

LET'S GLASS FORWARD

Turning Glass Waste into Circular Value

INTRODUCTION

Glass is Fully Recyclable

— yet much of it still ends up in landfills.

This is often caused by:

LOW RECYCLING
AWARENESS

LIMITED RECYCLING
INFRASTRUCTURE

LACK OF SCALABLE
RECYCLING SOLUTIONS

Let's Glass Forward explores practical solutions for glass recycling and upcycling through real-world implementation.

Led by **Recircle**, in collaboration with **Sunway iLabs** and **Sunway University**, the initiative demonstrates how structured recycling systems can support a circular future.

About Recircle



Recircle is Malaysia's **online recycling platform and mobile application**, designed to make recycling more accessible and convenient.

We work with **households, campuses, offices, and organisations** to build structured recycling systems beyond simple collection.

Through the **Recircle App**, users can:

💰 **Earn cash & points as recycling rewards**

🚚 **Request doorstep recycling collection**

📊 **Track recycling activity and impact**

📈 **Monitor carbon footprint reduction**



What is #LET'S GLASS FORWARD

Let's Glass Forward is a **test-and-learn pilot initiative** focused on improving how glass waste is **collected, processed, and reused**.

Through:



ON-GROUND
COLLECTION ACTIVITIES



AWARENESS
ENGAGEMENT



UPCYCLING
COLLABORATIONS

The pilot aims to:



Encourage responsible glass disposal



Explore reuse and upcycling pathways



Improve recycling quality through awareness



Gather insights for future recycling systems

This pilot is implemented by **Recircle** in collaboration with **Sunway iLabs** and **exclusively in partnership with Sunway University**, under the MYCentre4IR ESG Innovation Challenge 2024, co-organised by **Malaysia Centre 4IR** and **Bursa Malaysia**, which enables startups and corporate partners to pilot innovative sustainability solutions.

FROM WASTE TO CIRCULAR PRODUCTS

Collected glass can be transformed into **new materials and functional products**, such as:



Glass Aggregates
(for construction and industrial use)



Functional Décor Items
(E.g. coasters & card holders)



Customised Corporate Products



Cute Accessories

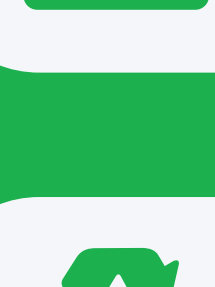
Glass waste is **NOT** the end of a product's life —

But the beginning of a **NEW** one.

JOIN US

Recycling works best when it is **Simple and Accessible**.

Whether you're a **Student, Household, Office, or Organisation**, you can take part starting by:



Downloading the Recircle App

Tap here to download



Recycling your Glass properly



Tracking your Recycling Impact

Small actions can create **Real Change**.

RECIRCLE®

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