



45 Vogell Road, Suite 101  
Richmond Hill, ON L4B 3P6

T 888 475 8555  
coopervision.ca

## **CooperVision Premieres New Video on Social and Environmental Impact of Plastic Neutrality Initiative for World Cleanup Day**

**TORONTO, ON September 19, 2025** - In recognition of World Cleanup Day (September 20), CooperVision has released “Turning Plastic into Purpose,” the latest installment in its video series featuring its innovative partnership with Plastic Bank. The [episode tells the story](#) of how plastic waste—when collected, processed, and reused—can make a positive impact on People + Planet.

“Turning Plastic into Purpose” highlights Asnaini, who turned to plastic collection after losing her job. What began as a short-term means of income evolved into a growing community recycling initiative. Asnaini discovered her entrepreneurial spirit and by building a small team of collectors, she expanded her impact while supporting her family, including funding her daughter’s education to become a pharmacist. Her story reflects how community-led recycling efforts can serve as a catalyst for both personal empowerment and broader environmental progress.

[World Cleanup Day](#) is dedicated to uniting millions of people, organizations, and governments to tackle global waste and help create a more sustainable world. CooperVision and Plastic Bank’s partnership is an example of that.

“Asnaini’s journey represents the heart of what our plastic neutrality initiative is all about,” said Aldo Zucaro, Senior Director, Corporate Responsibility, CooperCompanies. “It’s not only helping to reduce ocean-bound plastic—we’re supporting people, families, and futures. This video series brings those stories to life and reaffirms our commitment to making a difference every day.”

To view all episodes in the video series, visit [coopervision.ca/about-us/coopervision-sustainability/our-work/bali](https://coopervision.ca/about-us/coopervision-sustainability/our-work/bali). For more information about CooperVision’s net plastic neutrality initiative, visit [coopervision.ca/about-us/coopervision-sustainability/our-work/plastic-neutrality](https://coopervision.ca/about-us/coopervision-sustainability/our-work/plastic-neutrality).