



WASTE FREE
ENVIRONMENT
بيئة بلا نفايات

AN INITIATIVE BY
GPCA
GULF PETROCHEMICALS
& CHEMICALS ASSOCIATION
الاتحاد الخليجي للبتر وكيمائيات والكيماويات

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Qatar General Electricity & Water Corporation





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Waste Free Environment (WFE) is a global event and an important environmental campaign launched by the Gulf Petrochemicals and Chemicals Association (GPCA).

WFE promotes recycling and encourages a more responsible attitude toward litter disposal and the need for the community to respond to environmental issues. Everyone should be following the 3R's: Reuse-Reduce-Recycle!

During the annual Waste Free Environment week, which takes place in February, responsible and enthusiastic organizations and people from across the world join hands for cleaning up their local environment.

Objectives

Awareness-building is the core of the WFE, and the responsibility for sustaining our planet will ultimately fall to our children, then to theirs.

At top of our agenda then, is to educate children on the importance of recycling and leaving the environment litter-free.

By creating awareness on how waste can be reused and ways we can take care of our environment, we aim to change mind-sets of the old and young.

By organizing initiatives through which businesses and the community can get actively involved, we aim to promote a sense of responsibility that we can pass through the generations.

Uniting school children, teachers and volunteers for a common goal, to respond to environmental initiatives.

About GPCA

The Gulf Petrochemicals and Chemicals Association (GPCA) represents the downstream hydrocarbon industry in the Arabian Gulf.

Established in 2006, the association voices the common interests of more than 240 member companies from the chemical and allied industries, accounting for over 95% of chemical output in the Gulf region.

The industry makes up the second largest manufacturing sector in the region, producing up to US\$108billion worth of products a year.

The association supports the region's petrochemical and chemical industry through advocacy, networking and thought leadership initiatives that help member companies to connect, to share and advance knowledge, to contribute to international dialogue, and to become prime influencers in shaping the future of the global petrochemicals industry.



Reduce

Reduction is the most effective of the 3Rs. It means to reduce or lessen the amount of waste by changing your habits, only buying what you need and refusing unwanted plastic such as plastic carrier bags. Do you buy new kitchen and bathroom cleaners regularly but don't worry about purchasing the re-fills; you just buy new each time? Just changing that one action begins your commitment to waste reduction.

Do you use your own reusable bottle for water (that you carry around through the day) or do you just throw away water bottle after water bottle?

Look out for things that are durable and can be reused. By choosing wisely, one can make a significant reduction in the amount of waste produced.

- ▶ Purchase reusable products where possible to do so;
- ▶ Select products with less packaging as it will help in waste reduction;

Your family, community group or business might like to take a 'usage inventory' over a week or a month to establish your usage rates. That then becomes a benchmark for reduction!



Reuse

A large quantity of trash that we throw everyday can actually be reused!

Manufacturing new products requires a lot of raw materials and energy, therefore it is better to reuse existing products where safe and practical to do so. Doing so reduces wastage of natural resources and potential spoilage of the environment.

Think of all the ways products can be reused such as:

Plastic grocery bags can be reused at homes for a variety of purposes including pet clean-up, waste-basket liners, or even lunch bags and also to make piping and

seating if collected and utilized on a community/business level;

Egg cartons can be used to sprout seeds (children often love watching this happen), in various craft projects and as garden mulch if broken up and soaked in water.

Some products that are useless for you or you find you no longer use, can actually be of a great value to others (one person's trash is another's treasure!) therefore avoid throwing items out and seek venues (clubs, schools, etc.) that could use them and who might even be willing to collect them from your door.



Recycle

Recycling means to manufacture new products out of existing ones. Old plastic bottles can be recycled to make fleece and other material for clothing. Imagine the plastic bottles used in your kitchen today, being recycled into a party dress tomorrow!

Plastics are valuable materials and they should be recycled instead of being thrown away. Recycling of plastic products/materials can conserve resources and reduce greenhouse emissions.





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www.wastefreeenvironment.com