



COMPANY PROFILE

ADVANCING SELECTED UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

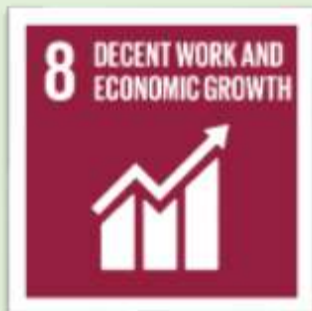


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COMPANY INFORMATION

FULL NAME OF COMPANY	Green Connexion (PTY) Ltd
REGISTRATION NUMBER	2018/549644/07
ENTITY TYPE	Private Company
VAT NUMBER	Non-VAT Registered
BBBEE STATUS	Level 1 Contributor
ACCOUNTANT and AUDITOR	A Star Accounting
TELEPHONE NUMBER	27 84 596 9856
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TREE PLANTING



REMOVAL OF INVASIVE VEGETATION



CREATION OF TOWNSHIP INDUSTRIES

INTRODUCTION

The Covid-19 pandemic has demonstrated the extreme disparities between South African societies, with the poor becoming totally dependent on meagre social grants and standing in queues to access food to prevent their families from going hungry, on a daily basis.

Perpetuated by significant government corruption, stagnant economic growth and unemployment at 56% among the youth, interventions to mitigate these challenging times is critical to the survival of the poor in our country.

Coupled with lack of information around relevant business opportunities, township youth in particular will continue to remain unemployed and gravitate towards social ills that emanate in townships as a result of the youth not having the requisite skills/education to set up businesses that prevents them from attempting to start micro or small businesses. It cannot continue be business as usual.

195 nations around globe are moving towards meeting the objectives of the Paris Climate Agreement that was signed in 2015. The agreement was signed in an attempt to reduce global greenhouse gas emissions in an effort to limit increasing temperatures by two degrees by 2030. A number of business opportunities, with low barriers to entry can be developed to assist in meeting this challenge.

It is against this backdrop that the Green Connexion would like to partner with local and global organisations/corporations and foundations to implement selected Sustainable Development Goals,

- SDG #5 Gender Equality;
- SDG #8 – Decent Work and Economic Growth and
- SDG #17 Partnerships for the Goals.

This will contribute significantly towards setting South Africa on a path of restoration of their dignity, to a people who seem to have been forgotten by their government.

VISION

To nurture young, mainly women entrepreneurs to take up opportunities that solve societal and environmental challenges that contributes towards building equitable societies that in turn contributes towards the achievement of selected Sustainable Development Goals

MISSION

To design and implement relevant developmental programmes that seeks to empower youth and women to set up, grow and sustain their businesses in a responsible manner that will further empower communities and result in economic and social benefit and environmental conservation.

WHAT DIFFERENTIATES US

1. We identify business opportunities that intentionally reduces harmful emissions into the environment. An example of such a programme was Eco-Connect, a project that developed eco-entrepreneurs over an eight-month programme taking cognisance of both personal and business development with a focus on “greening” their businesses.
2. We encourage businesses to adopt adaptation and mitigation strategies that reduce carbon emissions. An example of a business is one that recycles computers as opposed to purchasing of new, hence limiting consumerisation.
3. We focus on environmental conservation and the development of the circular economy to advance sustainable businesses. An example being waste management programmes that links waste collectors to clients (corporates) and waste disposal companies.
4. We take a holistic approach to sustainable development of both the entrepreneur (personal) and the enterprise (business)
5. We partner with associates and service providers that have practical experience and expertise in the areas where additional technical expertise is required.
6. We use an extensive network to integrate capabilities and competencies in the public and private sectors and facilitate access to resources, including development agencies and funders.
7. We have in-depth knowledge and understanding of the challenges faced by Small Medium and Micro Enterprises (SMME) that assist in the successful development of SMMEs.
8. We are willing to structure a suitable compensation arrangement in order to make services accessible to clients (SMME's) that experience cash flow constraints
9. We focus on long term sustainability for clients and communities through facilitating introductions to our extended networks that accelerates growth.
10. We focus on desired outcomes and measurable impact.

OUR BENEFICIARIES

Our programmes are aimed at the following entrepreneurial sectors:

1. Youth and women with demonstrated entrepreneurial competencies who are coachable and results driven and are committed to self-development
2. Early stage business with a focus on the Green Economy that need resources to grow into established businesses
3. Established SMEs that require growth by diversifying into innovative value-adding products and services
4. SMEs owned by women, youth and people with disabilities.

See below some of the beneficiaries with whom we have worked

Saldanha Bay Clothing

A clothing manufacturer founded by Megan Newman is based in the rural town of Saldanha Bay employs 28 women from the community. Among the strategic objectives of the business is to ensure that the employees are adequately skilled to ensure that products are of a superior quality and to ensure that the business is sustainable. She supplies clothing items to all the major retailers in South Africa and supplies currently exports protective clothing to African countries. Assisted with services that allowed the company to manage finances easily and to access skills development levy that increased the company's training capability that resulted in a more skilled workforce.

Grow Box

Renshia Manual, a multiple award winning owner/founder of Growbox, a community farm that aims to take basic food nutrition to the people who needs it the most, while fostering the development of sustainable and eco-friendly practice.

Recycle First

A company founded by Anthea Fransman provides waste collection services and recycles waste to divert it from ending up in landfill sites. The company provides education around the imperatives to recycle waste to schools and communities.

We provided assistance with implementation of a business forecasting system. This allowed the business owner to pro-actively manage the business and pre-empt and plan for eventualities.

The Green Cab

South Africa's first eco-friendly transport company was founded by Amiene van der Merwe and a group of women in response to excessive carbon emissions. Vehicles are fuelled by Liquefied Petroleum Gas (LPG) that reduces emissions by up to 70%. Prepared business plans that raised funding to acquire vehicles to operationalise the business. As one of the directors of the business I implemented business policies and processes, dealt with staff issues and ensured new client acquisition and dealt with staff management.

OUR FUNDERS

1. Corporates who invest in enterprise and supplier development programmes to enhance their BBBEE status
2. Development and financing institutions that invest in socio-economic development and environmental ventures that ultimately creates much needed jobs

3. Philanthropic Organisations and Foundations seeking to develop the Green Economy in developing countries

CORE SERVICES

Green Connexion was established to advance SDG #8 Decent Jobs and Economic Development

1. Develop turn-key business opportunities for that advances the Green Economy among grass roots entrepreneurs
2. Market programmes to attract suitable entrepreneurs through a rigorous selection process in underserved communities
3. Implement programmes in partnership with business associates in both rural and urban towns with funders who are aligned with our values
4. Programmes includes full business development incubation services delivered virtually or face to face
5. Training of both the entrepreneur and in all areas of business with a focus on financial management and ongoing review thereof
6. Structured Mentoring and Coaching
7. Monitoring and Evaluation of programmes
8. Impact Assessments

VALUE ADDED SERVICES

1. Facilitate Green Economy training programmes to corporate staff, suppliers and community stakeholders
2. Assist corporations to implement business imperatives that embrace Sustainable Development Goals adopted by the corporate as part of their business objectives
3. Assist corporations to enhance their Broad Based Black Economic Empowerment ratings, as services are delivered by a Level 1 BBBEE Female Owned Company and its business associates who are predominately Level 1 BBBEE females
4. Provide assistance to Sustainability and Transformation Managers in corporations with in-house programmes

THE TEAM

Green Connexion, owned and operated by the founder Lynn Maggott, collaborates with business associates as and when the need arises. This has become common practise in the Business Development Sector, particularly since the commencement of the “new normal” with the onset of the lockdown as a result of Covid-19.



Lynn Maggott, the founding director of Green Connexion is a business coach, mentor and entrepreneur whose passion is driven by working with entrepreneurs to provide them with business development services that results in thriving, sustainable businesses.

After a twenty-year career span in the corporate environment in senior financial roles in global organisations, she ventured into setting up two award winning tourism and eco-friendly businesses.

Her passion for Small Medium and Micro Enterprises (SMMEs) development was ignited when she was afforded an opportunity to set up a township business incubator for start-up entrepreneurs. She provided business development support to facilitate their growth. She has since worked extensively with entrepreneurs in incubators/projects based on the Western and Northern Cape, Lesotho and Swaziland.

She founded the company Green Connexion during 2018 to live her passion, that is to contribute to economic growth of underserved communities.

She is an accredited business advisor with the Institute of Business Advising Southern Africa (IBASA) is an accredited Life Coach from the School of Life. She serves as an advisory member to the Centre of Business Advisory (CoBA), a division of South African Institute of Professional Accountants (SAIPA) and is the Chairperson of Project 90 for 2030, a NPO that advocates for a Just Energy Transition at grass roots communities in particular.

A detailed professional profile can be viewed at <https://www.linkedin.com/in/lynnmaggott/>



Ncami Sithole is driven by passion to leverage her knowledge and experience to make a meaningful contribution to the lives of those who so desperately deserve it.

She has extensive experience in project management across multiple industries and established significant networks in the corporate world and will tap into those networks to fund projects that will result in corporates being compliant with the Extended Producer Responsibility (ERP)

A detailed professional profile can be viewed at <https://www.linkedin.com/in/ncami-sithole-863a1a12/>



Patricia Naidoo has worked in packaging procurement for four decades and ended her corporate career as Head of Procurement at Diageo. She worked for global corporations in senior procurement roles, these include Pfizer, British American Tobacco, and Diageo and will use her network to develop the SMMEs so as to benefit the poor

For a comprehensive profile see
<https://www.linkedin.com/in/patricia-naidoo-2a556912a/>



Khanyisa Balfour is a qualified health professional who has worked extensively in the Non-Profit sector as well as in the corporate sector. She has experience in Monitoring and Evaluation and is an accredited business coach

She relocated to the Eastern Cape to make a meaningful difference to rural communities.

For a comprehensive profile see

<https://www.linkedin.com/in/khanyisa-balfour-59871b47/>



Zoey Johaan ended her career after spending 32 years at Waltons where she built a career from the ground up. She was involved in all areas of the business including Administration, Information Technology as well as a full Human Resources where she spent most of her time. She is responsible for SMME recruitment, performance management and documentation of procedures and policies



Dawn is a global health professional who works between the United Kingdom and South Africa. Her philanthropy guided to her to Green Connexion as a volunteer where she has undertaken many research tasks that guided Green Connexion to where it is today. She worked specifically in the Circular Economy but not limited to that area only. Dawn's research capability brings insurmountable value to the Green Connexion

For a professional profile see

<https://www.linkedin.com/in/dawn-heeger-8536689b/>

PROJECT FUNDERS

Client Name	Outcome
	<p>Designed and implemented an incubation programme – Eco-Connect for two cohorts of social entrepreneurs from the Cape Flats. The programme resulted in the set-up, establishment and growth of township entrepreneurs.</p>
	<p>Designed a programme to set up and establish nine waste collection and management cooperatives within the Overberg District of the Western Cape. The programme created employment for 30 persons and significantly reduced waste to landfill</p>
	<p>Participated with a team of social capital consultants to conduct capacity and social capital building interventions to facilitators and beneficiaries of Smallholder Agricultural Development Project (SADP). My specific contribution was to design and facilitate Farming as a Business module</p>
	<p>Designed and facilitated a series of training programmes for ABSA's SMME clients in all regions of the Western Cape. The courses capacitated existing and start-up entrepreneurs to improve business efficiency and grow profitability</p>
	<p>Developed and implemented a turnaround strategy for an Incubation Centre in based in the West Coast of the Western Cape. It included design of relevant programme, redesign of policies to ensure good governance and business sustainability.</p>
	<p>Developed growth plans for Crafters from the V&A Watershed and provided them with mentoring in light of significantly reduced turnover as a result of no tourists after lock down. Explored various opportunities to find new sales channels and new revenue streams. For all of the six entrepreneurs there was one strategy among others, to reach locals as a key tourism markets. Some products were suited to corporates and introductions facilitated that increased turnover.</p>

DE BEERS

Set up a mixed-use business incubator in a township in Kimberley in the Northern Cape. Included tenant recruitment and induction, policy development, training programme development and facilitation. Facilitating access to new markets and marketing the Incubation Centre

CONCLUSION

A partnership with the Green Connexion will offer you the opportunity to reach strategic business objectives through implementation of SDG goal #8 Decent Jobs and Economic growth and set our country on a trajectory of sustainable economic growth while accelerating the Green Economy that will ultimately limit green-house gas emissions and limit climate change.

Entrepreneurship Day



Eco-Connect 2nd intake



Launch of Mitchell's Plain Incubator



Project 90 for 2030

