



A dynamic social entrepreneur and her team of talented women is making an impact on two fronts – creating much-needed employment and saving our environment, one plastic bottle at a time.

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# ALL WOMAN RECYCLING

The environmentally friendly recycling empowerment project

It is widely held that a major contributing factor to success in business is passion. Decide what it is that you want to do, unreservedly pour your heart and soul into it and you will surely succeed. If this is true, then the ladies of All Women Recycling are on a fast track to fame and fortune.

Founded in 2008 by qualified speech and drama coach and former operations manager for a high fashion retail chain Lynn Worsley, the Cape-based company is building a positive reputation and an impressive client list on the strength of one very innovative product – a

multi-purpose storage container made from recycled plastic bottles known as the kliketyklikbox™. Based on a rough concept Lynn came across on her travels abroad, the kliketyklikbox™ is a beautifully finished, self-sealing product that has myriad uses, from a branded corporate gift to a wedding table keepsake, a kid's party pack with a difference or even a unique recycled Christmas decoration.

Best of all, it is designed, manufactured and marketed entirely by women, most of whom are from disadvantaged backgrounds and the townships of the Cape Flats. ■■■



## AWR STOCKISTS

### Cape Town

Kwalapa – Newlands  
 Cheetah Outreach – Spier  
 Anapanana – Hout Bay  
 Juju et Moi – Groote Constantia  
 The Green Room – Hout Bay  
 Oakhurst Craft Store – Hout Bay  
 Green Health Store – Hout Bay  
 Imhoff Farm – Kommetjie  
 African Experience – Noordhoek  
 Creative Licence – Hout Bay  
 Lu by Lolita – Cavendish Square  
 The Farmyard – Melkbos  
 Starke Ayres – Mowbray  
 Kalk Bay Quarter – Kalk Bay  
 The Ivory Room – Kalk Bay  
 Moyo – Spier  
 African Home – Cape Town  
 The Heart of Cape Town Museum – Observatory

### Gauteng

Le Bijou – Johannesburg  
 Simply French – Johannesburg  
 Lightshed – Johannesburg  
 Moyo – Johannesburg

### Other

Healthy Living – George  
 Africa Joy – White River  
 The Oak Barrel – Knysna  
 The Mustard Seed – Grahamstown  
 Old Joe's Kaia, Mpumalanga

The concept behind All Women Recycling is refreshingly simple and very focused, which is a major reason for their rapid growth. "Our goal is simply to create sought-after recycled products that benefit the environment and empower local women. I have always been passionate about the environment, while my work as a Black Economic Empowerment (BEE) consultant has also made me acutely aware of the need for meaningful employment opportunities in our communities," explains Lynn. In three short years, the company has grown to a point where eight women are permanently employed, a further 10 are employed on a part-time basis and the organisation exports its unique products to Namibia, Germany, Ireland, the United Kingdom, Norway and Switzerland.

"The appeal of the kliketyklikbox™ lies in its simplicity and versatility. We can brand it with corporate logos or colour schemes, and it has the dual positive touchpoints of being good for the environment and good for the community, in terms of the sustainable employment opportunities created. We recycle a whole plastic bottle for every kliketyklikbox™ sold, and currently we sell several thousand every month, so our impact is starting to be quite significant," says Lynn proudly.

The success of the business belies its humble beginnings. Finding herself

divorced, alone and a single mother of four children after many years of marriage, Lynn was fearful for her future. Her sons ran a waste recycling business, the source of an endless supply of plastic bottles, cardboard, paper and glass, but what could she do with them? Remembering a storage container made from a plastic bottle she had seen many years previously, Lynn got out her scissors, glue, tissue paper and varnish and got to work. Many hours of effort later the kliketyklikbox™ was born, the name coming from the clicking sound it makes when opened or closed.

The product was duly registered and trademarked, and Lynn set about finding a group of people to help her produce the item in volumes for what she felt would be a willing market.

Her initial efforts to put together a team involved advertising at the local maintenance court, a place where Lynn had spent many hours fighting for support for her own family and where the plight of many of the women had touched her deeply. However, it was not until she met Johannesburg-based entrepreneur Damien Brown, who believed in the product and business model and put up the initial capital needed to start the company, that things really started to happen. A group of ladies from the local



Lindelwa, Zukiswa, Lynn and Ntombi.



Ntombi completing a klikeyklikbox™.

townships were duly trained, premises were found and the marketing and production of the klikeyklikbox™ began in earnest.

Today the product is stocked in shops across the country, including several blue-chip retail outlets such as Moyo, Starke Ayres garden centre and Spier wine estate. Corporate clients include giants such as Old Mutual, several pharmaceutical companies and Cape Town Tourism, while the klikeyklikbox™ is also developing a niche in the environmentally conscious European market.

The rapid growth of the business caught the eye of Fetola, an enterprise development organisation that runs the ETU Programme, an initiative funded by the Embassy of Finland that aims to help promising small businesses

attain a new level of success. "The ETU Programme is making me more aware of the dynamics of succeeding in the export market. We see this arena as having tremendous potential for All Women Recycling, and it is reassuring to know that I have a support structure that can advise me in terms of strategy and focus," says Lynn.

This year also started with a bang for Lynn and her team. The company was nominated for an award from the Innoxia Circle of Women campaign, an initiative run in conjunction with O magazine that celebrates and supports women-led organisations involved in upliftment projects. Accolades and success aside, however, at its core the company remains focused on helping the environment and empowering women through economic independence. "You cannot sit back and wait for the government to give you opportunities. You must wake up and do something that can make a better life for you and your family by yourself. I am so happy here, I have learned so many things. This is not just my job, it is everything to me," says Zukiswa, who has been with the project from the outset.

South Africa, like many developing countries, faces significant challenges in terms of rising unemployment and new entrants flooding an already saturated job market. In addition, our recycling programmes and sustainable use of resources also lag behind many more developed economies. It is thus heartening to know that the dynamic ladies of All Women Recycling are on a mission to uplift themselves and clean up our country, one klikeyklikbox™ at a time. 🇿🇦

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"Working with women from different backgrounds is challenging, interesting and fun. It makes me laugh, cry, smile and feel I am alive, and we are growing stronger every day." – Lynn Worsley, founder

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Cutting in the sunshine.

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