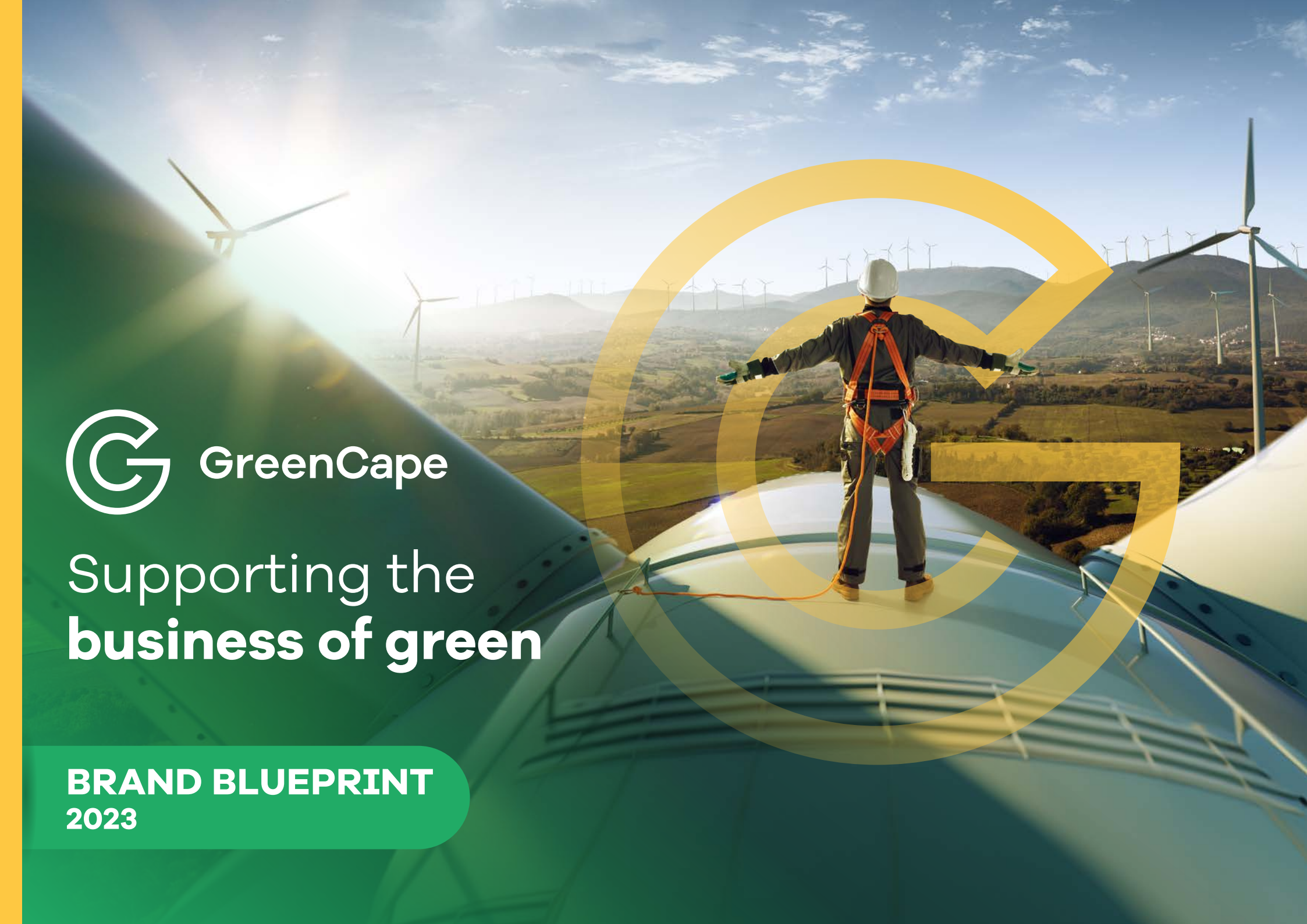




GreenCape

Supporting the
business of green

**BRAND BLUEPRINT
2023**



SUMMARY

Removing barriers to green economy growth.

GreenCape is a non-profit organisation registered in South Africa. We drive the widespread adoption of economically viable green economy solutions. We work with businesses, investors, academia and government to help unlock the investment and employment potential of green technologies and services, and to support a transition to a resilient green economy.



DIFFERENTIATION

GreenCape has always driven green economy growth from an economic development perspective, with SDG 8 (decent work and economic growth) at the center of the projects we pursue. This focus on jobs and investment in the green economy is at the heart of the success of interventions by, or catalysed by, GreenCape.

SEGMENTATION

- We assist green businesses by removing barriers to their establishment and growth.
- We assist local, provincial and national governments to build a resilient green economy.
- GreenCape is well-positioned within the Southern African context to partner with funders on current and new programmes that can be scaled and replicated.

SOCIAL RESPONSIBILITY & SUSTAINABILITY

Three principles underpin our sustainable social initiatives at GreenCape:

- Contributing our skills and time to community initiatives that are sustainable and empowering.
- Adhering to sustainability principles internally, procurement practices and energy efficiency measures.
- Behaving ethically and fairly in interactions with stakeholders, surrounding community and people.

BUSINESS MODEL

As a not-for-profit we are funded through a combination of unrequited grants, output orientated project funding and salary based cost recovery funding.



ABOUT THE BRAND

Vision

GreenCape's vision is a thriving prosperous Africa mobilised by the green economy.

Mission

We work at the interface between business, government and academia in order to identify and remove barriers to economically viable green economy infrastructure solutions in developing countries, thereby catalysing their replicable and large-scale uptake to enable each country and its citizens to prosper.

Ambition

GreenCape aims to be globally relevant in driving the uptake of green economy infrastructure solutions in the developing world context.



Our values

AMBITION

We are not afraid to take risks and work outside our comfort zone. We risk, learn, and try again.

EMPATHY

We practice empathy individually internally and externally, with institutions, and for our context (South Africa/Africa).

PRAGMATISM

We prioritise impact. We understand the route to success. We prioritise impact aligned with our vision. We work with the world as it is / we meet people where they are.

INTEGRITY & TRUST

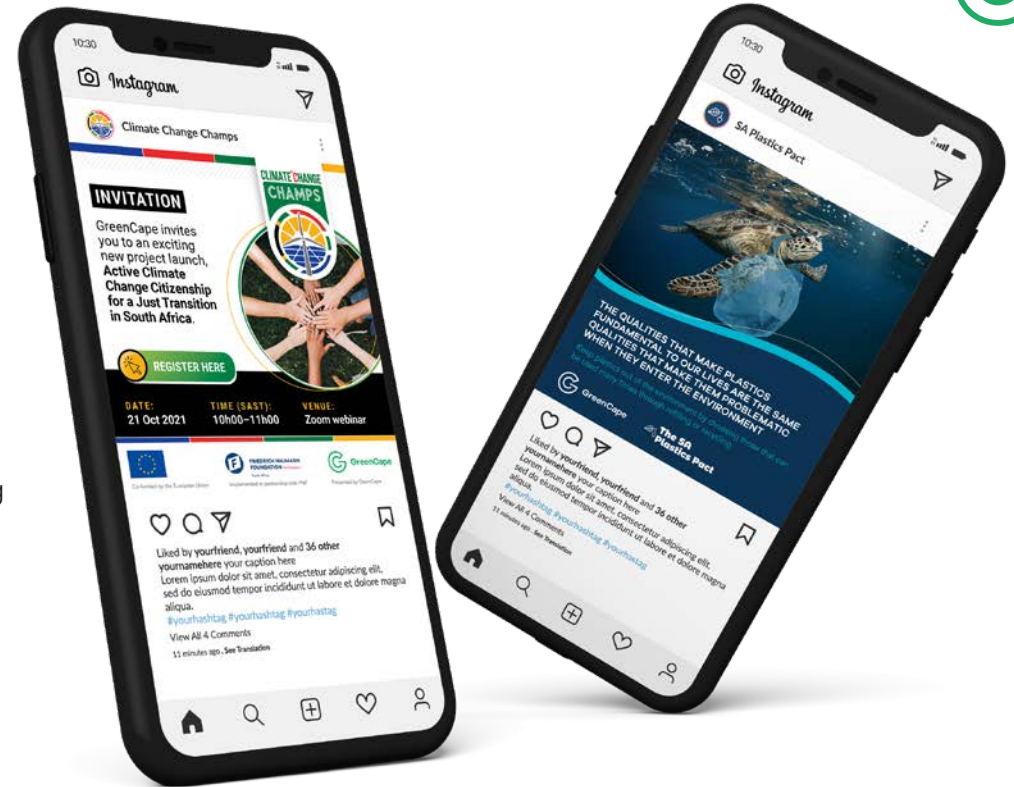
We have integrity and through this build trust. We are true to ourselves, do what we say we will do and can be relied on.



A house of (project) brands

GreenCape is the implementing agency on multiple projects that we have developed sub-brands for.

Projects with their own brand identity provide a strategic opportunity to engage in various conversations where the narrative can be nuanced according to the audience, without compromising on GreenCape's core differentiation of being politically neutral and focused on economic development.



PROJECTS WITH THEIR OWN BRANDS AND WEBSITES



mpumalangagreencluster.co.za



saclimatechamps.co.za



thegreenoutcomesfund.co.za



saplasticspact.org.za

SEGMENTATION

We assist **businesses** by removing barriers to their establishment and growth. We also assist local, provincial and national **governments** to build a resilient green economy.

GreenCape is well-positioned within the Southern African context to partner with funders on current and new programmes that can be scaled and replicated. We want to collaborate with like-minded organisations focussed on creating sustainable economic opportunities through localised job creation and decentralised service delivery, whilst addressing climate change through meeting project-applicable Sustainable Development Goals.

Grant contracts

BENEFICIARIES ARE THE CLIENT

We do various projects across the different green economy sectors. These projects range from creating climate finance databases for public funders to provide insights for banks on renewable energy options for their clients.

EXAMPLES:

- Secretariat of the South African Plastics Pact.
- Western Cape Industrial Symbiosis Programme.
- CEO support (Small scale embedded generation).
- Green SMMEs capacity building and investment promotion through climate finance programmes.

Service contracts

FUNDERS ARE THE CLIENT

We are funded by various tiers of government to unlock green economy opportunities through technical expertise, tariff designs, capacity building and business innovation support.

EXAMPLES:

- City of Cape Town (various line departments in the City are the clients).
- Supporting the City of Johannesburg on waste infrastructure projects.
- Routinely being asked to help the Operation Vulindlela team and National Energy Crisis Committee (NECOM).
- Supporting the Department of Trade and Industry (dtic) and Department of Minerals and Energy (DMRE) on the South African Renewable Energy Masterplan (SAREM) .
- Supporting the Department of Science and Innovation (DSI) on hydrogen planning.



SOCIAL RESPONSIBILITY & SUSTAINABILITY

THREE PRINCIPLES UNDERPIN OUR SUSTAINABLE SOCIAL INITIATIVES AT GREENCAPE

- Contributing our skills and time to community initiatives that are sustainable and empowering.
- Adhering to sustainability principles internally, procurement practices and energy efficiency measures.
- Behaving ethically and fairly in interactions with stakeholders, surrounding community and people.

Sustainable office design

Our office carpets are manufactured from 100% recycled waste cotton and acrylic. The carpets in the office are not glued down, only gripper rods hold them in place, so they can also easily be removed and reused.

The felt on our desk screen is made from recycled plastic.

The installation of a range of plants improves air quality by acting as natural air filters. Additionally, they add an aesthetic pleasure, making a more pleasing working environment. Team wellbeing is essential!

Energy, Water and Waste @ Work

Led lighting is used throughout. Our bathrooms have lights that go on with motion sensors so that we only use what we need, when we need it.

The office is equipped with smart energy and water meters that enable us to monitor and manage our consumption responsibly, and on a real-time basis. These interventions have the potential to provide monthly expenditure savings through monitoring. Thank you to Kamstrup (smart water meter) and InfoLED (smart energy meter) for donating the meters.

Toilet cisterns have a low flow rate of small flush -3L and full flush- 6L.

A hydroboil in the kitchen results in demand-loading being reduced considerably in comparison to traditional kettles and an urn.

We don't have bins at our desks to remind us to get up and dispose of our waste responsibly, in the dedicated recycling bins.

Posters and cue cards displayed around the office to remind staff of cultivating a sustainable working environment.



DIFFERENTIATION



GreenCape has always driven green economy growth from an economic development perspective, with SDG 8 (decent work and economic growth) at the centre of the projects we pursue.

This economic development focus combined with our political independence and non-profit status has been extremely useful both in finding common ground with national government departments, and helping to define narrow focus areas for the teams, providing the language and nuance to encourage higher levels of cooperation among stakeholders.

This focus on jobs and investment in the green economy is at the heart of the success of interventions by, or catalysed by, GreenCape.

The expectation of the experience when interacting with GreenCape both internally and externally is GreenCapers' energy and enthusiasm to drive impact; the pragmatic and impact-oriented approach to problem definition and solving, an inclusive and collaborative approach to working, credibility and reliability. The trust and credibility that this experience engenders is one of the key elements to GreenCape remaining neutral and impactful.

Differentiation bases

IMPACT ORIENTATION: INVESTMENT AND JOB CREATION

We focus on pragmatic solutions to removing barriers to green economy growth, supporting economically viable solutions to address the challenges the planet is facing. The scope of our mandate will always include SDG 8 + minimum one other SDG relevant to green economy (e.g. 1, 2, 6, 7, 9, 11, 12 & 13).

FINANCIAL INTEGRITY

Year-on-year clean financial audits, supported by robust procurement policies and organisational operations systems ensure financial accountability to our funders and beneficiaries.

CROSS-CUTTING GREEN ECONOMY SECTOR EXPERTISE

GreenCape works at the interface between business, government, and academia. Our sector experts specialise in energy, circular economy, water, smart agriculture, alternative service delivery and climate finance. We are in a unique position to collect, create, and disseminate free market intelligence on the green economy, shared through annual flagship market intelligence reports, strategic communication with our members, meetings and events.

INDEPENDENCE

We are a-political and not-for-profit, providing the space to facilitate multi-stakeholder collaboration.

Our services

GREEN ECONOMY MARKET SUPPORT

Our sector experts specialise in energy, circular economy, water, smart agriculture, alternative service delivery and climate finance. We are in a unique position to collect, create, and disseminate free market intelligence on the green economy, shared through annual flagship market intelligence reports, ad hoc communication with our members, meetings and events.

MUNICIPAL SUPPORT

GreenCape has supported various municipalities to unlock green economy opportunities through technical expertise, tariff designs, capacity building and business innovation support.

DIRECT INDUSTRY SUPPORT

GreenCape assists green businesses by removing barriers to their establishment and growth by providing useful and relevant support to existing and potential green businesses by highlighting the shifting dynamics of the fast moving green economy.

NATIONAL POLICY ADVISORY

Cluster agencies connect the private and public sector in order to promote green growth. GreenCape engages with national stakeholders to provide input to decision-making that drives the green economy agenda, particularly on a policy level.

SUSTAINABILITY INSIGHTS

We do various projects across the different green economy sectors, ranging from creating climate finance databases for public funders to consulting for banks on renewable energy options for their clients.





BUSINESS MODEL

As a not-for-profit we are funded through a combination of unrequited grants, output orientated project funding and salary based cost recovery funding.

We currently implement ~40 projects with ~20 funders.



With stable and secure financial and non-financial support from provincial and national government, we are seen as a key partner to support the achievement of national and provincial green economy goals.



We remain an entity separate from government, although our work areas align strongly with national, provincial, and local green economy policies and strategies. This establishes GreenCape's credibility as an independent agent of change, with a governance structure that retains accountability to government funders, but also allows for impact oriented, agile delivery.



We have strong links to industry across all sectors of the green economy, and a strategic position that allows access to multiple stakeholders (in business/industry, all tiers of government and civil society). This enables us to quickly identify effective points of leverage to remove barriers and initiate or accelerate economic development.



Our diverse, multidisciplinary team, with backgrounds that span engineering, finance, environmental science and economics, has been critical to our success. GreenCape's team members – who are recruited for their appetite for critical enquiry and talent – take a robust approach to problem solving, while also being able to adapt strategies rapidly to changing circumstances.



The initial focus on renewable energy helped GreenCape build our reputation through clear and visible impact. This has enabled our expansion over five years from a small start-up into a larger organisation with a focus on the wider green economy.

GreenCape maintains an independent view at all times—supported by technical competence, legal independence, and political neutrality.

A selection of our partners



EXAMPLES OF THE BRAND APPLIED IN PROJECT IMPLEMENTATION

Market Intelligence Reports

Through close working relationships with businesses, investors, government, and academia, GreenCape's sector desks are in a unique position to collect, create, and disseminate free market intelligence on the green economy.

They share intelligence through GreenCape's annual flagship market intelligence reports, ad hoc communication with our members, and meetings and events.



Green Pitch Challenge

GreenCape hosts annual green pitch challenges where innovators and entrepreneurs with economically viable green economy solutions can enter to stand chance to pitch to a panel of esteemed judges at a “shark tank-style” hybrid networking event.





Case Studies and Industry Briefs

GreenCape, in partnership with various funders, regularly publishes case studies and industry briefs on subjects within the green economy.

GreenCape
CASE STUDY

Green economy industrialisation: Combating systemic loadshedding

The application of a hybrid solar photovoltaic system with Li-ion storage to combat systemic loadshedding in a manufacturing small, medium and micro enterprise in Cape Town.

GreenCape
INDUSTRY BRIEF

Unlocking value from waste foundry sand

Turning problematic waste streams into economic opportunities

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INDUSTRY BRIEF

Opportunities for cannabis in Cape Town's pharmaceutical industry

Investment opportunities for cannabis in Cape Town

1 of 3

1. Pharmaceutical industry 2. Textiles 3. Construction material

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INDUSTRY BRIEF

Opportunities for cannabis in Cape Town's textiles value chain

2 of 3

Investment opportunities for cannabis in Cape Town

1. Pharmaceutical industry 2. Textiles 3. Construction material

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INDUSTRY BRIEF

Opportunities for hemp in Cape Town and South Africa's construction materials value chain

3 of 3

Investment opportunities for cannabis in Cape Town

1. Pharmaceutical industry 2. Textiles 3. Construction material

1 Purpose

A Cape Town-based company is demonstrating the commercial viability of using electric bicycles for last-mile food and grocery delivery.

This case study describes the business case (rationale and outcomes) of Green Riders new electric bicycle fleet. The Cape Town-based company is one of the leading electric last-mile food and grocery delivery service providers in the Western Cape.

The COVID-19 pandemic has accelerated the rollout of on-demand food and grocery delivery services due to customer preference for home deliveries. This has given rise to the popularity of food delivery platforms such as Uber Eats and Mr. Delivery, with both recently launching their own food delivery service in 2021.

This growth sector has now expanded to include the delivery of groceries and e-bikes. The COVID-19 pandemic has also accelerated the growth of local companies providing an economic advantage over using ICE vehicles.

This case study aims to highlight the economic opportunity for the creation of new green jobs in the Western Cape for the assembly of electric bicycles and lithium-ion battery packs to support the growing demand for last-mile food and grocery delivery. Downstream economic opportunities for second-life battery storage applications and recycling can also be explored.

2 Key Insights

While the South African car industry suffered a 29% drop in sales in 2020, motorcycles weathered the COVID-19 pandemic much better and declined just 1%. **The year ended with 20 644 new motorcycles being retailed**, compared with 20 852 in 2019.

Following the devastating effect that COVID-19 had on the South African economy during 2020, it would have been reasonable to expect the motorcycle industry to suffer along with everybody else. In some respects it did, but the pandemic had the **unexpected consequence of accelerating the ever increasing commercial delivery business** to the extent that the new motorcycle market declined by only 1% compared with the previous year.

— ARNOLD OLIVER, Director of the Association of Motorcycle Importers and Distributors (AMID)

The Case Study discusses:

- The emerging business case for electric bicycles for last-mile food and grocery delivery in the Western Cape
- How continued investment into green innovation strengthens the growth of local companies by providing an economic advantage over using ICE vehicles
- The role that micro-mobility can play with regards to sustainable last-mile logistics
- How partnerships can be mobilised to stimulate green and sustainable development through supporting innovation

It is written for:

- Food and grocery delivery companies that are exploring cost-saving and sustainability measures.
- Businesses and entrepreneurs that are looking to capitalise on climate-induced business opportunities.
- Cities and regions that are seeking to harness innovation and decentralised smart-city responses to climate change challenges.
- Cities and regions focused on building economic resilience with regards to rising fuel prices.
- Funders and other organisations seeking to replicate similar programmes.

ACCORDING TO ENATIS, THE LIVE MOTORCYCLE POPULATION IN THE WESTERN CAPE GREW BY 1 636 VEHICLES FROM 85 124 IN 2020 TO 86 760 IN 2021 WHICH CORRELATES TO THE GROWTH IN MOTORCYCLE DEMAND.

10% conversion of ICE motorcycles to electric bicycles in the Western Cape

Potential market size of 8 676 e-Bikes

100 ELECTRIC BICYCLES AND BATTERY PACKS LOCALLY ASSEMBLED IN THE WESTERN CAPE



There is potential to create an electric bicycle culture in South Africa in a similar fashion to the growth of Boda Boda motorcycles in neighbouring African countries.

This growth is based on a strong business case due to the operational cost savings achieved by switching from ICE motorcycles to electric bicycles.

CASE STUDY | 3


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