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National Oil Recycling Association
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Marketing Campaign to Drive Collection Targets

**DO YOU KNOW THAT
ONE LITRE OF
USED OIL CAN
CONTAMINATE
ONE MILLION
LITRES OF WATER**

Used lubricating oil is hazardous.
It contains harmful compounds. Irresponsible disposal of used oil pollutes
our rivers, wetlands and the environment.

Use a NORA-SA accredited collector to dispose of your used oil through a ROSE Foundation
approved processor. For collections call 0800 NORA-SA (6672 72).



In partnership with



For more information call the ROSE Foundation on 021 448 1400.
or email rose@rosecollection.com or visit www.rosecollection.org.za

"The biggest challenge we face lies in educating a vast and diverse market about the hazards and environment threats of used oil, and then successfully motivating them to act on this information," comments Raj Lochan, CEO of the ROSE Foundation.

"Our 2008 campaign has a hard-hitting message, and calls on the individual to take responsibility for protecting the environment."

The advertising message is harsh and personal, challenging the market to consider the implications of dumping used oil irresponsibly.

"We do not have a punitive approach towards waste management, but people need to wake up to the implications of recklessly disposing of environmentally hazardous waste." ROSE will focus the marketing on the DIY and taxi markets and we are giving away 10 000 Sumpy's (plastic containers used to store oil drained from vehicles) to incentivise users to dispose of their used oil safely, instead of throwing it down the nearest drain. The campaign will work closely with the members of ROSE and NORA-SA to promote the local drop-off points and depots.



Household Hazardous Waste Collection Day

The Department of Environmental Affairs & Development Planning (D:EA&DP) and the Stellenbosch Local Municipality, in partnership with the Danish International Donor Agency (DANIDA), piloted a Household Hazardous Waste Collection Day, in Stellenbosch on 1 March 2008.

The event aimed to:

- raise community awareness of household hazardous waste and the appropriate means of treatment and disposal of such waste.
- collect, remove, safely treat and dispose of household hazardous waste, which would otherwise end up in the general waste stream and ultimately be disposed of at a general waste landfill facility.
- pilot the safe disposal of household hazardous waste directly from households as so authorities could learn and develop long term solutions for the safe disposal of household hazardous waste.

Specific types of household hazardous waste were collected, focussing on key household hazardous wastes falling under defined priority hazardous waste streams (as determined in the Provincial Hazardous Waste Management Plan). These include household paints, solvents and used motor oil, as well as fluorescent light bulbs, waste electronic goods and

waste batteries, but excluding medical waste and industrial hazardous waste. The ROSE Foundation used the day to hand out Sumpy's to the DIY public, encouraging them to dispose of used motor oil responsibly.

Gotlieb Arendse, Director of D:EA&DP Western Cape was very encouraged by the enthusiasm of the public and hopes to have more collection days with the participation of the different municipalities.

"ROSE lauds this initiative of the D:EA&DP Western Cape and will continue its support for more collection days," says Raj Lochan.



Gotlieb Arendse with members of his team and other attendees of the Household Hazardous Waste Collection Day held in Stellenbosch.

New Partnership

As from 1 February 2008, Cape Town advertising agency King James has been appointed to handle ROSE's advertising and media requirements.

King James MD, James Barty says, "We are excited at the prospect of working with ROSE and producing great ideas which will help deliver against ROSE's goals."

The partnership looks set to position ROSE working in partnership with NORA-SA in view of the pending Waste Bill and used oil being classified as a hazardous waste.

King James is a highly regarded agency which ROSE CEO Raj Lochan believes is well positioned to grapple with the complex communication challenges ROSE faces. Account Executive Mbuyi Makanda is excited at the opportunity of working with ROSE, "I believe we have an opportunity to do excellent creative work that will help drive a worthy cause."

"We look forward to their professional approach to our business elevation and welcome them onboard as a trusted and valued partner," says Raj Lochan.

ROSE's PR function will continue to be handled by Sue Parker-Smith of Catalyst Communications.



Signing of an exciting future – ROSE, Catalyst and King James enter into a partnership to roll out ROSE marketing and PR initiative.

L to R Back: Teddy Mlanduli (ROSE Director), Sue Parker-Smith (MD, Catalyst Publicity & Events)

L to R Front: Andre de Wet (ROSE Chairman), James Barty (MD, King James), David Page (ROSE Vice Chairman)

Meet the ROSE Directors

Congratulations to the recently appointed members of the Lubricants Industry as ROSE Directors. We thank them for their participation in ensuring product stewardship for their industry and trust that their contribution will be invaluable.

The ROSE Board has eight directors representing the major lubricants manufacturing and marketing companies in South Africa. All directors serve voluntarily on the Rose board without remuneration.

Tumi Zondo

Appointed to the ROSE Board in August 2007, she is currently the Commercial & Speciality Sales Manager in the Mining and Manufacturing Division at Total SA, based in Rosebank, Johannesburg.



Tumi Zondo

Sthembiso Sibiya

Appointed by BP SA to the ROSE Board in December 2007 as Director, he is a Senior Projects Manager in the Marketing Department for BP SA based in Parktown, Johannesburg.



Sthembiso Sibiya

Ian Hodgkinson

Having joined the ROSE Board in December 2007, he is a General Manager for Lubricants Africa at BP SA, based in Parktown, Johannesburg.



Ian Hodgkinson

ROSE Directors are elected and appointed at the Annual General Meeting in December each year.

NORA-SA Consolidates in the Used Oil Industry

Since its formation in November 2005, NORA-SA has made great strides in positioning its members as responsible custodians of used oil collection and recycling in South Africa.

In February 2008, the association further entrenched its commitment to compliance at a well-attended Annual General Meeting held at the Kopanong Conference Centre in Benoni.

The meeting was also attended by Obed Baloyi, Director of Waste Policy and Information Management, DEAT, who spoke on the current status of the Waste Bill. Baloyi updated the members on the most recent amendments to the bill and explained the implications of the changes.

After the AGM, members enjoyed a superb dinner and Roger Cresswell of the Oil Recycling Association in the UK, presented compelling insights into the used oil industry in Britain, and recent trends and developments in Europe.

The evening also celebrated the announcement of the first winners of the Regional and National Collectors Awards for outstanding performance and compliance.

The NORA-SA AGM Dinner will be an annual event in the NORA-SA calendar.



NORA-SA Board members pictured back L-R: Don Hunter, Mike Molahlehi, Ashley Carolissen, Raj Lochan, Dave Morrey. Front L-R: Ian Taylor, Leon Van Dyk, Gary Pearce, Vinko Coetzee.



NORA-SA AGM

1. Roger Creswell, ORA-UK making a point at the AGM. 2. William Molefe, Koos Venter and John Nyakale of Old Oil Man. 3. Members of Oilkol in their team colours. 4. Don Hunter chatting with Roger Creswell, Raj Lochan and Obed Baloyi. 5. Dave Page, ROSE Vice Chairman thanking the attendees. 6. Obed Baloyi, DEAT National, in a pensive mood.



NORA-SA AGM 20th Febuary 2008 at Kopanong Conference Centre



NORA-SA Dinner

1. Cape Town collectors enjoying themselves. 2. Gauteng collectors enjoying pre-dinner drinks. 3. Roger Creswell with Don Hunter (NORA-SA Chairman) and Andre de Wet (ROSE Chairman). 4. Gary Pearce, NORA-SA Director in a merry mood wuth the FFS Refiners Team. 5. KZN collectors in a jovial mood. 6. Mbuyi Makanda, Lydia Mahlangu and Maxon Sigama chatting over a drink.



NORA AGM Awards 2008

The ROSE Foundation recognised the outstanding work of NORA-SA collectors across South Africa. The regional and national winners received certificates and cash prizes.

Award Winners


*National Winner - Siphon Vilikazi
Oil Recovery Services*



*KZN Regional Winner
Siphon Vilikazi - Oil Recovery Services*



*Western Cape Regional Winner
Andries Thirion – Used Oil*



*North East Gauteng Regional Winner
Vincent Motaung – TRD Services*



*North West Gauteng Regional Winner
Mike Molahlehi*



The Regional Winners: Vincent Motaung, Siphon Vilikazi, Mike Molahlehi and Andries Thirion

List of Awards

KZN:	1st	Siphon Vilikazi	Oil Recovery Services
	2nd	Rob Klug	Oil Boys CC
	3rd	Alan Madhanlall	Dallas Oil
W Cape:	1st	Andries Thirion	Used Oil
	2nd	Daniel Whitfield	Cape Waste Oils
	3rd	Jan Vorster	JJ Oil Removals
N East Gauteng:	1st	Vincent Motaung	TRD Services
	2nd	Johannes Makukula	Makgethe Used Oils
	3rd	Bheki Xulu	Mela's Transport

N West Gauteng:	1st	Mike Molahlehi
	2nd	William Molefe
	3rd	Jerry Mooketsi

National Winners:	1st	Siphon Vilikazi
	2nd	Mike Molahlehi
	3rd	Andries Thirion
	4th	Vincent Motaung

Important Environmental Dates

- 5 May - World Environment Day
- 5-11 May - National Bird Week
- 22 May - International Day for Biological Diversity
- 2-6 June - World Environment Week
- 17 June - World Day to Combat Desertification & Drought
- 11 July - World Population Day

Use NORA-SA registered collectors.

Only dispose of used oil through ISO 14001 accredited processors.

Insist on a NORA-SA used oil disposal certificate.

Did you know? Used oil is hazardous, it contains harmful compounds.

Envirocentre Drop-off Points Countrywide

Do-It-Yourself (DIY) motorists are encouraged to use any of the sites below to drop off their used motor oil at the respective Municipal Garden Refuse sites.

TSHWANE - Maunde Rd, Pretoria West, **Kwaggasrand**; Stefanus Schoeman Rd, **Valhalla**; Rigel Ave South (Delmas Rd), **Garstkoof**; Roslynne, **Onderstepoort** and Hans Strydom North Nelmapuis, **Hatherley**.

JOHANNESBURG - Ballyclare Drive, **Bryanston Ext 7**; 5th Avenue, **Bez-Valley**; Club Street, **Linksfield**; Cnr Smith and 5th Avenue, **Fairland**; Melrose Street, **Syferfontein**; Pine Road, **Norwood**; Jim Fouche Road, **Panorama**; Victory Road, **Victory Park Estate**; Johannes Road, **Waterval**; Woodlands Drive, **Woodmead Ext 15**; Bangalore Drive, **Lenasia Ext 11**; Cedar Road, **Kyalami**; Dale Road, **Kyalami**; East Road, **Klipriviersberg**; Flamingo Street, **Lenasia Ext 6**; Cnr Impala & Vereeniging Road, **Rietvlei**; Royal Park Drive, **Mondeor**; Heerengracht Road, **Eldorado Park Ext 4**; Makhaya Avenue, **Protea North**; Sofasonke Street, **Orlando**; Bellona Road, **Middelfontein**; Circle Crescent, **Eldorado Park Ext 5**; Cnr Harry & Rifle Range Road, **Robertsham**; Penny Road, **Roodepoort West** and Khama Street, **Soweto**.

eTEKWENI - Bellair Road, **Cato Manor**; Roadhouse Crescent, **Riverside**; Tara Road, **Bluff**; Glanville Road, **Montclair**; Seadoone; Canehaven Drive, **Canehaven** and Mount Edgecombe Drive, **Mount Edgecombe**.

CAPE TOWN - Tsoga Environmental Resource Centre, Washington Street, **Langa**; Morning Star Garden Refuse Site, van der Bijl Street, **Durbanville**; Footprints Environmental Projects, St John's Road, **Wynberg**; Huguenot Primary School, Cnr AZ Berman & Huguenot Avenue, **Mitchell's Plain**; Sir Lowry's Pass Road, **Gordon's Bay** and Main Road, **Hout Bay**.

For more information call the ROSE Foundation

Environmentally Compliant Storage Depots

Cape Town.....	Cnr Lood & Viben Streets, Brackenfell 7560	021 557 5301
Durban.....	103 Vintner Place, Prospecton 4110	031 902 8560
Port Elizabeth.....	.61 Paterson Road, North End 6001	041 484 1536
Johannesburg.....	.4 Nellmapius Street, Chamdor 1739	011 762 2557
Middelburg.....	10 Celsius Street, Middelburg Industrial Area 1055	082 455 0513
Germiston.....	.27 Profab Crescent, Delville, Ext 4, Germiston 1401	011 824 7580

ROSE Contact Details

ROSE Foundation • Suite A9, Waverley Court • 7 Kotzee Road, Mowbray 7700 • Tel: 021 448 7492
Fax: 021 448 7563 • E-mail: usedoil@iafrica.com • Website address: www.rosefoundation.org.za

