

WOMEN IN GREEN ECONOMY

GREEN AND CIRCULAR SOLUTIONS WEBINAR

The Western Cape Government: Department of Environmental Affairs and Development Planning is excited to announce that it will host 4 dynamic women in a webinar on **17 November 2020** from **14:00 – 15:30**. The event aims to highlight the activities of women in the green economy and help participants derive insights into how they can introduce green economy and circular solutions into their business operations.

The webinar will consist of four 15 minute talks by each speaker followed by 30 minutes for Q&A.

DR. RETHABILE MELAMU



Dr Rethabile Melamu is a dynamic and self-motivated professional; she obtained her PhD in Chemical Engineering from the University of Cape Town. She is currently the General Manager for the Green Economy Unit at The Innovation Hub. Before that, she acted in the position of Chief Director: Sector and Industry Development in the Gauteng Department of Economic Development.

She has more than a decade's experience in the green economy sector, spanning renewable energy and waste management sectors. She has experience in developing public sector strategies, and has led the revision of the Gauteng Energy and Green Economy strategies. She has vast research experience in the technology innovation field as it pertains to critical elements that contribute to success of emerging technologies in a developing country context including enterprise development of clean tech start-ups. She has published and delivered reports and academic articles in her fields of expertise including for the OR Tambo Debate Series

based on Chapter 5 of the South African National Development Plan. She was a finalist in the category of Outstanding Woman of the Year in the Power and Water category at the 2017 premium African Utility Awards. In 2019, Dr Melamu was honoured by the Mail & Guardian as one of the Women Changing South Africa in the Politics and Government category. Dr Melamu sits on a number of Advisory Boards in the academia and enterprise developments sectors.

GRACIA MUNGANGA



Gracia Munganga currently works as a Manager for the Carbon Trust Africa office (Pretoria, South Africa) as part of the energy access team. Gracia leads the Carbon Trust' delivery of market intelligence reports for the African Development Bank for green-mini grids opportunity across Sub-Saharan Africa (SSA), and is part of the delivery team of the DfID funded Transforming Energy Access (TEA) which seeks to enable modern access to energy in SSA and South Asia. With over 8 years of experience in mainly the waste economy and renewable energy, Gracia comes with a track record of project delivery in policy and advisory, project management, application engineering and business development for biogas projects, innovation and clean technology development, effective stakeholders' engagement.

She studied Chemical Engineering with both a Bachelor and master's degree from the University of Cape Town and comes with over 8 years of experience in sustainable development and the green economy, mainly focused on waste and renewable energy. She is passionate about sustainability and the role the green economy will play in contributing to Africa's economic development.

ANTHEA FRANSMAN



Anthea Fransman has nine years' experience in the banking industry where she worked as a sales consultant and accounts executive. She left banking to establish her business in 2009, Recycle 1st. During this time, she followed her heart and opened a business that had more purpose for her, a green business that could help people do better and act more responsibly towards the environment.

She found a gap in the market in the City of Cape Town's northern suburbs where no one was collecting recycling from homes. Recycle 1st began its journey to a greener future for all. Offering bi-monthly collections to northern suburbs residents only, their scope has widened to include Tableview and the southern suburbs within just one year. Within that same year they were able to extend their services to include collections from businesses and complexes.

With a staff complement of 34 employees, Recycle 1st operate from a 1500sqm property in Epping where all recyclables are sorted and sent to the most reputable end users. Because their business is not just about profit but fundamentally about protecting the environment, Recycle 1st employees personally ensure that all recyclables collected, are actually recycled, with end users.

MICHELLE BEALE



As an innovation practitioner and business designer, Michelle brings together diverse perspectives to develop strategic solutions, proactively build innovation pipelines and effectively drive change on multiple fronts within organisations across various industries.

Michelle has global experience in helping top-performing organisations leverage opportunities to capture new value and better serve stakeholder needs. She has worked with companies such as Porsche, Distell and Volkswagen to future-proof their businesses by shaping, building and launching innovation growth strategies and initiatives grounded in insight. Building on this, she is inspired to continue driving innovation to accelerate the transition to better business in the companies of tomorrow.

Passionate about the transformative role of design, Michelle works to carefully investigate human experience and behaviour, reimagine ways to spark and distil insight, and inspire teams to address people's needs through impactful design. Her expertise lies in engaging with user research, design thinking, and innovation methodologies to help teams solve complex problems, create better products, improve user experience (UX) and advocate for shared value.

Michelle is currently an Independent Consultant and has recently established Small Change aimed at catalysing circular innovation and creating conditions for strategic impact initiatives to reach scale. Small Change is an innovation, business design, and strategy consultancy that guides organisations toward circular solutions that capture new value, build resilience & deliver sustainable profitability.

JULES NEWTON



Jules is at heart a social entrepreneur. After founding and building Avocado Vision for 22 years, she has now taken on the role as Programme Director for the Green Business Value Chain. She brings together her decades of experience in small business and supplier development, innovative community education solutions, and a passion for connecting informal and formal economies to the new role. The Green Business Value Chain seeks to catalyse South African society towards integrated approaches to building rural and urban economies in the green sector. Corporate imagination and innovation are necessary to create the market links to enable rural economies to thrive, and to create the conditions under which the rivers we all depend on can begin to flow again.

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