



SORT IT RIGHT!

SIBUR becomes the first company to support the separate waste collection and processing initiative of the Russian Ministry of Natural Resources and Environment

Waste recycling is essential for preserving the environment, while separate waste collection that is gaining traction in Russia is the key to making it environmentally and economically efficient.

SIBUR has become the first company to officially support the Sort It Right project initiated by the Ministry of Natural Resources and Environment of Russia to foster ecologically acceptable treatment and disposal of household waste. The project was launched by the Ministry in October 2017 to set up a partnership between public associations, businesses, government agencies, municipal authorities, other organisations and citizens of Russia with a view to developing and implementing the most efficient separate waste collection solutions, educating the population, and promoting responsible attitude to the sorting of waste. A number of joint research efforts, events and information campaigns are planned as part of the initiative.

“Today, we announce the launch of the country-wide Sort It Right project,” said Sergei Donskoi, Head of the Ministry of Natural Resources and Environment of Russia. After signing the bilateral agreement, Pavel Lyakhovich, Managing Director of SIBUR, presented a T-shirt made from recycled plastic to the minister. “Our target is to raise awareness about the importance of environmental responsibility not only in terms of separate household waste collection, but also in terms of assessing the environmental friendliness of products and materials throughout their life cycle, including production, use and disposal. I think that in a very little while each of us will be able to assess the eco-friendliness of any given product through the lens of the circular economy, for example, by using a special mobile application,” said Pavel Lyakhovich.



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SIBUR has joined the initiative with a number of separate waste collection projects, including the Basketbottle environmental campaign to collect plastic bottles implemented jointly with the VTB United Basketball League. Basketbottle is among the winners of Sort it right project, as well as Coca Cola and Baltika companies.