



## MEDIA RELEASE

# VINCENT CHARNLEY: FOSTERING NEW RELATIONS TO ENSURE A CLEAN AND HEALTHY ENVIRONMENT FOR ALL

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**Immediate Release**

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Recently, the Institute of Waste Management of Southern Africa (IWMSA) conducted a dip stick market research survey to get a general perception of the organisation by its members and other stakeholder groups.

The research results indicated that the IWMSA has a fairly positive footprint in the industry; however there is always room for improvement. "We are very grateful for the valuable inputs that we received from everyone that took the time to complete the questionnaire; the only way that we as an organisation can grow and build mutually beneficial relationships is to take what our stakeholders have to say to heart. We have used these results as the basis for our strategy for the next year," said IWMSA President, Mr. Vincent Charnley.

Three pertinent issues that came to the fore that will be the core focus of the Institute for the next twelve months, is continued **educating and promoting sustainable best practical environmental options**; **improved communication** to stakeholders and building **closer alliances** in the industry so as to achieve the IWMSA's vision of a clean and healthy environment.

Charnley and his team have already started to put the wheels in motion to address each of these areas. "We pride ourselves in the **training** that we provide; leanership material has been submitted for approval to the Local Government SETA," Charnley indicated. "In the past three months, with the funding from DEAT, we have already trained in excess of 360 municipal workers across the country, and further training will take place in the Provinces on waste management".

**Communication** plays a pivotal part in any organisation, "we are working very closely with Reputation Matters, specialists in the realm of corporate reputation management to assist us to build and enhance our reputation in the industry through a more focussed communication strategy and plan for our various stakeholder groups," says Charnley.

**Partners** and strategic alliances will also be receiving much more attention this year. The IWMSA will be forging closer partnerships with organisations such as Buyisa e-Bags amongst other organisations. The relations are vital so that the Institute can deliver on their mandate of serving the industry. “The SADEC offices (Environmental Protocol) in Botswana have also requested the IWMSA to train the trainers including Waste Directors in the region. We recently hosted a delegation from Ghana who intends establishing their own Institute of Waste Management in West Africa. The IWMSA will work in collaboration with the West African Institute which will cover five countries, namely Ghana, Mali, Ivory Coast, Togo and Benin. The delegation has invited the IWMSA to attend a workshop in Ghana which will include the Minister of Environment Sherry Eyitteyi.

Charnley added that transformation is an important factor for the Institute, “we are calling all companies in the waste industry to provide internship for students to work in the waste industry. We are also making a pledge to fund students unable to pay for their courses wanting to enter the waste and environment industry”.

Members are also encouraged to volunteer their time and assist the IWMSA either at branch level or in any other way, for more information contact: Tel: 011 675 3462/4, or e-mail: [iwmsa@telkomsa.net](mailto:iwmsa@telkomsa.net)

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On behalf of the Institute of Waste Management of Southern Africa