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Problem – Excessive Waste

- Plastic waste entering catchments and ending up in estuaries and oceans
- Affecting the ability of these ecosystems to function
- Affecting economic and social activity in many areas (clogging of harbours, tourism potential, water quality, disease)



Poverty

- Poor communities living adjacent to these areas with little opportunity to improve their livelihoods
- Daily lives interconnected with the ecosystems within which they live
- Livelihoods directly impacted by damaged ecosystems and related degraded ecosystem services (Floods, water quality, plastic pollution)



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Enterprise through Innovation

- Opportunity to convert waste into income
- Clean the environment to allow the ecosystem to carry out ecological services effectively
- All-female recycling teams with a team leader
- Structured as micro-businesses
- Blue Fund pays for recyclable material and supports SMME's



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- Project started in Durban and expanded into Richards Bay
- Heavily polluted harbours and beaches
- Plastics washed down from catchments and up from ocean onto beaches

High concentration of water borne waste creates scale for business sustainability



All material sent to Wildlands recycling depots for processing and sales





Training and Development

- Basic business and financial literacy training carried out
- Restructuring of model to ensure all waste collected, not only recyclables

Opportunity to raise public awareness through media



Before



After

Brand



bluecrew

twitter



Instagram

facebook

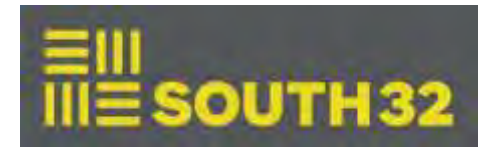
Development and Efficiencies



PARTNERS



the blue fund
custodians of the coastline





Thank You

Tel | +27 (33) 343 6380

Fax | +27 (33) 343 1976

PO BOX 1138 | Hilton | 3245 | South Africa

www.wildlands.co.za