

GCA: EKOMAT recycling project

EKOMAT recycling project is a unique, innovative pilot recycling project implemented by GCA and its business partners in Türkiye, Yalova city with its coverage of 100.000 users and all-inclusivity from the supply of reverse vending machines to own software development, waste collection systems, data collection, reward schemes and use of environment-friendly electric trucks. From the beginning of the EKOMAT project in June 2022, over 1.6 million pieces of glass, metal and plastic beverage containers were collected and recycled in 1 year and support of 1.3 million TL was given to the national economy. The EKOMAT Project set an example for the circular economy model with the regular increase in the number of users and the amount of collected waste, thus provided significant gains in terms of the environmental and societal benefits.

In the first year of the EKOMAT project, so called "digital transformation of recycling," approximately 140.000 kilograms of natural resource consumption was prevented, as well as 230 barrels of oil consumption. Carbon footprint savings amounted to 3,950 kgCO₂, energy consumption savings to 79,608 kilowatt-hours (kWh), and storage area savings to 402 cubic meters. The recycling of a total of 1.6 million pieces of packaging waste items resulted in energy savings sufficient to meet the monthly energy needs of 720 households, reducing the waste sent to regular storage facilities by the equivalent of 45 garbage trucks. The project prevented the release of greenhouse gases equivalent to what approximately 180 trees would clean in a year and saved an amount of oil equivalent to the average daily fuel consumption of 16,675 vehicles.

