

Recycle to Regain' Initiative

18 May 2009

DUBAI - A new recycling initiative, 'Recycle to Regain', aims to prevent environmental degradation by reducing the volume of waste that goes into landfills. The campaign, under the Waste Management Service (WMS) Company, Dulsco, launched on Sunday, will provide new custom-made recycling vehicles which will visit shopping malls, residential as well as commercial areas on a regular basis to collect separated recyclable waste such as paper, plastic and cans.

The recyclable waste will then be processed into raw materials which manufacturing companies can use to produce a collection of new products.

"Since the GCC has been ranked as one of the top 10 waste producers in the world, Dulsco is genuinely pleased to launch the mobile recycling unit which will encourage the general public to be actively involved in waste recycling," said Prakash Parab, General Manager of Dulsco, LLC.

The campaign will be expanded across the UAE in the near future, and hopes to educate the public on the need for recycling as well as their responsibilities regarding the concept of 'segregation at the source'. Since senior officials from the Dubai municipality, stressed last month on the violations committed by small companies operating in industrial areas such as Al Quoz by dumping waste in storm drains, a new toll-free number, 800-WASTE (92783), has been introduced dedicated to waste management and taking complaints. "Recycling is one of the most effective and straightforward waste management tools that we have at our disposal. It also offers a major economic potential as various valuable products can be produced out of materials that would have otherwise have been wasted," said Parab.

(Khaleej Times)