



**110% Green centres on three words: COMMIT. ACT. IMPACT.** At the launch of 110% Green each flagship received a flag that symbolised their commitment to the initiative. The variety in character and scale amongst the flagship projects demonstrate the multi-faceted nature of the Green Economy. By each flagship keeping us up-to-date with their flagship project, we are slowly beginning to build a picture of the Green Economy in the Western Cape.

## Women on the rise



We constantly do our utmost to empower and uplift businesses that are making strides in the green economy sector. In this special edition we share an inspiring story of women in the recycling business. All Women Recycling was founded by Lynn Worsley, a social entrepreneur and eco-preneur. The idea for All Women Recycling started with the realization that she had to make changes in her own personal life, she had to think creatively.

## Shared Values



As we commemorate women's day, we feature this new flagship. Lynn Worsley is driven with a passion to empower women from marginal backgrounds, whilst at the same time helping to protect the environment through her innovative approach to recycling. These are the values we uphold as the 110% Green Initiative and we like to see that passion for the environment manifest into business models like All Women Recycling.

Lynn is part of a growing trend of women change makers round Africa, who believe that social entrepreneurship can be a real driver of change, and proving that it is possible to be socially committed, environmentally driven and ultimately financially viable. She is also proof that individuals can make a difference in the world. Lynn's idea of using a plastic bottle as a viable marketable product, and with many cut fingers and 22 women knocking on her door looking for work, the KLIKETYKLIKBOX term was born.



All Women  
Recycling

rock" **"Wathint'umfazi,  
Wathint'imbokodo"**



**Against odds, these women remain grounded on the principle of Ubuntu and because they rely heavily on one another that helps keep big smiles on their faces.**

**Its axio-  
matic that  
"you strike  
a woman  
you strike a**

## KLIKETYKLIKBOX - What is it?



It was once a discarded plastic bottle, harmful to the environment, but now it is a beautiful handcrafted gift box to fill with your imagination. It is also the basis for a business that sells its products globally and empowers women locally.



## A competitive advantage in a global market



98% of All Women Recycling's products are exported across Europe, Australia, Canada and the USA. The product is trademarked as they want to send a clear message that they are serious about their workmanship and quality. The business was started the hard way, standing on market every weekend after a full working week. Now, AWR employs 14 women from townships around Cape Town who make on average 350 units per day.

Founder, Lynn says "people don't just buy our products because they like them. They buy the back story behind the products. They make a socially conscious purchase, whether they are buying through our Fairtrade retailers, zoos, museums galleries, gift stores and design stores and corporates with a conscience". The buyer truly understands that All Women Recycling are building a value chain where the community at large benefits their success.



## A sustainable value chain in action



AWR buys bottles from local schools, Oasis for the mentally challenged and most importantly from the local community street collectors the miners of waste. The tops of the bottles are collected to buy wheelchairs for children in need - everyone benefits.

All Women Recycling plans to open a full training centre to reach many more women and uplift through skills and product development. Education is the key to change, economically powered women are vital to improving the overall quality of life for individuals, but also enhancing productivity, reducing poverty levels and promoting growth.

When it comes to work, All Women Recycling does not have to choose between making a living and making a difference - it's one and the same thing. Empowering women makes sense - it's the engine of growth that will lift our people out of poverty.



## Testimonies



All Women Recycling has changed lives and attitudes for the better. Ntombi who is a part of this production, says, "To me this job means a lot and I'm lucky to get a job like this. I learn so many things here, like how to talk to customers, respect for my co workers and how to work in a team. To me its not just a job, its my everything. Nothing can separate me from my job."



110% Green celebrates  
women this August

