



MEDIA RELEASE

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PLANET ARK CO-FOUNDER PAUL KLYMENKO APPOINTED AS CHAIR OF VICRECYCLE

One of Australia's leading environmental advocates, Planet Ark CEO and Co-Founder Paul Klymenko, has been appointed as Chair of VicRecycle.

Mr Klymenko co-founded Planet Ark in 1992 and has been instrumental in the organisation becoming one of Australia's most trusted not-for-profit environmental behaviour change organisations, through initiatives such as National Tree Day, the Australasian Recycling Label, Recycling Near You and the recently launched Australian Circular Economy Hub.

"I'm joining VicRecycle because the model for the container deposit scheme that it is advocating will deliver the strongest benefits for Victoria and the environment," Mr Klymenko said.

"I want to see the highest recycling rates possible and the strongest benefits for Victorians, including the greatest number of jobs and maximum benefits for community organisations.

"That's what the Community Producer Responsibility model delivers – as we've seen from the success in WA, SA and QLD.

"I believe deeply in striving towards a true circular economy and to achieve this we need the best container deposit scheme in Victoria, one that not only sets ambitious targets but excites and involves small business and community organisations particularly in regional areas," said Mr Klymenko.

VicRecycle Director Jeff Maguire said he was thrilled to have Mr Klymenko join the not-for-profit organisation.

"Paul's strong track record in creating one of the most well-known and effective environmental groups in Australia will see VicRecycle in a position to make a massive contribution to Victoria," Mr Maguire said.

"As a not-for-profit organisation, VicRecycle is all about empowering community groups, charities and sporting clubs to contribute to a cleaner environment."

Paul Mr Klymenko has worked in the environment sector for more than 30 years, and made a lasting contribution as an environmental campaigner, researcher and ethical investment fund manager. Paul also co-founded Australian Ethical Investment Ltd in 1986, which was Australia's first socially responsible fund manager with over \$5 billion under management.

Prior to moving into the environmental field in 1990, Paul spent eleven years in the financial services industry in research and advising roles. He is a member of the Australian Institute of Company Directors.

VicRecycle is a not-for-profit joint initiative founded by Coca-Cola Amatil and Lion, advocating for a Community (Producer Responsibility) Container Deposit Scheme for Victoria.

Coca-Cola Amatil and Lion have been involved in the operation and administration of container deposit or refund schemes for more than 40 years, and have been involved in implementing four schemes across Australia in the last six years in NSW, QLD, WA and the ACT. They have a unique ability to leverage their experience and resources to deliver a successful scheme for Victoria.

For more information, visit <https://vicrecycle.com.au/>