



Actions industry should be taking in Africa: “Time for innovation and action”

Prepared by Chris Whyte, MD of USE-IT

12th July 2017



BE THE CHANGE

Quick overview of USE-IT

- Established in July 2009 as a Non-Profit Company (NPC)
- **Aim:** to identify **waste beneficiation** opportunities that will **increase waste diversion from landfill** whilst creating opportunities for **Green Economic Growth** and **maximising job-creation** opportunities.
- USE-IT is a multi-award winning company for green innovation in waste at local, national and international level
- We have created over **2400 jobs** to date and save on average 4 times our funds in landfill diversion and 10 times in leveraged funds giving USE-IT a **1400% return** to their funders.



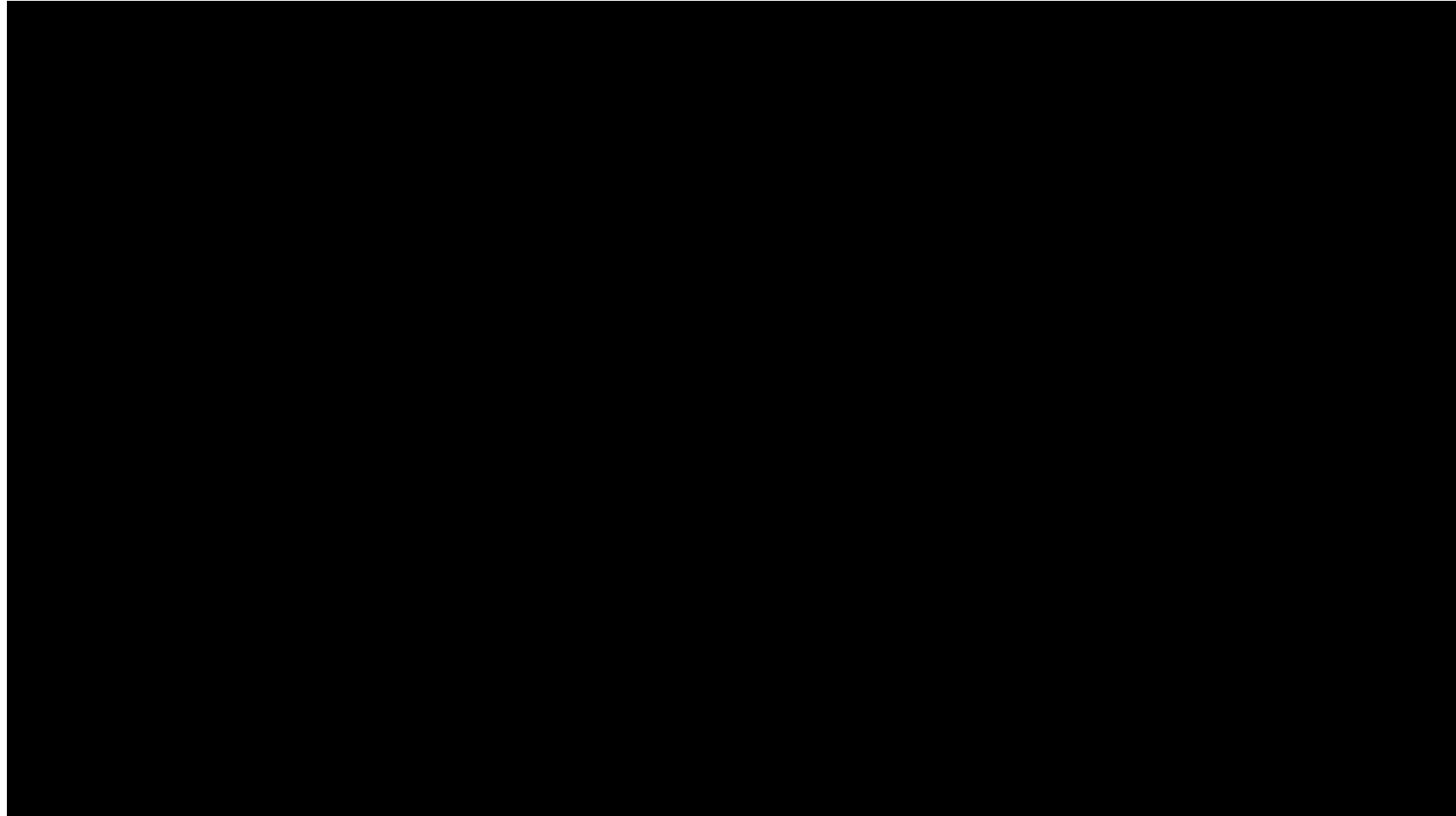
USE-IT Awards

- USE-IT is the recipient of 12 local & national awards including prestigious Mail & Guardian Greening the Future Award and the Ecologic Gold Award for Waste & Recycling in 2016
- Recently USE-IT was selected as a finalist in the global World Economic Forum Circular Economy Awards 2017



In a category with other nominees including the Scottish Government, the UK government's Waste Resources Action Programme (WRAP) and the Chinese government's China Association of Circular Economy (CACE)

2017 WEF Award



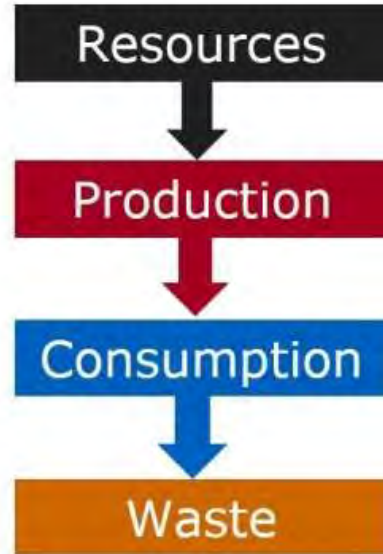
Engineering 101



Evolution



Linear economy



Chain economy



Circular economy



Boxes
&
Silos

Connecting the dots

Loops & circles

Geometry



**TALKS
CHEAP**



G20 (or is that 19?) **and Paris Climate Agreement**

ESKOM SIGNED \$1.5 BILLION LOAN FROM CHINA DEVELOPMENT BANK

ENERGY / 7 JULY 2017, 08:49AM / ZIYANDA MBOLEKWA

[Share](#) [Tweel](#) [Share](#)



Li Gang, deputy director-general of China Development Bank (CDB), and Yansong Rong of the Embassy of the People's Republic of China in South Africa, at the signing ceremony of the \$1.5 billion loan agreement between Eskom and the CDB. Photo: Dimpho Maja

... are sending a very different message

When Actions...



©2006
JEFF
FAKLER
FLORIDA
TODAY

GEEZ. THE
OCEANS MUST BE
WORSE OFF THAN
WE THOUGHT!



jeff.fakler@brevard.com

caglecartoons.com

Greenwashing Industry



Responsibility?



Unilever to phase out plastic microbeads from facial scrubs

Marine conservation groups welcome the move, saying the tiny particles pose a long-term danger to the world's oceans



source: Marine Conservation Society



Cashing in on a bad thing?



RECOVERED OCEAN PLASTIC ▲ SUSTAINABLE SUNGLASSES



3rd World



South Africa



Manila



1st World



Hawaii

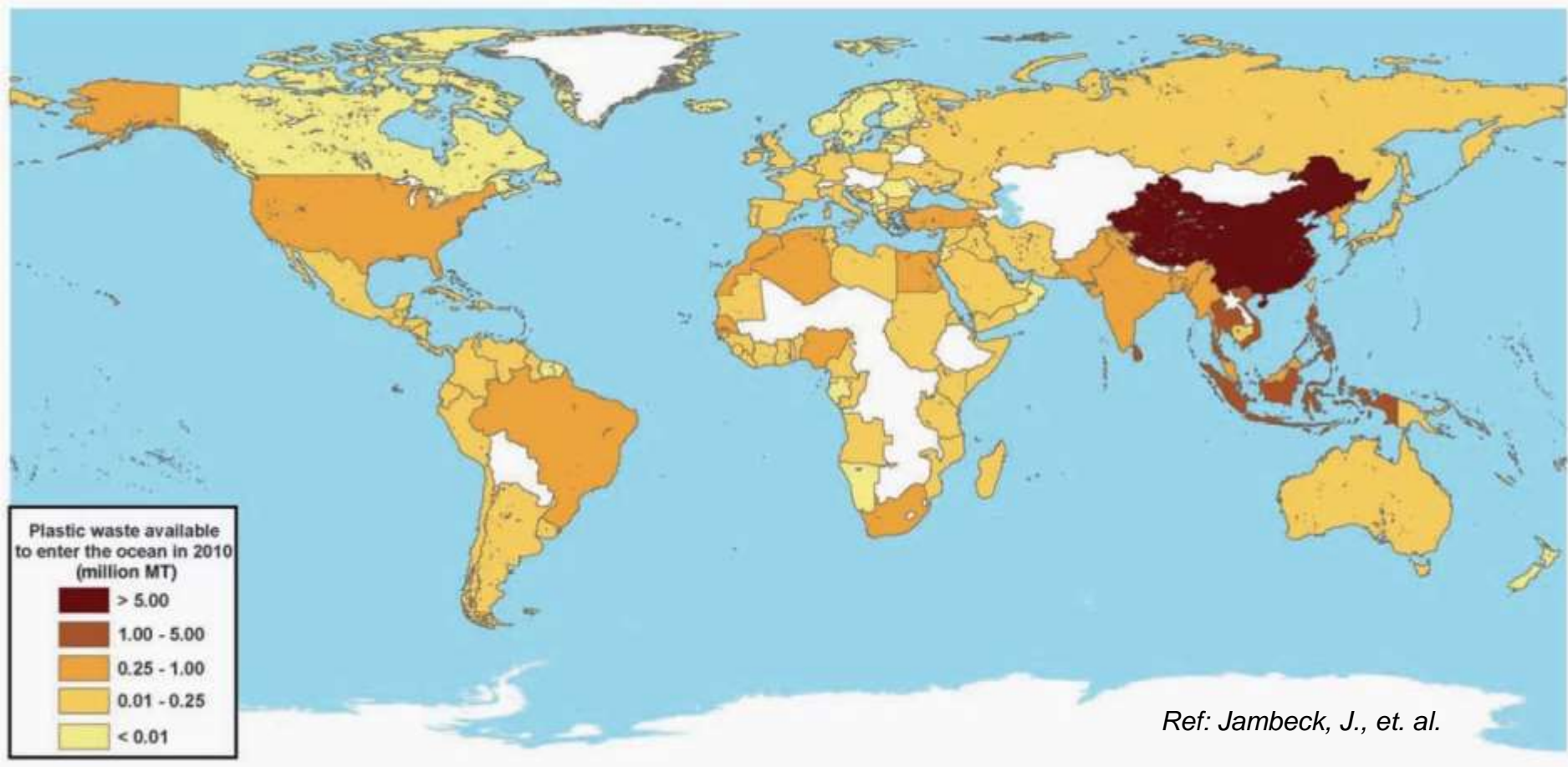


California



Norway

We have a clue where it is coming from...



But in Africa we don't need shoes and sunglasses – we need education, health, infrastructure, jobs, food, energy, etc.

The way forward for Africa:

- We have to put away the begging bowl and stop looking to the 1st World to bail us out of this problem
- What works in the 1st World does not always work in developing economies
- We have substantially different socio-economic dynamics and do not have the structures, resources and systems of the first world
- What we do have is the need, desire, skills and innovative ability to drive solutions that will work for Africa
- We need to unlock the value chain to create products we need in Africa to cater for our rapidly expanding population
- We must drive green procurement and local production



Education:

- Did you know that recycling holds the solution to poor education in Africa?
- Our problem starts with Early Childhood Development (ECD)



Health, Nutrition, Food-Security:

- We leave the land to move to the cities, then starve...
- We have the solution in recycling...



Plus nutrient recycling:
Vermiculture & compost

The perception of recycling:

We have a naive view of recycling

It is not about arts and crafts

What are the real solutions?



Housing from Recycling Builder's Rubble and Soil Waste

30-40% of Landfill



Crush and sieve



Road crusher run



Block manufacture



Sustainable housing

Recycled building materials:

- Using waste packaging for construction materials



Plastic sand tiles



Glass counters



E-Waste Plastic gutters



Glass wool insulation



Tyre tiles



Piping and conduits

- All divert waste from landfill, create jobs and offset imports

Recycled building materials:

- Using waste packaging for construction materials



Furniture



Social infrastructure



Plastic fence poles



Plastic pavers



Plastic blocks



Plastic boardwalks



Plastic fencing

Recycled building materials:

- Using waste packaging for road infrastructure



Energy:

- Recover the energy on the plastics we can't recycle
- Africa is energy poor
- South Africa – 42,000 MW. Population 55 million
- Nigeria – 4,949 MW. Population 182 million
- Africa runs on liquid fuels for energy



Energy:

- Energy is the basis of all secondary development in Africa
- We cannot develop:
 - Secondary recycling
 - Materials beneficiation
 - Manufacturing
 - Food processing
 - Water management
 - Wastewater management
 - Communications
 - Secondary education
 - Industry
 - Social infrastructure

...Without Energy

Let's get this before it gets into the sea?!



Sustainable Solutions and Smart
Opportunities for Waste –

It is not only possible!

It's even economically viable...

WAKE UP AFRICA!!!

Thank You !!

KEEP THE PLANET CLEAN



IT'S NOT URANUS

CHRIS WHYTE – 031-7652349 – 0824158138
ChrisWhyte@use-it.co.za

