

Litha drives Environmental Affairs' green road show

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Following the successful management of the Department of Environmental Affairs' first Waste Management Conference in September, Litha Communications was appointed to help the Department take their 'green' show on the road.

"The national road show will visit all nine provinces to promote and popularise the Waste Act. The driving force behind the road show is to give the Department of Environmental Affairs an opportunity to engage with a wider group of stakeholders on the provisions and implementation of the Act," says Teresa Jenkins, COO of Litha Communications.

Some of the issues that will be covered include contaminated land provisions, the waste licensing system, the new waste classification system, integrated waste management planning as well as the waste stream regulations.

South Africa is faced with a challenge in terms of sufficient landfill space and the high costs of maintaining landfill sites. Waste minimisation and recycling therefore becomes the most important elements of the waste management hierarchy in reducing the amount of waste.

The road shows kicked off on 28 October in Mangaung in the Free State and will end on 9 December in the Northern Cape.

"Once again, Litha was very fortunate to be involved in another project in partnership with the Department of Environmental Affairs. 'Greening' lies close to our hearts and our own social responsibility policy strongly reflects this.

"We work closely with the Wildlands Conservation Trust. We also contribute our time, talent and materials to Waste2Wow, a job creation design and manufacturing studio that recycles advertising banners and billboards, turning trash into creative and desirable eco-friendly wow items," says Jenkins.

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