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Facilitating Recycling, Dignity & Development.

ZERO-WASTE



INTRODUCTION

- Humanity is hurting the environment
- High level of unemployment and poverty in our town
- Waste is all around us, influencing our lives and impacting us all
- This is a **Community Project!**





**HURTING
THE
ENVIRONMENT**





THE CLEAN TRADE STORY



We (Elaine Stanley and Tia-Mari Jacobs) shared a dream: to make our town a little cleaner and to feed people in need.

The idea came from a very dear friend whom we lost tragically in 2021. After a cup of coffee on a stoep, we decided to bring her idea to life.

We had no background in community development, no funding, and no clear path forward—only determination and heart. We sat on the idea for a few years, planning, doing research, and even visiting an organisation that does something similar.

Eventually, in September 2024, Clean Trade was born!

We started small. Giving waste new value, while supporting the destitute with dignity - And within months it took off!

VISION STATEMENT

A cleaner environment and a stronger community where everyone has the opportunity to thrive.

MISSION STATEMENT

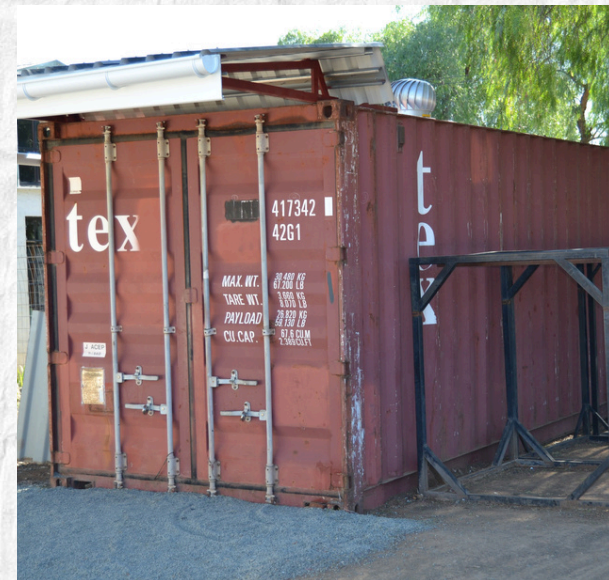
To reduce waste and fight poverty by empowering communities to clean their surroundings in exchange for tokens that can be used to access food, clothing, and essential goods - facilitating recycling, dignity and development.



OUR **RED** CONTAINER



Boundless, a charity organization in town, generously gave us the use of a container on their property. We sourced funding to erect fencing, and with donations of food and previously loved clothing, we stocked the container and put the word out to the unemployed and the destitute.



Trading Hours

Monday 9:00am - 11:00 am

Wednesday 9:00am - 11:00 am

4 Industrie street, Graaff-Reinet

HOW IT WORKS



Collect & Sort all
rubbish



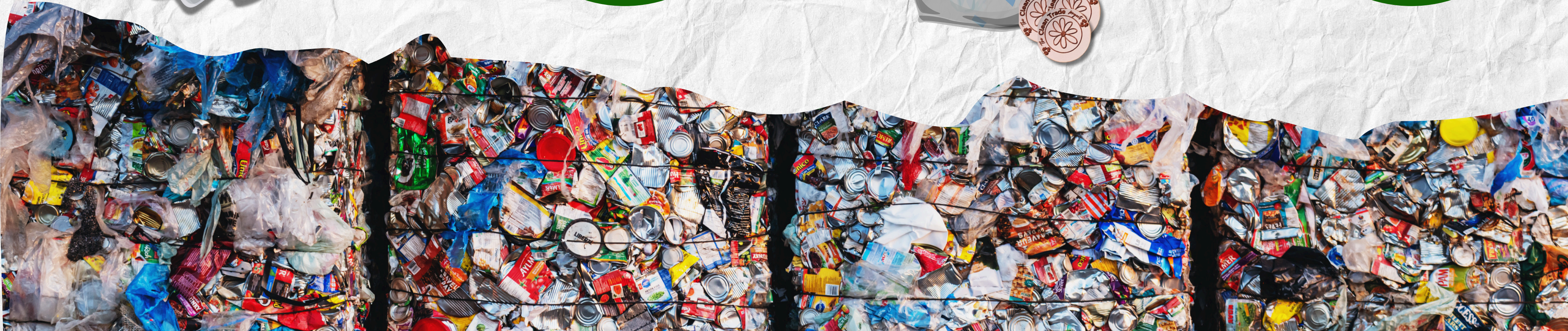
Bring it to the
“Red Container”



Exchange clean,
sorted recycling
for tokens



Use tokens to
purchase
goods



OUR STATISTICS

- From October 2024 to August 2025, over
- Approximately **70 tons (70,941 kg)** of recyclable materials have been collected, excluding non-recyclable waste.
- Of this recyclable waste, **27 tons** were plastic bottles.
- We have served **732** unique individuals in the same period - many of whom have become regulars.
- **57%** were female and **43%** male;
- **96%** of them are unemployed, and left with a minimum of a good meal, many with much more.
- The demand is so huge that we have had to limit our traders to **80** per week. We have also had to limit the number of bags they each bring to **20** per person.

THE NEED IS MASSIVE!





EARLY DAYS



COMMUNITY INVOLVEMENT



Site-specific clean-ups are carried out by volunteers. Our traders participate in cleaning various areas in and around town in exchange for Clean Trade tokens.

We have applied for government funding to implement part-time programs aimed at enhancing our cleaning efforts in the community while creating opportunities for our volunteers to earn a stipend.

Clean Trade is making a meaningful impact in the community, and this progress would not have been possible without the incredible support from residents. Whether it's volunteers getting involved, monthly financial contributions, or one-time donations of money or supplies, every contribution plays a vital role in our success.



OUR STATISTICS

Montego Pet Nutrition Cares NPC has consistently been ahead of us in several areas, providing shelving before we had products ready, making monthly financial contributions, and supplying sorting stands and bags, among other assistance.

Lucky Star of the Oceana Group helps us by providing large quantities of essential items. A local distributor of Food Socks—a one-pot, nutritionally balanced meal that feeds four adults—supported us by feeding our traders on Human Rights Day and encouraged everyone to donate Food Socks to our container as stock.

Graaff-Reinet Recyclers collects everything we receive and compensates us for the sorted recyclable waste. Additionally, local small businesses contribute valuable monthly financial support. Many individuals also assist us financially or by volunteering their time.



SUSTAINABILITY

To ensure this project is both sustainable and scalable, we continue to dream big!

We are looking to hire a Project Manager. The community would benefit from additional Clean Trade sites to expand our reach and effectiveness, so our goal is to establish another trading site. Furthermore, we plan to promote community empowerment by recruiting one of our traders as a Trainee Project Assistant to foster skill development.

We are dedicated to reducing our waste footprint. By moving away from repacking and single-use plastics, we provide traders with reusable containers for items such as sugar, pasta, rice, and soap powder.





CLEAN TRADE

THANK

YOU

FACILITATING RECYCLING, DIGNITY & DEVELOPMENT

We value your SUPPORT!

*“One man’s trash is another man’s treasure”
Together, we can clean up Graaff-Reinet.*

You can make a DONATION TO:

Clean Trade Project

Standard Bank

Acc nr: 101 966 602 87

Universal Bank Code



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