



*#RECYCLING for CIRCULAR  
ECONOMY*

*THE PECTO MODEL*

**petco**  
plastic recycling ethiopia



**PETCO Ethiopia Recycling  
Community Organization**



## *WOMEN IN RECYCLING*



## Our Vision and Mission

PETCO Ethiopia seeks to minimize the environmental impact of post-consumer PET on the Ethiopian landscape through:

- Growing the collection & recycling of PET bottles after consumer use;
- Supporting existing & encourage new collection and recycling initiatives; and
- Promoting a strong focus on public & consumer education & awareness programs.
- Serving as trusted point of reference regarding PET recycling data.





# What is PETCO

## PETCO is ....

- Petco is a non-profit organization that represents the PET Value chain, from Resin producer to Retailer.
- An Industry managed Producer Responsibility Organization (PRO) practicing Voluntary Extended Producer Responsibility (VEPR)
- Petco collects voluntary levies/fees and Grants.
- Petco markets and advertises the Value of PET. Has workshops and educates the consumer on PET.
- Petco subsidizes recycling projects and acts as a financial "safety net".

## PETCO is NOT....

- Petco does not buy PET bottles and never owns and part of the value chain.
- Petco does not own or operate any plant or equipment.
- Petco does not own or operate collection systems, buy-back - or drop off centers.



## What we do

We invest all our funds in ensuring and encouraging visible recycling through:

- 🏠 Generate fresh and continuous data on the overall magnitude, distribution, recycling and management of PET(Plastic bottles);
- 🏠 contracting and financing PET recyclers who collect bottles, process them into rPET in preparation for the manufacture of new products
- 🏠 consumer education and awareness training and joint venture projects (including those with government offices)
- 🏠 equipment support and sponsorship for collectors
- 🏠 guidance relating to designing for recycling ensuring products are compatible with local recycling infrastructure.
- 🏠 Developing the end-use market:

# Who are members of PETCO Ethiopia?

- PET raw material producers/importers
- Preform producers/importers
- Bottlers
- Brand owners
- Converters
- Recyclers
- Retailers
- Consumers



- Industry Associations
- Collectors
- NGOs
- Bi-laterals
- Development Agents
- Foundations
- Universities
- Schools
- Research institutes

# WHO ARE PLAYING MAJOR ROLE IN PETCO ETHIOPIA'S SUCCESS? DIRECTORS



**DARYL WILSON**  
Board Chair  
East Africa Bottling S.C



**ENYEW ZELEKE**  
Vice board Chair  
Abbahawa trading plc



**DESSALEGN MEKONNEN**  
MEMBER  
Ambo Mineral Water



**HENOK MULATU**  
Board Member  
SBG Industry PLC



**DR. HASSON MOHHAMED**  
MEMBER  
Sheger Spring water



**GEBRIEL AMARA**  
Board Member  
Coba impact PLC



**DAVID DREW**  
Board Member  
Coca Cola  
Recycling Industry expert



**MIHRET TECLEMARIAM**  
General Manager  
PETCO Ethiopia



**MR. TIRUFAT WOSSEN**  
FINANCE MANAGER  
PETCO Ethiopia







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