



4th African Sustainability Summit Pitch

Problem we are addressing:

2003 SA introduced Plastic Bag levy to reduce plastic waste

Problem not resolved, plastic still ends up in landfills and oceans

We are fighting against pollution, global warming and climate change by recycling plastic bags



Who we want to reach:

Fashion conscious people who buy from us at craft markets

Trendsetter's who believe in recycling and recycled goods

People who want to be environmental activists



How we differ:

We take nothing away from nature, but upcycle what's already there

We create fashion accessories and household items

Like handbags, placemats and coasters, summer hats and plastic mats



Social impact:

We use everyday materials like plastic bags, cereal boxes and maize-meal sacks; which makes it easy to get people involved in recycling

With growth we can teach people how to make our items and make a living

We wish to target unemployed women and youth in rural areas and educate them about global warming and climate change as well



Sustainability:

Accessible recycling items, making it possible for us to look into branching into niche items like plastic lounge chairs

African Sustainability Summit can assist with partnerships and business guidance





tsongapride

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