



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



SOUTH AFRICA WINNER 2014

greenABLE has found an innovative solution for recycling empty printer cartridges. It provides income generating opportunities for previously disadvantaged and unemployed persons with disabilities in the waste recycling industry and supports its employees with education and training programmes.



greenABLE, South Africa

BUSINESS MODEL

greenABLE NPC recycles empty printer cartridges and sells the derived plastic and metals, generating a steady flow of income. The enterprise supports entrepreneurial persons with mobility-restricting disabilities to become greenAGENTS. greenAGENTS run their own home-based cartridge collection business and sell the collected cartridges to greenABLE for recycling.

In its recycling facility, greenABLE provides workplace training for disabled persons who dismantle the cartridges. greenABLE offers its trainees scholarships, enabling them to attend school leaving certificate courses and access the job market.

ENTERPRISE FAST FACTS

Location	Kwa-Zulu Natal
Year founded	2011
Sector	Waste management
Product/Service	Recycled plastic and metal

Social impacts:

- Offering workplace training and skill development for 28 disabled persons, primarily single mothers, who were once unemployed. These programmes increase their self-esteem and enable them to support their 105 dependents.
- Providing recycled plastic to government's low-cost housing initiative.

Environmental impacts:


- Recycling 305,690 printer cartridges per year. This equals to approximately 220t of waste diverted from landfills.
- Reducing carbon emissions by 263 t each year.
- Applying a labour-intensive, not energy-intensive recycling process.
- Working towards zero waste production.

Economic impacts:

- Creation of employment opportunities for 15 greenAGENTS.
- Lifting 28 beneficiaries out of unemployment by offering them education and work-experience programmes.
- Income generated from recycling covers the operational costs of running the enterprise.

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 [www.greenoffice.co.za/
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” Although a fairly young organisation, we have a sustainable model with upscale potential and have developed key processes, support systems and collaborative partnerships to ensure project success and income opportunities.

Scaling up activities:

- Expand the number of staff members to increase recycling efforts, establish a quality control team to further separate plastic waste and achieve higher market prices for the recycled plastic.
- Set up satellite branches to spread the model across South Africa. The recycling of printer cartridges alone could provide 750 direct jobs in South Africa. Currently greenABLE cannot meet the demand for recycled plastic, as it is used by the government's low-cost housing initiative for roof tiles.
- Invest in a machine that extracts toner dust. Currently toner dust is the only part of the printer cartridges that is not recycled by greenABLE.



Partnership

- **greenABLE**, a non-profit organisation, has set up the recycling facility with the double aim of reducing waste and environmental pollution and of offering disabled persons a livelihood by remanufacturing empty toner cartridges.
- The South African company **greenOFFICE** provides greenABLE with administrative, logistic and other support services, including logistic support for greenAGENTS.
- The research institute **USE-IT** offers project support, environmental advice, and guidance to greenABLE.
- The storage service provider **Island View Storage** supports six of the beneficiaries by covering the cost of their education and stipends.

” The Department of Environmental Affairs states that waste management is one of the most significant challenges facing us as a country.



The 2014 SEED Awards in 2 South African provinces are supported by the Government of Flanders, which is active in Southern Africa.

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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