

Event-ual Landfill Diversion



WISP worked with the World Economic Forum to divert 11.8 tonnes of event waste from landfill, creating nearly R250,000 in economic benefits, and various social spinoffs.

The Organisations

World Economic Forum

The Challenge

Every two years, the World Economic Forum (WEF) holds a meeting of global leaders in Cape Town. In 2015, the event was held at the Cape Town International Conference Centre (CTICC). The CTICC has a well-established waste management plan, but management of tear-down waste is not included and as such was the responsibility of the WEF. These resources included an estimated 12 tonnes of clean pine planks, 500m² carpeting, treated fabrics used for event set up, and excess promotional material.

The Solution

The WEF sought WISP's help to divert tear-down waste. Two months before the event, the types and volumes of resources to be used to set up the event were identified. This helped WISP estimate the waste that would be produced and identify a selection of solution providers that would work with the CTICC's on-site waste management company to divert the WEF event waste from landfill. The solution providers included:

Wood: Furntech and Combo Timbers used the pine wood to manufacture furniture and pallets for sale. Plant People used the wood to help repair flooring for informal housing in Hout Bay, Cape Town.

Carpeting: True-North reused the event's carpeting to carpet one of its community schools for underprivileged children.

Promotional Pamphlets: Kunye were able to use promotional material to craft jewellery boxes.

Banners: Learn to Earn manufactured event bags made from recycled PVC banners for the WEF's staff. The income from the sale of the bags to the WEF were used to continue providing assistance in training the unemployed members of society in life and business skills.

The Benefits

ECONOMIC BENEFITS



- WEF saved R20k on waste service costs; companies saved c.R29.6k by using second-hand timber
- c.R193k additional revenue was generated
- Total economic spinoff from exchanges c.R242k

ENVIRONMENTAL BENEFITS



- 11.8 tonnes (83%) of exhibition waste diverted from landfill.
- 10 tonnes of fossil greenhouse gas savings in terms of carbon dioxide

SOCIAL BENEFITS



- Two temporary jobs created as a result of wood collection
- Wood resources used to facilitate woodwork skills training for 60 unemployed/disabled learners
- Support organisations that teach unemployed persons life and business skills
- Better the lives of the underprivileged by providing material for building maintenance in Imizamo Yethu



WISP

Western Cape Industrial Symbiosis Programme

Delivered by GreenCape

Connecting Industry Creating Opportunity

About WISP

The Western Cape Industrial Symbiosis Programme (WISP) develops mutually profitable links between companies from all industrial sectors, so that under-utilised resources such as energy and water, and/or materials from one company can be recovered, reprocessed and re-used by others.

Driven by Business

The programme uses actual business opportunities as the mechanism for encouraging resource efficiency. Its holistic approach sees it actively dealing with ALL resources including water, energy, materials, logistics, assets and expertise. The programme is based on the highly successful national programme in the UK (NISP), which demonstrated that industrial symbiosis has the potential to significantly reduce industrial and commercial waste and comprehensively lessen the adverse environmental impacts of business.

Free Membership

WISP is a free facilitation service initiated by the Western Cape Government and delivered by the sector development agency GreenCape. WISP enables synergies to happen by filling the gaps that its members, especially SMEs, could experience due to the lack of time or dedicated expertise needed to identify and implement resource, waste and energy efficient practices. The diversity of the industries in which WISP operates, and the variety and size of its business members, means that WISP has the potential to generate significant economic, environmental and social benefits from the synergies and projects that it brings about.

Partnership with Purpose

WISP works hand in hand with leading trade associations, manufacturers and other organisations to add real value to business. We are working in collaboration with the Cape Chamber of Commerce and Industry (CCOC), National Cleaner Production Centre (NCPC), Economic Development Partnership (EDP) and the City of Cape Town.

Contact us to become a member and get involved!

wisp@green-cape.co.za
www.greencape.co.za/wisp



WISP is delivered by

GreenCape

GreenCape was established to promote the development of the green economy in the the Western Cape Province. We assist viable green businesses and potential investors in the green economy to remove barriers to their establishment and growth. Our aim is to help unlock the investment and employment potential of green business,

technologies and manufacturing and put the province on course to become the green economy hub for Sub-Saharan Africa. This work, in turn, contributes to improving the resource efficiency, carbon intensity and resilience of the regional economy.

WISP is funded by:



Western Cape Government

In collaboration with:



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



International Synergies
industrial ecology solutions