

P&G, LAWMA partner to improve environmental sustainability

Lagos - Nigeria, October 16, 2014: Leading consumer goods manufacturing company, Procter & Gamble (P&G) Nigeria and the Lagos State Waste Management Authority (LAWMA) have entered into a strategic partnership that will boost the culture of waste sorting, recycling and the promotion of environmental sustainability in the country.

Temitope Iluyemi, Director, Global Government Relations, P&G Sub-Sahara Africa who expressed elation at this development, said that the partnership has shown that the Lagos State government appreciates P&G's environmental-friendly disposition.

She said that in pursuance of this, LAWMA recently donated sets of disposable bins to P&G as support for its recycling programme which she said was aimed at promoting as much as possible, the proper disposal of disposable issues.

According to Iluyemi, P&G takes the issue of waste disposal seriously adding that this informed the company's recent policy of putting in place a full sustainability programme in its manufacturing plants to provide means of supplying recyclables materials to recyclers in the most cost-effective and convenient ways.

In her words: "P&G is committed to touch and improve lives now and for generations to come. This inspires everything we do, guides our strategic choices, leads to bigger and better innovation, drives brilliant execution, and compels us to make a difference in areas such as environmental and social sustainability".

She added that this was important as P&G's responsibility as a company was to create products and services that improve people's lives into every aspect of its business and operations.

Commenting on the partnership, the Managing Director of LAWMA, Mr. Ola Oresanya, said that the partnership would boost LAWMA's ongoing campaign to create an enduring channel for improvement in waste management strategies in the State.

According to him, the authority had in recent time embarked on a campaign that would boost the culture of waste sorting and recycling, especially by industrial organizations operating in the state considering the space required to contain the over 10,000 cubic meter of waste generated daily in Lagos.

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