



# DIEGO FERRO



## Press Release

### Launch of the "BillyTruck" Project – Fundación Costa Recicla

When the restrictions began as a result of the Covid-19 Pandemic, we were able to see how recycling initiatives, both public clean-collection points and private collection activities, were closed undefined due to the uncertainty generated by this situation. This was a hard blow for several years of working together with different organizations to try to educate the Panamanian people and encourage recycling habits in the management of household waste.

After several months with quarantine and mobility restrictions, the Costa Recicla Foundation team decided to invest its resources, both economic and time, in developing a mobile initiative, through a truck, that can meet these two objectives: to provide a controlled collection of basic recyclable waste and to continue with the mission of educating our current and new followers in recycling practices. Finally, in August 2020, we introduced a select group of friends, organizations and potential sponsors, the initiative called "Mobile Clean Point", later renamed to "BillyTruck", to honor the memory of our first president and founder, Rafael "Billy" Luck, to continue his legacy and to impact more communities with our educational message based on recycling.

Exactly one (1) year and eight (8) months from that first presentation, the project we set out to develop has been achieved, with many difficulties and ups and downs, but also with a lot of patience, optimism and determination because we are invested on this project and in our experience with activities regarding the collection of recyclable materials. Much of what is reflected in this project is the result of more than 10 years of activity of the Foundation. In this dynamic that we have created with the BillyTruck, we envision obtaining a very positive impact on Panamanian society, seeking to update the waste collection model and improve the individual in their day waste management to develop a habit of waste separation, starting with the most basic that are generated in greater volume in all collection activities of recyclable waste that we have developed.

The BillyTruck has a load capacity in the back drawer that will allow us to collect by activation date a total 2 Tons per date divided in six (6) different materials, collecting every single month **Cardboard** and **PET1 and HDPE2 bottles** in three (3) of the six (6) spaces available; in the other three (3) spaces available, we will start in **May** of this year collecting **Aluminum Cans, Tin Cans and Tetrapak**; then in **June**, we'll collect **glass bottles** in its three (3) most common denominations: **Green, Amber and Transparent Glass**; and thus continue to alternate between these last two groups monthly while the habit is developed with these nine (9) different materials / waste that are generated regularly in our country.



After a relentless search for sponsors and allies of the project, we've managed to obtain the strategic support of 6 brands that have found identified with our objectives, both Foundation and the project, and these are: **TVN Media, Global Bank, Aditivos de Panamá, S.A. (ADIPAN), JMC Panama, Recimetal Panamá, S.A., and Do It Center.** At Fundación Costa Recicla we are extremely grateful for the trust and support of these renowned brands in Panama with this project.

Thanks to global **bank** partners and **Do It Center**, we will have their branches as locations for Billy Truck activations, which will be for a period of **two (2) hours** at each location from **11:00 AM to 1:00 PM** consistently on each activation date. In the first stage of truck activations during the months of May, June and July, we will be visiting every **Tuesday** of each week a branch of each sponsor in specific areas. Starting with the branches of Global Bank in **Brisas del Golf and Calle 50**, complementing with the branches of Do It Center in **12 de Octubre and Río Abajo**.

Similarly, in partnership with the **Marea Verde Foundation**, in synergy with its WANDA Díaz project, we will be visiting every **Friday** of each week, from May to December of this year, the following districts of the district of San Miguelito: **Belisario Frías**, at the **Torrijos Carter Sports Complex**, and **Omar Torrijos**, specifically at the **Peripheral Market of Santa Librada**.

In the coming weeks we will be communicating the next stages of growth of the BillyTruck that will be complementing these initial locations, so we ask you to be very aware of the communications through the social networks of Fundación Costa Recicla (@costarecicla), as well as through the various platforms of TVN Media and our sponsors in this project.

For more information:

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