

**GROWING**

**PRASA**

PAPER RECYCLING ASSOCIATION  
OF SOUTH AFRICA



# Growth starts in the mind – YOUR DREAM

## SETTING GOALS

A dream (vision) that is **WRITTEN** down with a **DATE**

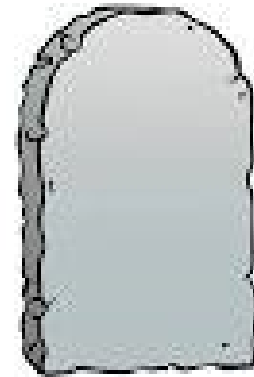
Becomes a **GOAL**;

A goal broken down into **STEPS** becomes a **PLAN**

A plan backed by **ACTION** makes your dream come true

# Start with your Vision

**HABAKKUK 2.2      WRITE THE  
VISION AND MAKE IT PLAIN  
ON TABLETS. THAT HE MAY  
RUN WHO READS IT.**



- ♻️ Have a 2 year, 5 year plan.
- ♻️ It serves as constant motivation;
- ♻️ It helps you to remember your goals and
- ♻️ It helps you to remain focused.





The profile of a successful entrepreneur



# Pillars for Success

- Belief in yourself
- Commitment
- Respect for others
- Meaningful engagement
- Flexibility
- Long term view
- Accountability, Honesty, Consistency

# Planning

- ♻️ Know your recyclables
- ♻️ Know your prices – very important
- ♻️ Find a clean covered area to store recycled items



**PLEASE RECYCLE THESE ITEMS**

# What papers can I collect and sell

Office papers  
Printed papers  
Magazines  
Fruit boxes  
Wine boxes  
Corrugated board  
Phone Books

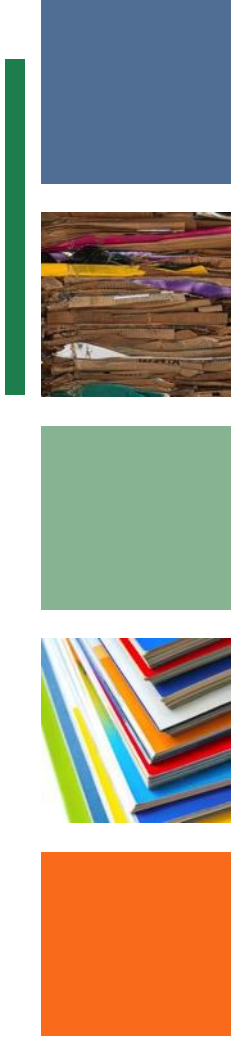
Paper bags  
Newspapers  
**Milk Cartons**  
**Juice Cartons**  
Cereal Cartons  
Brown Paper Bags





# Newspapers

- ♻️ **The quality of newspapers diminishes after 3 months.**
- ♻️ **Make sure you tell everyone not to hang onto their newspapers for longer than three months.**





# What papers are not recyclable and why

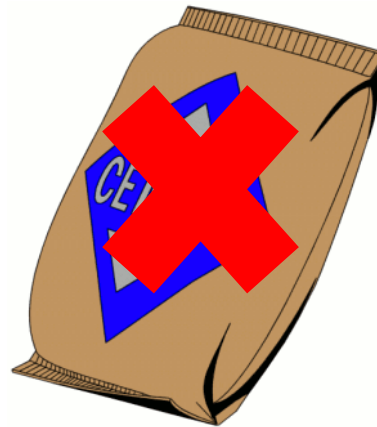
## Unsuitable for paper

❖ Cement bags, dog food bags, baby disposal nappies

### Reason:

❖ Contamination from the residues of the contents makes them unsuitable for recycling. The raw materials and liners required to waterproof these and similar products are not recyclable.

❖ Plastic lined papers, Foil lined papers – don't break down in cooking process



# Planning

It's important to plan well



♻️ Find a clean covered, **safe** area to store recycled items



♻️ Cash business – Money must be stored safely

# Organising



**Good planning will make a huge difference**

- ♻️ Who will I sell my recycled goods to? **Growth area**
- ♻️ How will I arrange transport? **Growth area**
- ♻️ Consider Money versus Time dynamic
- ♻️ Watch your costs **Growth area**
- ♻️ Register with [www.mywaste.co.za](http://www.mywaste.co.za) and PRASA
- ♻️ Be aware of prices for recycled paper and always keep up to date with pricing trends

# Marketing your paper recycling business

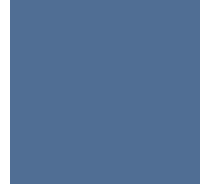
## Good marketing puts you on the map

- ♻️ Prepare advertisements and pamphlets about your plans
- ♻️ Use social media like sms's; twitter; face book etc
- ♻️ Approach businesses, neighbours, clubs, etc.
- ♻️ Measure distances and use shortest route
- ♻️ Plan dates and times for collections and for deliveries
  - keep your promises





# ORGANISING: SEPARATING AND SORTING IS CRUCIAL IF YOU WANT TO MAXIMISE YOUR EARNINGS



# Organising

- ♻️ Separation at Source
  - Minimise handling by separating the paper as and when you collect it.



# GROW

- ♻️ Do as many recyclable streams as you can manage.
- ♻️ This helps you to:
  - keep getting a steady income;
  - offer a one stop shop



# Tips to grow

- ♻️ Grab every opportunity
- ♻️ Keep on trying
- ♻️ Accept criticism
- ♻️ Strive to do more
- ♻️ Keep your dream alive





# Tips to grow

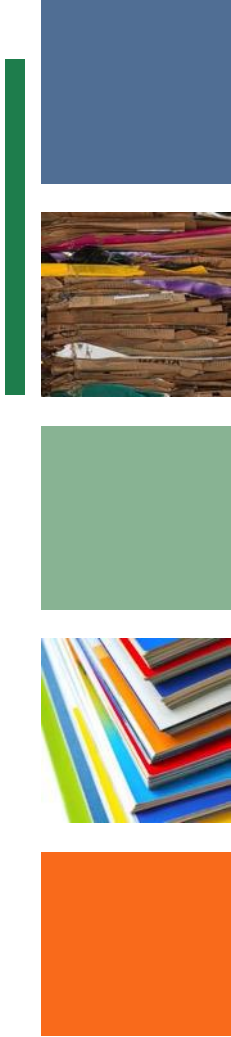


- ♻️ Every action impacts your progress
- ♻️ BE A TALENT SCOUT – this means teaming up with people who are prepared to work as hard as you are.
- ♻️ NETWORK – remember the power of networking

# Tips to grow your finances

♻️ REMEMBER:

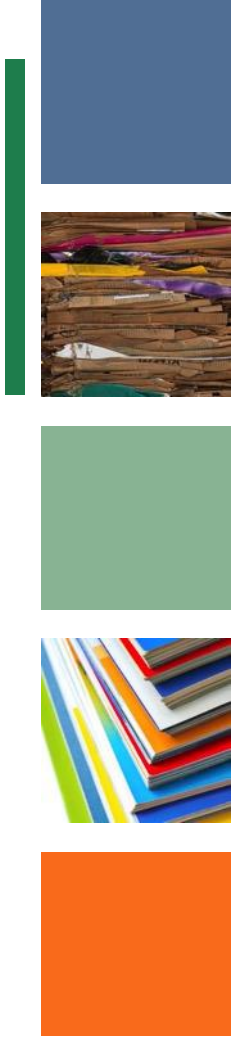
- ♻️ Your business comes first
- ♻️ Focus on GROWING your income
- ♻️ Enjoy watching your savings grow
- ♻️ Give yourself time to reward yourself



# YOU! Yes YOU! ARE A VITAL COG IN SA'S ECONOMY

- Unemployment at 36%
- SMME's comprise 47% of SA's workforce; contributing 42% to GDP
- Good news:
- Government's strategy is to rectify economic imbalances
- Decent employment through economic growth
- Micro 0 – 5; very small 6 – 20; small 21 – 50; Medium 51 - 200

# Funding – WHERE TO G<sup>®</sup>OW





# FUNDING

- Department of Small Business Development – **DSBD**
- Small Enterprise Development Agency – **SEDA** (handout)
- Start up Enterprise Development Program – **SEDP**
- Black Business supplier Development Programme – **BBSDP**
- Co-operative Incentive Scheme – **CIS**
- Share Economic Infrastructure Facility – **SEIF**
- Informal and Micro Enterprise Development Programme - **IMEDP**

# FUNDING

- Enterprise Incubation Programme – **EIP**
- Enablis Acceleration Fund – improves access to early-stage funding; to reach SMME's in remote provinces
- Business Partners Limited Invests in SMME's across all sectors
- National Youth Development Agency – **NYDA** - aimed at youth development

# NB

FACTORS that contribute to your application for funding taking too long or failing:

Information on jobs to be created – high on number; low on detail

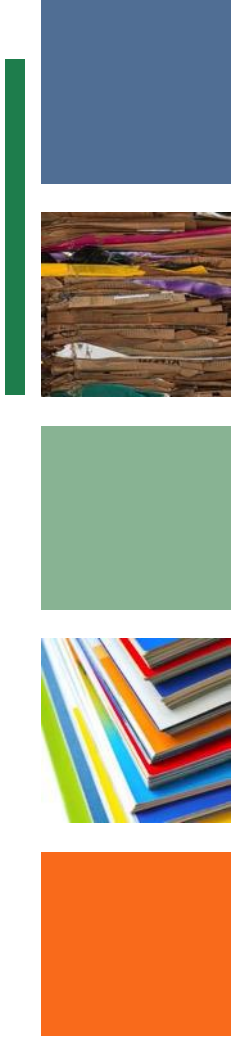
Details lack clear definition: you must DEFINE:

Number of employees; what jobs: what skills: competence required? Development; turnover; markets

Explain primary and secondary co-operative involvement

Has transformation been addressed

Comprehensive Business Plan supporting your Mission, Vision and Objectives



# Useful Information

- ♻️ Every one of us, every day, uses paper for a variety of reasons a number of purposes – there is plenty available to be collected





# PAPER RECYCLING IS:

## HIP AND HAPPENING





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