



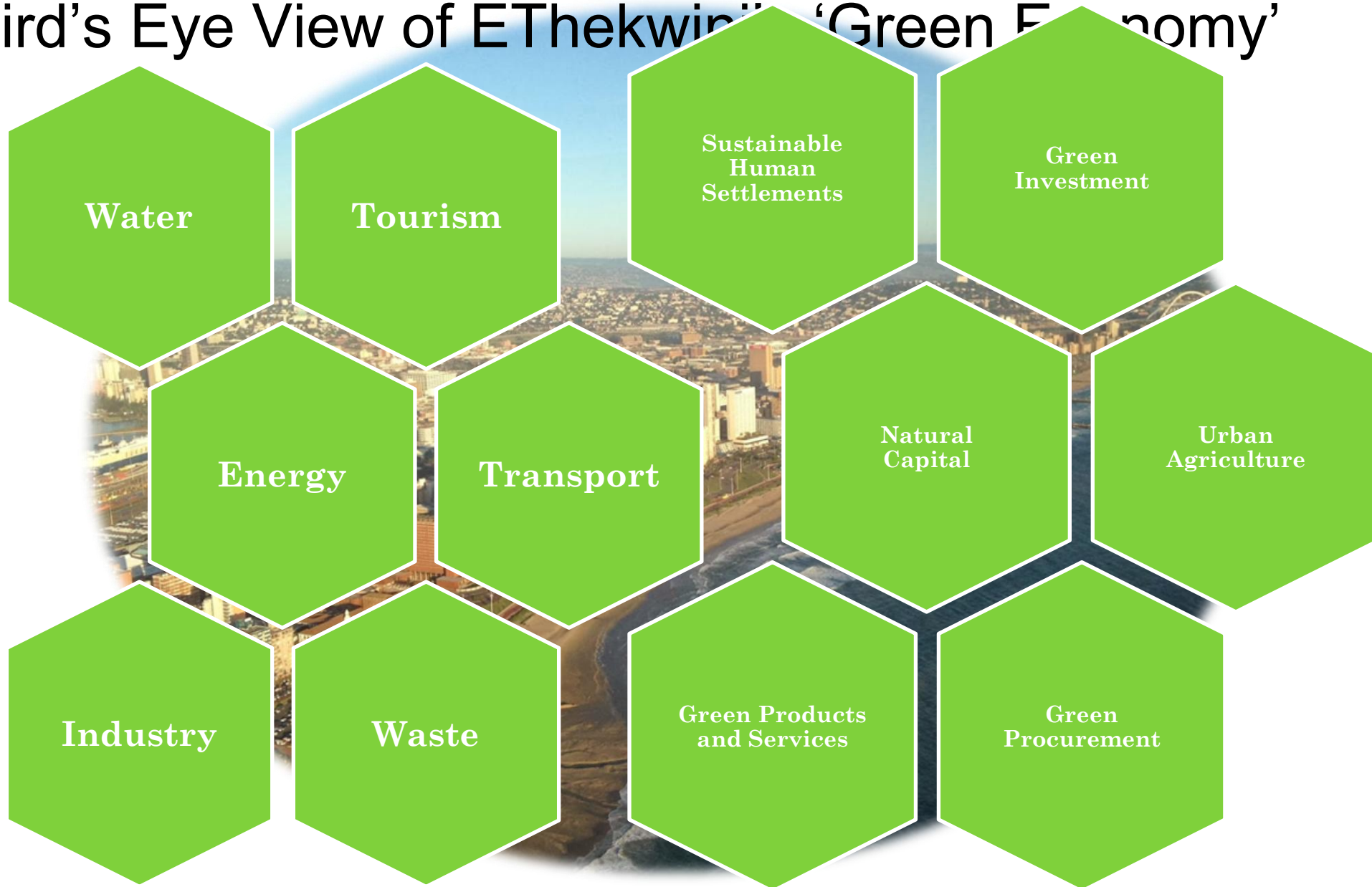
**By 2030 eThekweni will be Africa's
most caring and liveable city**



Mainstreaming in Cities: Greening the Economy in Durban

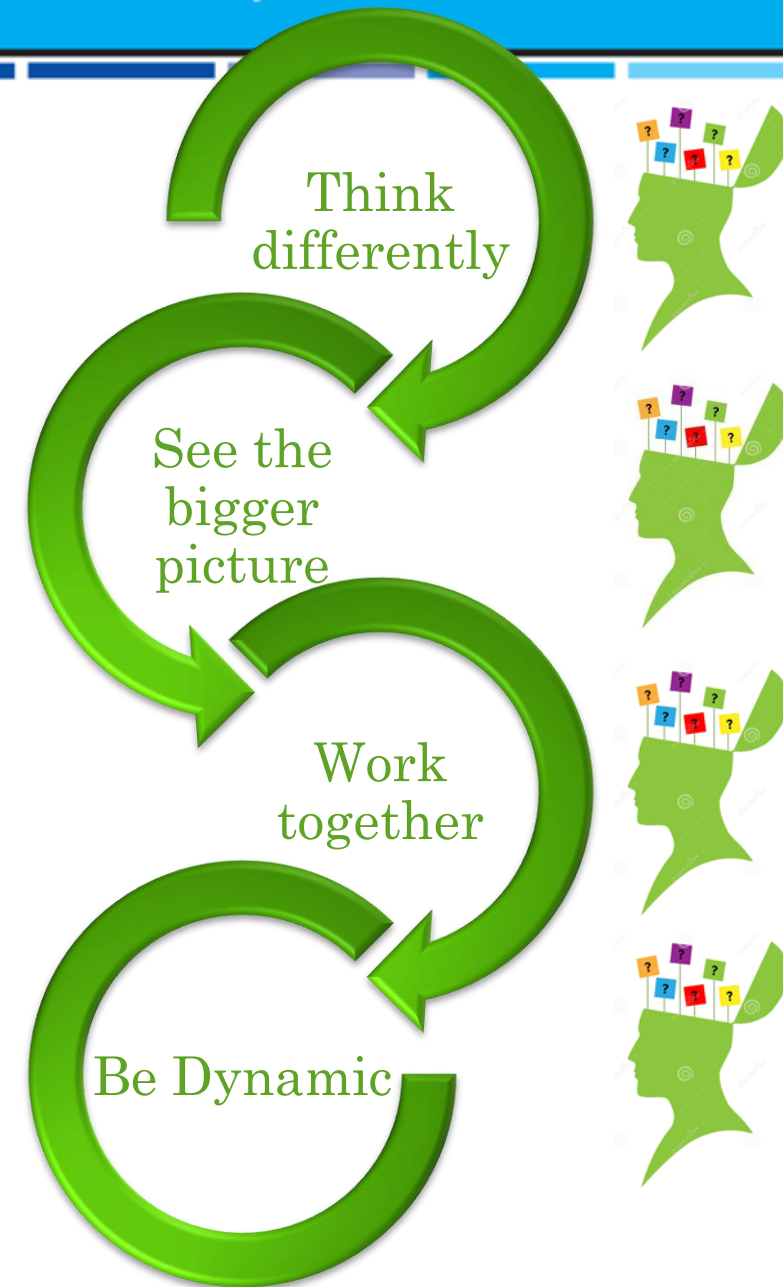
PEP Conference, May 2014

Bird's Eye View of eThekweni's 'Green Economy'

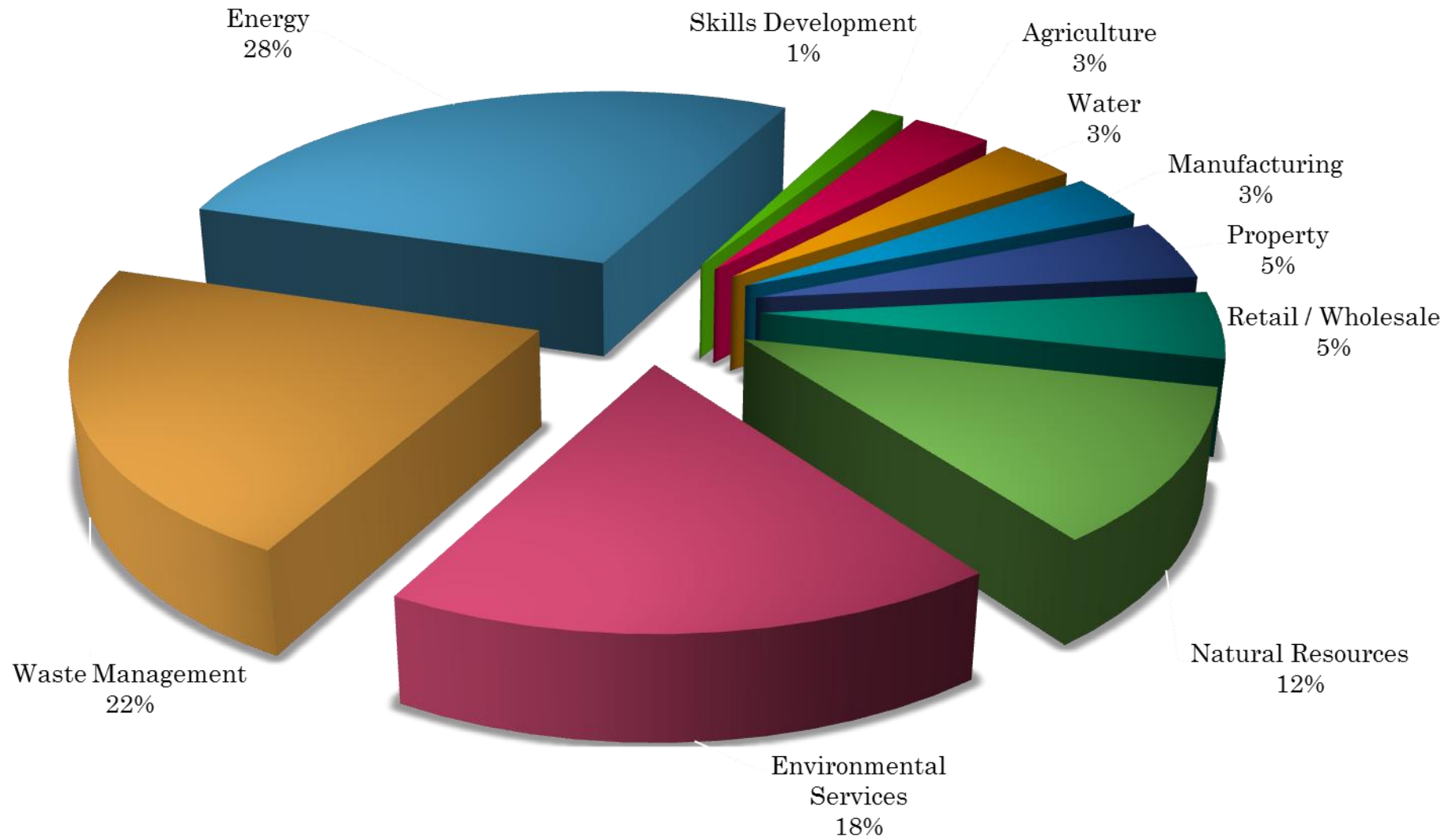


Our 'Bird's Eye'

- Grow and develop the emerging green services and industries sector.
- Encourage innovation and transitioning to greener practices in traditional industries.
- Coordination, collaboration and research
- Note: Job creation context



Emerging Local Green Services and Industries



Waste Sector Support

- **Materials Recovery Cluster: USE-it**
- Flagship Infrastructure Project - Hammersdale Waste Beneficiation Centre
- New product development from waste materials
- Enterprise development through strategic partnerships
- Advocacy and advisory support
 - Some Successes:
 - Secured national funding of almost R30mil for beneficiation centre
 - Developed Compressed Earth Blocks –Certified and Agre'ment approved
 - Supported GreenOffice print cartridge recycling initiative



Waste Sector Support

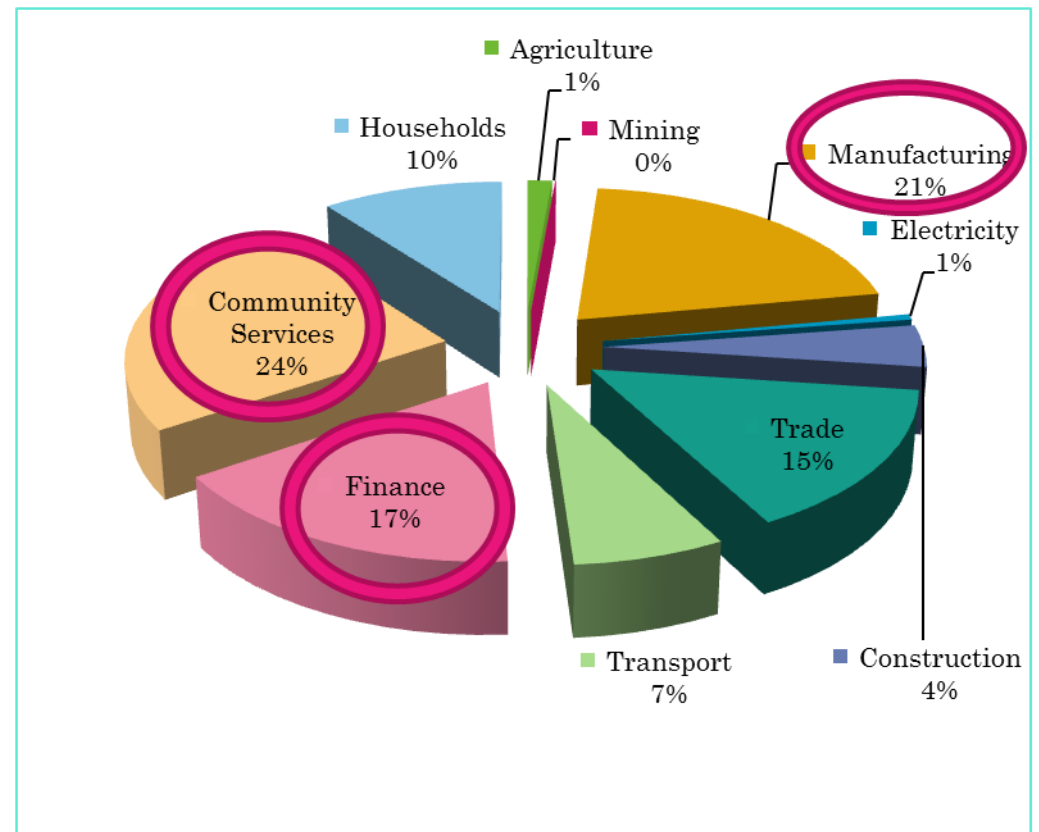


- Key Challenges:
- Commercialisation at scale;
- Access to waste;
- Integrated understanding of local recycling sector.

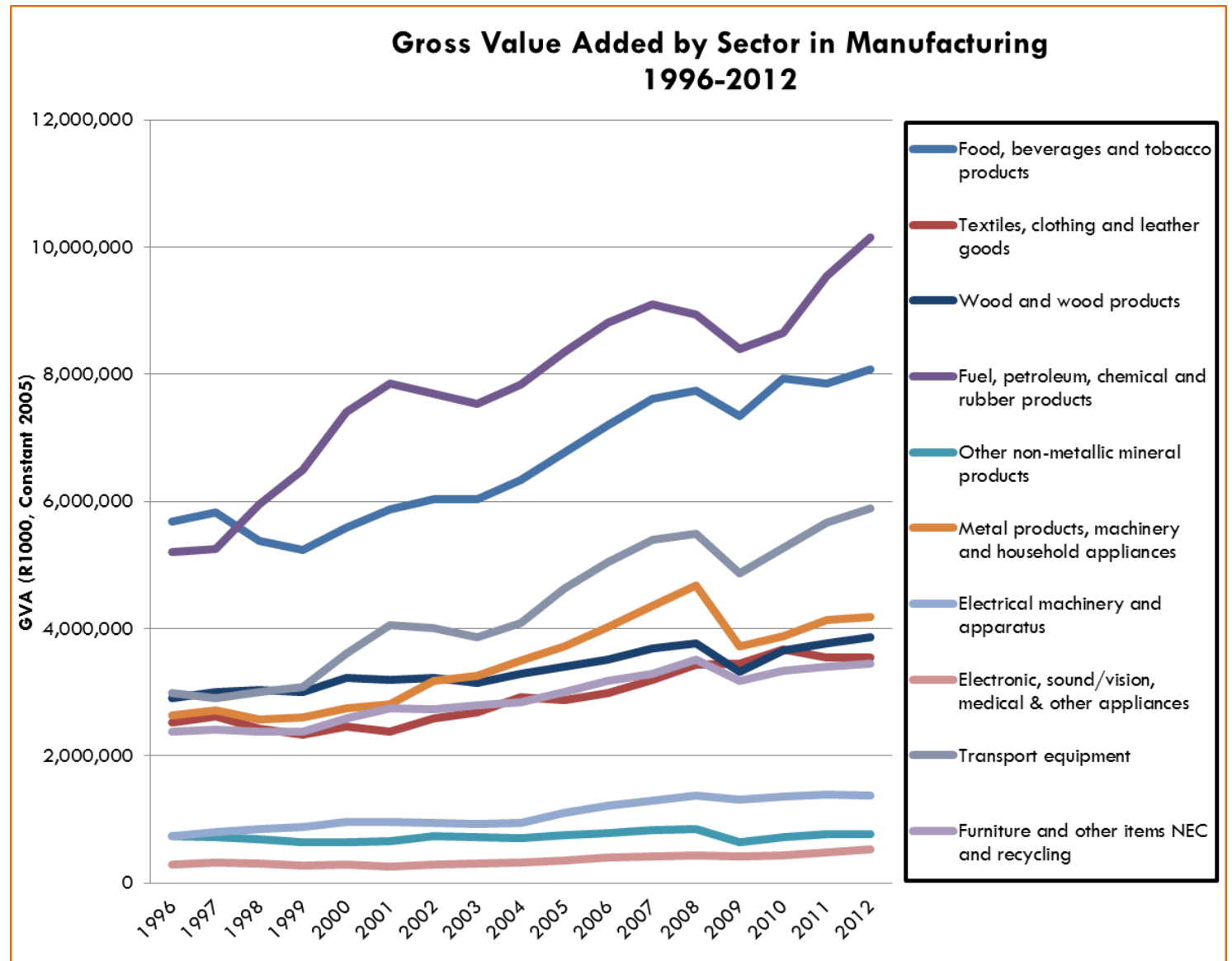
The 'Green Shift' in Traditional Industries and Practices: Context

- Big employment sectors – community services, manufacturing and finance
- Total formal employment in 2012 = 845,412
- Growth over 12 years = 2.8%
- Growth not adequate to meet NDP targets – requires growth > 4%.

Formal Employment in eThekweni by Broad Sectors, 2012



The 'Green Shift': Context



The 'Green Shift': How to??

- Examples
 - Energy,
 - Waste,
 - Industrial symbiosis,
 - Manufacturing innovation
- Small steps vs 'shock'?
 - Competitiveness

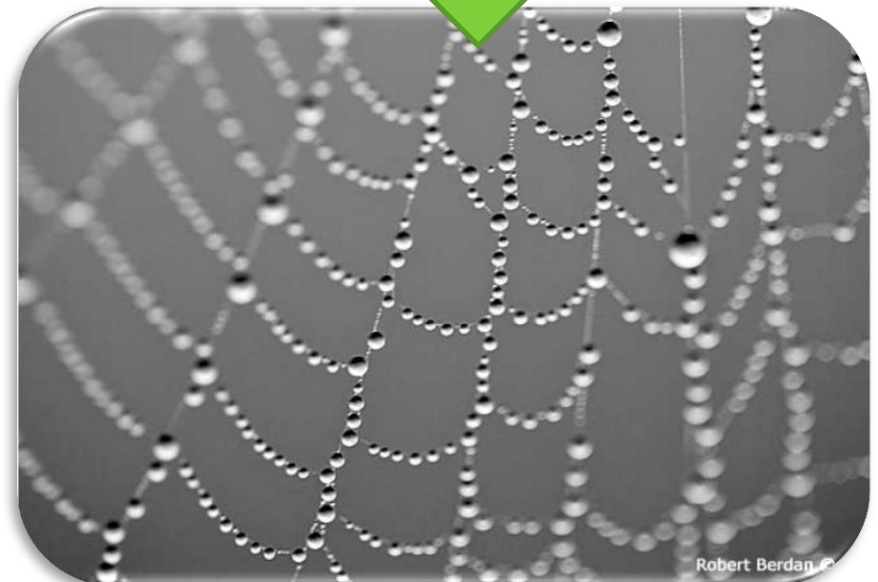
Efficiency
Innovation
Risk

Efficiency
Innovation
Risk

Efficiency
Innovation
Risk

Silos to Webs

- Challenges
 - Inherent tensions
 - Operating environment
- Progress
 - Certain win-wins
 - Synergies
 - Enhancing understanding



Siyabonga! Thank you!

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Economic Development and Investment Promotion