



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



SOUTH AFRICA WINNER 2014

All Women Recycling turns discarded plastic bottles into unique gift boxes, called kliketyklikboxes, which are sold internationally. The enterprise provides employment opportunities for young women, street waste collectors and others; it also strengthens societal environmental awareness and contributes to cleaner townships.



All Women Recycling, South Africa

BUSINESS MODEL

Discarded plastic bottles are sourced from landfills, street waste collectors and collection points located in schools around Cape Town. Female employees of All Women Recycling craft the bottles into unique gift boxes, known as kliketyklikboxes, which serve a worldwide niche market.

One of All Women Recycling's strengths is its strong ties to international distributors. This distribution network is used to provide markets for its products and the products of its partners.

ENTERPRISE FAST FACTS

Location	Cape Town
Year founded	2009
Sector	Sustainable consumption and production (recycling)
Product/Service	Gift boxes from recycled bottles

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Social impacts:

- Improving the living conditions of previously unemployed young women between 22 and 35 years, primarily single mothers.
- Educating women about business management, life and sales skills.
- Generating an additional source of funding for playgroups and schools collecting discarded bottles.

Environmental impacts:

- Raising awareness about global and local environmental concerns through its products and by addressing community leaders and visiting schools.
- Reducing the amount of plastic bottles ending up in landfills, thus decreasing greenhouse gas emissions and keeping the streets of townships clean.

Economic impacts:

- Improving access to worldwide markets for All Women Recycling and its partners.
- Creating full-time positions for women in the production of kliketyklikboxes and additional jobs for collection vehicle drivers, dump site sorters and street waste collectors.

” This business was started at the grassroots level, with the willingness to take risks to make it profitable in an ever-changing global marketplace.

Scaling up activities:

- Expand business outreach from the current amount of 11 countries, including the USA, Australia and European countries, by building and maintaining solid business relationships.
- Buy a workspace to offer training courses to women.
- Buy a vehicle to collect waste bottles more cost-efficiently. All Women Recycling also aims to convince beverage companies to set up collection points for their plastic bottles.
- Increase the demand for its products and expand the range of products offered to clients. This would allow the enterprise to employ more women, promote women to managerial positions, and increase the number of recycled bottles.



” We make eco-friendly products that provide a sustainable living for women.



Partnership

- **All Women Recycling** is the main partner producing gift boxes from recycled bottles and selling them internationally.
- The fair-trade retailer **CONTIGO** provides business support and advice on fair-trade standards to All Women Recycling.
- **Mandla Recycling**, a contractor of the City of Cape Town implementing Think Twice, a free recycling service for households, supplies plastic bottles to All Women Recycling.



The 2014 SEED Awards in South Africa are largely supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Additional support is from **Hisense**

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

SEED Partners



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