

# Nigeria's glass recycling landscape transformed, courtesy **BETA GLASS**

In a landmark sustainability initiative marking its half a century anniversary, West African glass leader BETA GLASS Plc convened 150 industry stakeholders at its Fresh Perspectives forum in Lagos. The Frigoglass Group subsidiary showcased its environmental leadership through strategic partnerships that demonstrate how legacy manufacturers can drive Africa's circular economy transformation.

## **L**ANDMARK EVENT UNITES INDUSTRY LEADERS

A member of the Frigoglass Group and the leading glass container manufacturer in Central and West Africa, Beta Glass Plc celebrated its 50th

anniversary by co-hosting the Fresh Perspectives event on 24 October 2024, alongside Lagos Waste Management Authority (LAWMA), ProvidusBank and Wecyclers, at the ProvidusBank Headquarters in Victoria Island, Lagos. The event gathered over

150 industry leaders, environmental advocates and key stakeholders - all to discuss Nigeria's environmental challenges while exploring innovative sustainability solutions in waste management and recycling.

As event, Fresh Perspectives



**From left to right: Omolola Ola-Awakan, Supervisor Corporate Engagement, LAWMA; Aramide Olaniyan, Head of Corporate Care and Customer Engagement, LAWMA; Rajesh Gaggar, Group Supply Chain Director, Tolaram; Dr Muyiwa Gbadegesin, Managing Director, LAWMA, Jagdish Agarwal, Chief Operations Officer, Beta Glass Plc; Esther Fagbo, Head of Partnerships, Wecyclers; Olawale Adebisi, Managing Director, Wecyclers; Alexander Gendis, Chief Executive Officer, Beta Glass Plc.**

presented an excellent platform for collaboration between private and public sector leaders - showcasing the company's long-standing commitment to sustainability, coupled with its leadership role in advancing environmental stewardship. Dedicated to addressing Nigeria's waste management challenges and driving sustainable

practices across industries, participants included major stakeholders from government, the corporate sector and civil society.

**STRATEGIC PARTNERSHIPS DRIVE ENVIRONMENTAL CHANGE**

The sustainability efforts of Beta Glass are anchored by stra-

tegic partnerships with such key organisations as Wecyclers, the Food and Beverage Recycling Alliance (FBRA) and the Recycling Scheme for Women and Youth Empowerment (RESWAYE). These partnerships were highlighted throughout the event as instrumental in advancing recycling initiatives and building scalable waste management solutions. Through its collaboration with Wecyclers, Beta Glass supports grassroots recycling programmes that empower local communities. As a founding member of the FBRA, the company continues to lead industry-wide efforts to create a circular economy for packaging waste.

CEO of Beta Glass Alexander Gendis opened the event by reflecting on the company's 50-year journey of innovation and sustainability. He underscored the importance of collective action



**Alexander Gendis, CEO of Beta Glass Plc, giving the welcome address**



**Jagdish Agarwal, COO of Beta Glass; Sade Morgan, Corporate Affairs Director at Nigerian Breweries Plc, a member of the Heineken Group; and Godfrey Adejumoh, Head, Corporate Affairs and Sustainable Business, Unilever exploring the topic, Environmental Sustainability: Practices and Innovation.**

in tackling environmental challenges, particularly by legacy companies. Said Gendis: “As we celebrate half a century of excellence, Beta Glass is more determined than ever to leverage our legacy as a driving force for environmental change,” then adding: “The path to a sustainable future requires strong partnerships and bold actions, and we are proud to lead this charge in Nigeria.”

Following Gendis’ address, CEO of Frigoglass Group Serge Joris delivered a keynote presentation that reaffirmed the parent company’s unwavering commitment to sustainability. He emphasised the Group’s role in fostering innovation and supporting environmental initiatives across its global operations, with Beta Glass at the forefront of these efforts in Africa.

### PANEL SESSIONS CHART FUTURE SUSTAINABILITY COURSE

The event featured three panel sessions, each focusing on critical topics in sustainability and corporate responsibility.

- The first panel session, ‘Environmental Sustainability: Practices and Innovation,’ explored sustainable business practices and the integration of circular economy models. Industry experts such as COO of Beta Glass Jagdish Agarwal, Corporate Affairs Director at Nigerian Breweries Plc Sade Morgan and Head of Corporate Affairs and Sustainability at Unilever Godfrey Adejumoh all discussed how businesses

can innovate to reduce their environmental footprint and meet global sustainability goals.

- Speakers at the second session entitled ‘Corporate Social Responsibility: Empowering the Next Generation’ featured Group Head of Brand Transformation and Digital Marketing at Bank of Industry Limited Jide Sipe; Providus Bank Head Card Business and Solutions Lanre Ogundare and Demand Creation Specialist Bukola Oloyede. Sony Nigeria highlighted the role of corporate social responsibility in empowering future leaders and making meaningful contributions to social and environmental progress.

● The third and final panel ‘Public-Private Partnerships for Environmental Solutions’ underscored the critical role of public-private partnerships in driving scalable environmental solutions. Panellists here included Managing Director of LAWMA Muyiwa Gbadegesin, Managing Director of Wecyclers Wale Adebisi and Vanguard Sustainability Advocate and Chief Growth Officer Tuoyo Amuka. The discussion emphasised the need for deeper collaboration and aligning policy frameworks to foster sustainable waste management solutions.

As Beta Glass celebrates its 50th anniversary, it continues leading in environmental sustainability initiatives. The Fresh Perspectives event showcased the company’s ability to bring together key stakeholders and inspire change through innovative partnerships. A significant takeaway was the vital role of public-private collaborations in addressing waste management challenges and fostering sustainable practices across industries in Nigeria. Additionally, the event reinforced Beta Glass’ commitment to grassroots engagement as it supports community-based recycling initiatives and educational programmes aimed at cultivating long-term social and environmental benefits. ■



**betaglass**

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