livelihoods in Egypt via blockchain

SIG has teamed up with the social enterprise Plastic Bank and an experienced partner in development cooperation, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, to unveil a project set to reshape Egypt's recycling landscape while increasing security for waste collection members.

Egypt generates more than 95 million tons of waste annually and currently only 60% of this waste is collected, with less than 20% of that being properly disposed of or recycled*. At present there is no formalized system for waste collection and recycling. The partnership between SIG, GIZ Egypt, and the social enterprise Plastic Bank aims to address this pressing issue and achieve positive change. In a three-year initiative, the partners are on a mission to collect 700 metric tons of beverage cartons, while also aiming to improve the livelihood for around 1,000 local waste collection members via blockchain.

The PlasticBank® app, backed by the social enterprise's proprietary blockchain-secured platform, provides traceability and transparency in waste collection, empowering waste collectors to convert every piece of discarded material into a source of revenue. Waste collection members will be able to log each collected product via the app to earn incentives deposited directly into their digital wallets and gain access to social benefits, including health, work and life insurance, digital connectivity, grocery vouchers, school supplies, and more. Furthermore, the waste collection members will undergo training and receive personal safety equipment for their well-being at work.



By streamlining and tracking the collection and recycling of waste, including used beverage cartons, this project also takes a broader role for laying the groundwork for an extended producer responsibility (EPR) model in Egypt. It aligns closely with the Egypt Waste Management Regulatory Authority to weave recycling into the legislative framework and underscores the important role of packaging manufacturers in environmental stewardship.

Abdelghany Eladib, President & General Manager India, Middle East and Africa at SIG: “Our new partnership goes one step further in accelerating our progress towards a circular economy. Extending social waste collection and recycling programs like this one in Egypt will help to achieve our goals and is a blueprint for future programs. By establishing a recycling system for beverage cartons in the Greater Cairo area and beyond, SIG is focused on reducing the environmental impact and creating a market for recycled paper.”

This project is supported by the German Federal Ministry for Economic Cooperation and Development (BMZ) funding program “develoPPP” and its special initiative “Decent Work for a Just Transition”.

* <https://www.rvo.nl/files/file/2022-11/Quick-scan-in-the-Egyptian-Economy.pdf>

About SIG

SIG is a leading solutions provider of packaging for better – better for our customers, for consumers, and for the world. With our unique portfolio of aseptic carton, bag-in-box, and spouted pouch, we work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable, and affordable way. Our technology and outstanding innovation capabilities enable us to provide our customers with versatile packaging systems and solutions for innovative products and smart operations, all to address the ever-changing needs of consumers. Sustainability is integral to our business and guides us on our journey to create packaging for better – packaging that gives more to people and the planet than it takes out.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and is listed on the SIX Swiss Exchange. The skills and experience of our approximately 9,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2023, SIG produced 53 billion packs and generated €3.2 billion in revenue. SIG also has an AA ESG rating by MSCI, a 13.9 (low risk) score by Sustainalytics, Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit our [website](#).

For insights into trends that drive the food and beverage industry, visit the [SIG blog](#).

About Plastic Bank

Plastic Bank exists to create a wasteless world by mobilizing communities, businesses, and individuals to gather discarded material from the environment and use it to end poverty. Our collection communities exchange plastic as currency for income and social benefits, including health, work and life insurance, digital connectivity, grocery vouchers, school supplies, fintech services, and more. Exchanges are recorded through our proprietary blockchain-secured platform, enabling traceable collection, secured income, and verified reporting. Businesses and individuals subscribe and purchase our plastic credits to reduce their environmental footprint, promote a circular economy, and support communities. Business subscribers gain access to a suite of tools to demonstrate authentic impact, as well as ethical and traceable supply networks for licensed recycled material claims. Additionally, Plastic Bank offers recycled Social Plastic feedstock to select partners. Plastic Bank currently operates in the Philippines, Indonesia, Thailand, Brazil, Egypt, and Cameroon.

PlasticBank® and Social Plastic® are trademarks of The Plastic Bank Recycling Corporation.
Learn more at www.plasticbank.com

Picture caption:

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Photo: SIG

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