

Educating for a Sustainable Future: Plant the Seed Partnership

What We Do

Myplas has partnered with Plant the Seed, an environmental education initiative, to inspire and equip young people with the knowledge and skills needed for a sustainable future. Through this partnership, learners visit Myplas's recycling facilities for guided tours and hands-on workshops that bring classroom theory to life. As part of Plant the Seed (launched in 2022), students experience the recycling process up close, learning how waste can be transformed into valuable resources. By opening its factory doors, Myplas helps plant the seeds of awareness and ambition in the next generation of environmental leaders.



Our Impact

- **Youth Education Reach:** Since 2022, the programme has trained over 4,450 learners and 325 teachers on sustainability topics. Many of these trainings include visits to Myplas's recycling plants, where students see real-world recycling in action — turning abstract classroom concepts into tangible, memorable lessons.
- **Waste Diverted from Landfill:** The initiative goes beyond education to measurable environmental impact. Participating schools have collectively diverted tons of waste from landfills through recycling drives and composting programmes, often with Myplas assisting in the collection of plastics.
- **Behaviour Change & Career Inspiration:** By engaging learners and educators, Plant the Seed encourages long-term behaviour change. Students become recycling champions at school and at home, adopting habits like waste separation. Exposure to Myplas's operations also highlights recycling as a viable career path — from environmental engineering to green entrepreneurship — inspiring the next generation of sustainability professionals. Teachers gain resources to embed these principles into the curriculum, multiplying the programme's reach across communities.

A Win-Win

Through this partnership, Myplas is investing long-term in both education and environmental action. By combining knowledge transfer with measurable outcomes, the programme not only changes how young people view waste but also helps create a pipeline of environmentally conscious citizens and professionals to shape South Africa's circular economy.



**Inspiring future environmental leaders.
Turning knowledge into action.
Education that drives change.**

**IMPACT
PROJECTS**