



**Western Cape
Government**

Economic Development
and Tourism

BETTER TOGETHER.

GREEN ECONOMY INVESTMENT MAPPING

GreenCape Waste Economy Event

Cape Town

G. King

31 July 2014

- Objectives and Methodology
- Project Deliverables and Limitations
- Population and Sample
- Waste Sector
- Consolidated Report Key Findings
- Total Employment
- Total Green Investments 2008-2016
- Consolidated Report General and Methodology Recommendations
- Way Forward

Green Investment Mapping

LEAD: DEDAT

Objectives

- To render a baseline of green economic activities in the Western Cape in order to ascertain the market opportunities, green jobs, extent of investment and obstacles in the way of growth.
- To allow for the development of appropriate policies and strategies aimed towards creating an enabling environment for growth and job creation in-line with the vision of PSO1

Methodology

- 265 Structured Interviews via face to face and telephonic interviews
- 10 unstructured face-to-face interviews with Sector Experts
- Quantitative Data Collected
- Qualitative Data Collected
- Desktop review of International Literature on Green Investment

Project Deliverables

- Develop database for 5 sectors (12 December 2013)
- Design, pilot, and administer sector questionnaires (17 December 2013)
- Collect, Capture, and manage the data (28 February 2014)
- Analyse data and compile sector reports (28 February 2014)
- Compile final consolidated report and presentation (16 May 2014)

Population and Sample

LEAD: DEDAT

Sector	Original Database	Revised database	Total Sample Achieved	Total % Achieved
Built	86	71	42	56%
Water	33	62	35	60%
Waste	70	58	35	60%
Eco-Tourism	379	31	31	100%
Agri-Production	325	257	122	47%
Total Population	893	479	265	55%
Final Sample Size	265 (30%)	265 (55%)		

Core Business Breakdown

- Recycler: 12
- Waste handler: 8
- Consultant: 5
- Energy Producer from Food Waste: 4
- Equipment Manufacture and Sale: 3
- Compost Producer: 2
- Waste Handling and Equipment Sales: 1



Waste Sector

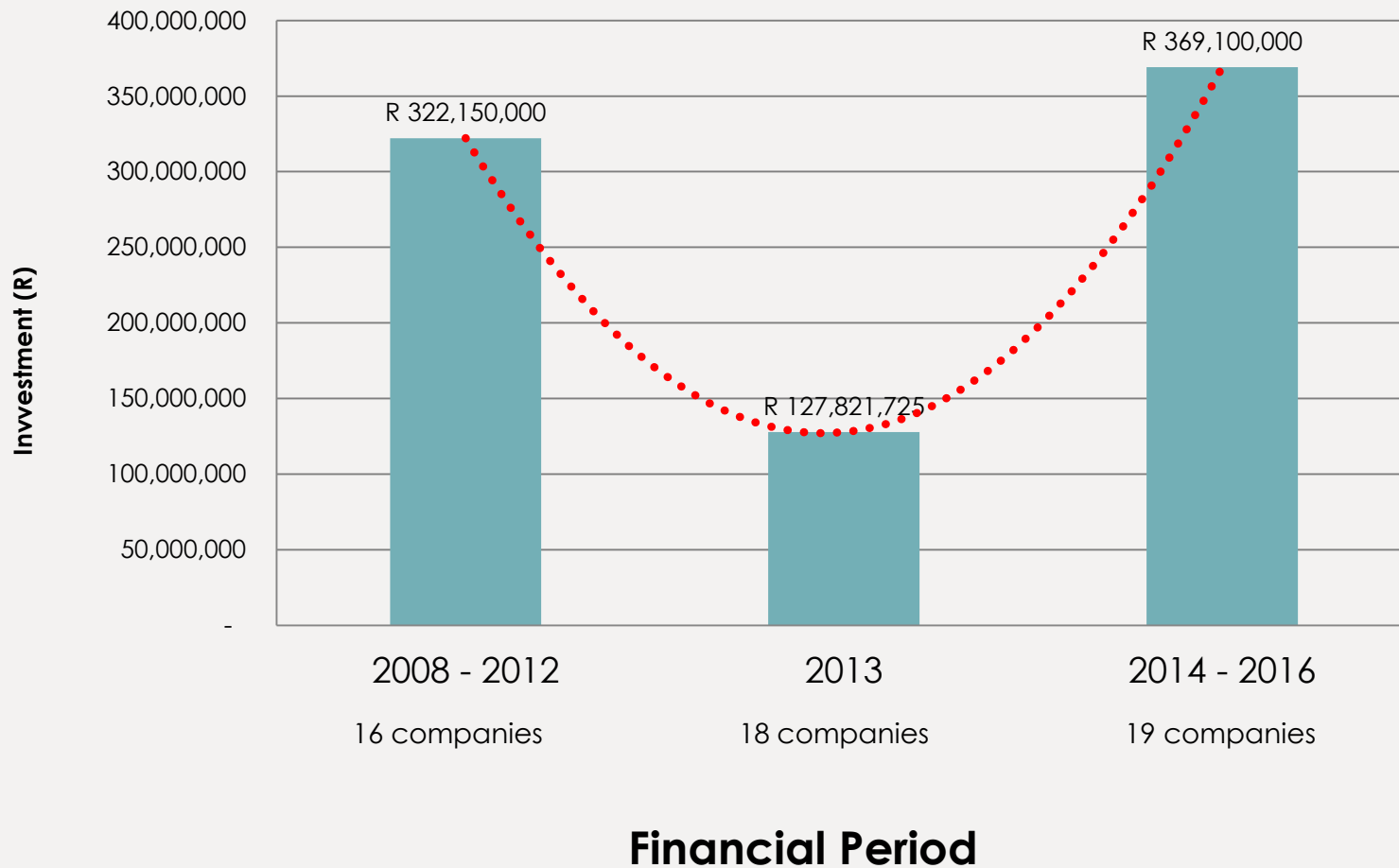
Definition

- The Waste economy Sector comprises of industrial and domestic waste management and recycling (collecting and processing of waste materials).
- It also includes, amongst others, producers and suppliers of equipment and systems for this purpose, and advisors to the industry.

Green Investment: 2008-2016

LEAD: DEDAT

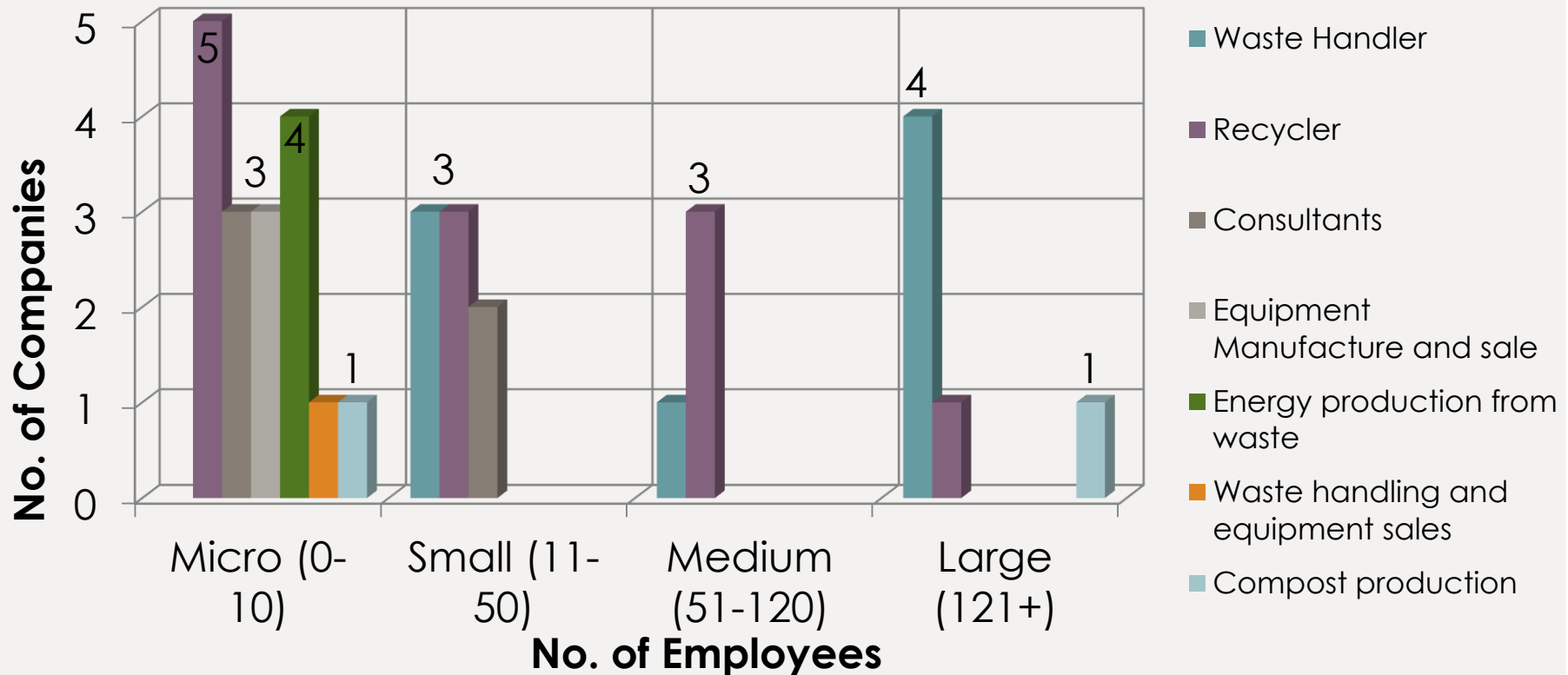
(n = 12)



Company Size by Core Business

LEAD: DEDAT

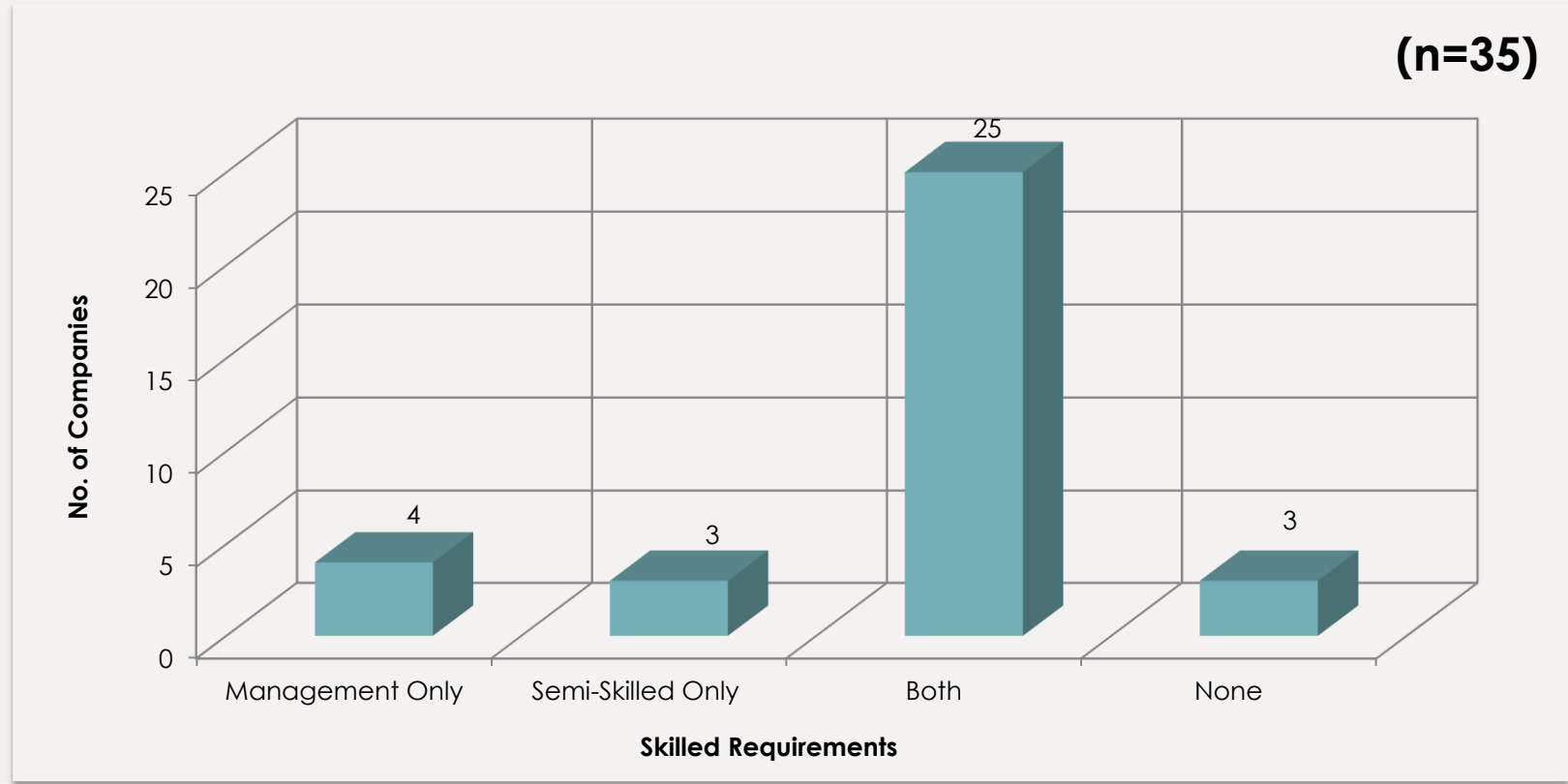
(n=35)



Skills Required for 2014-2016



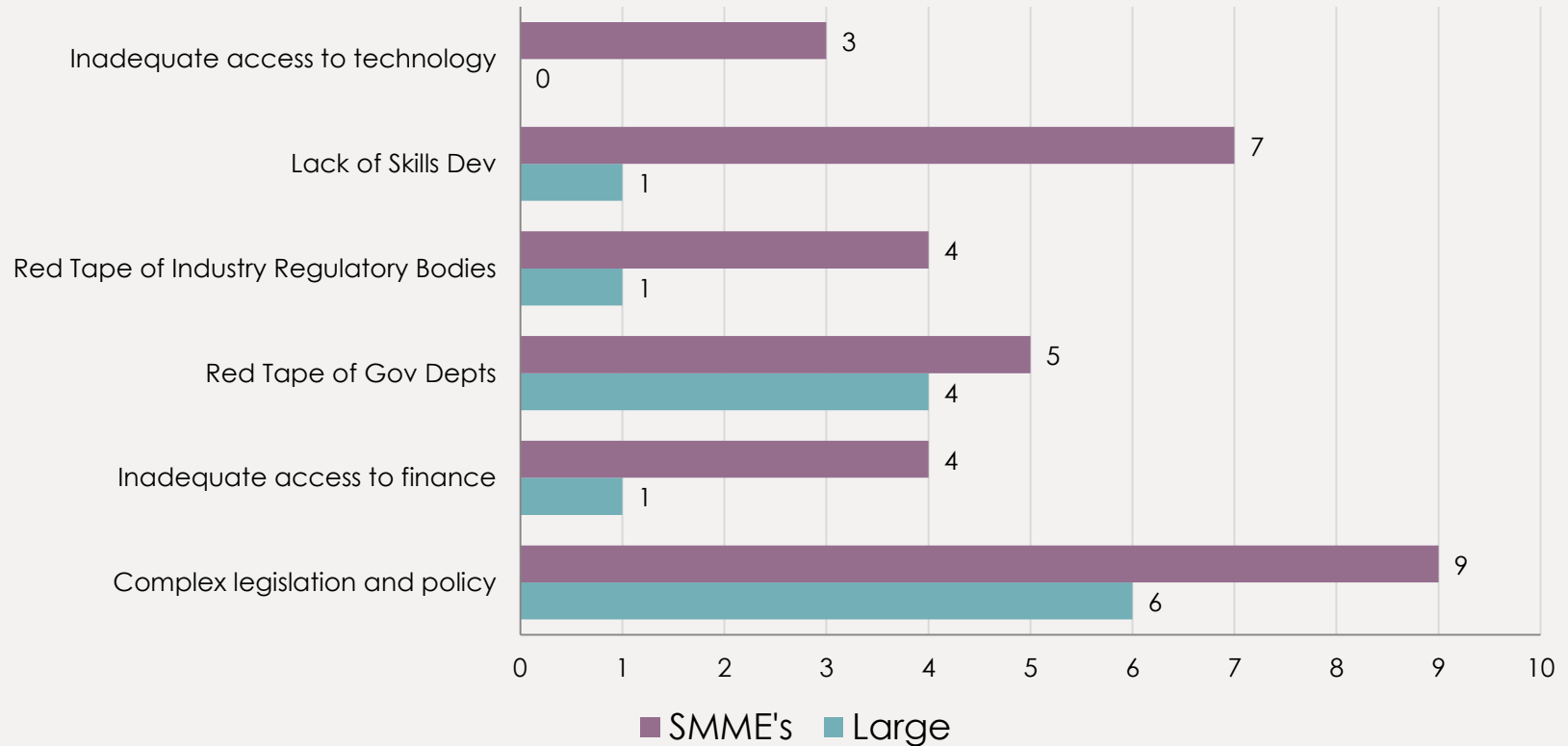
- Management: Operations Managers
- Semi-Skilled: Fitter and Turners, Millwrights and general artisans



Challenges and Constraints Experienced

LEAD: DEDAT

(n=31)



Key Findings

Sample For Annual Turnover:

- 58 Large Companies
- 155 SMMEs

Skills:

Most companies (46%) indicated a need for both semi-skilled and management skills. Only 10% indicated there was no need for skills between 2014-2016.

General:

- **Water, Waste, Ecotourism and Agri-Production have indicated increased investments for 2014 – 2016**
- Waste sector investing the largest amount compared to the 5 sectors
- 19 Waste companies vs 66 Agri-Production, 19 Built, 20 Ecotourism, 16 Water
- Could be due to increased demand for Waste Management Services in WC



Areas for Green Investment 2014-2016

Waste Sector:

- Waste Avoidance
- Recycling
- Biogas Energy
- Energy Recovery
- Solid Waste

Consolidated Employment Figures

LEAD: DEDAT

Key Findings

Sectors	Total Number of Employees	Number of Green Jobs	Percentage of Green Jobs
Agri-production	70 429		
Built	2860	1598	56%
Ecotourism	2018	2018	100%
Waste	4824	4239	88%
Water	15 763	5 531	35%
Total	95 894	13 386	

Green Investments: 2008- 2016

LEAD: DEDAT

Sectors	2008 – 2012	2013	Actual Investments	Planned: 2014 – 2016	Total Investment
Built	R501,515,000 (16 companies)	R221,692,000 (16 companies)	R723,207,000	R82,286,000 (19 companies)	R805,493,000
Water	R42,500,000 (3 companies)	R82,400,806 (12 companies)	R124,900,806	R279,720,000 (16 companies)	R404,620,806
Waste	R327,650,000 (16 companies)	R131,121,725 (18 companies)	R458,771,725	R536,600,000 (19 companies)	R995,371,725
Eco-Tourism	R50,491,739 (17 companies)	R20,152,531 (23 companies)	R70,644,270	R61,689,910 (20 companies)	R132,334,180
Agri- Production	R299,117,501 (45 companies)	R181,276,771 (48 companies)	R480,394,272	R464,558,500 (66 companies)	R944,952,772
Total Investments	R1,221,274,240	R636,643,833	R1,857,180,073	R1,424,854,410	R3,282,772,483

General Recommendations

- Green Investment Activities need to be **clearly defined** (a more inclusive definition) by government and industry in order to measure Green Investments effectively. Creating **awareness** will be essential for helping companies understand what going green means: accurate reporting of investments
- **Focus groups** with stakeholders to define Green activities in their Sector - gains the trust of private players to divulge financial information
- **Collaborating with existing platforms** such as the Green Cape, as this adds credibility and purpose to the investment mapping for the private sector.
- **Public Procurement** – implement policy to ensure the procurement of 'green' goods and services by Government and State-owned Enterprises
- **Regulation** – can be effective in accelerating progress towards a green economy
- **Education, Training & Skills Development** – capacitate Government official, private companies and their staff, and the public in order to fully understand the green economy and its benefits.
- **Technical assistance** – to capacitate industry on collection of green data, and to provide knowledge of innovative technologies, etc.

Limitations

- Definition of Investments in Green activities
- Timing of Audit: builders holiday, peak holiday season, end of financial year, harvest season
- Questionnaire: baseline vs. qualitative data

Way Forward: Investment Mapping Forums for each sector

Content:

- Importance of measuring green investment in the Western Cape
- Clarify skills shortages, red tape and complex legislation challenges in detail
- Establish sector-wide definitions from the companies themselves for 'green jobs', 'green activity' in the sector, and 'green investment'

Opportunities:

- Connect companies with specific skills needs to skills programme in Western Cape Government
- Connect companies with the Red Tape Unit in Western Cape Government
- Explain plans for the Western Cape Finance Facility (particularly of importance to SMMEs)

Thank you

Contact Us



**Western Cape
Government**
Economic Development
and Tourism

BETTER TOGETHER.

Taryn van de Rheede

Deputy Director

Tel: 021 483 3296

Fax: 021 483 3093

Taryn.vanderheede@westerncape.gov.za

www.westerncape.gov.za