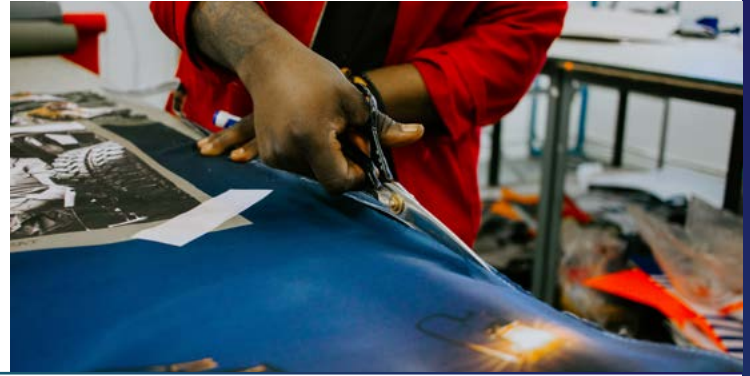


# Banners to Bags



**WISP worked with Scan Display and Sealand Gear to help divert 2 tonnes of waste from landfill and prevent 54 tonnes of CO<sub>2</sub> emissions per year.**

## The Organisations

### Sealand Gear and Scan Display

Scan Display is a nationwide marketing company that manufactures conference display stands and banners. Sealand Gear is a specialised bag and apparel manufacturing company based in Cape Town.

## The Challenge

Scan Display was involved with the South African International Renewable Energy Conference (SAIREC), which was an event held at the Cape Town International Convention Centre (CTICC) in 2015. Before the event, the company asked for WISP's help to find solutions for the various waste streams from the event. Before this, almost all marketing materials used in conference displays were discarded after only being used once. Scan Display wanted to change this norm, reduce their landfill costs and become a more sustainable organisation.

WISP approached a few potential solution providers for the textile waste portion of the waste stream. As a result, Sealand Gear was introduced to Scan Display and the two companies formed a long term symbiotic relationship.

## The Solution

WISP connected Sealand Gear and Scan Display in October 2015. Scan Display was able to supply Sealand Gear with discarded event banners which

Sealand Gear then used in their manufacturing process. This has become an ongoing synergy, as both companies continue to benefit from this connection.

## The Benefits

Scan Display has been diverting 2 tonnes (or 13,500m<sup>2</sup>) of polytwirl to Sealand Gear every year (polytwirl material has a thickness of ~0.2mm). This saves Sealand Gear an estimated R270k per year, as it prevents the need for new polytwirl material which costs about R20/m.

### Economic Benefits



- Cost savings for Sealand Gear of R270 000 per year
- Scan Display saves an estimated R900 per year on landfill gate fees (R450/t at the time of writing)

### Environmental Benefits



- Use of 2 tonnes of polytwirl avoided
- 2 tonnes of banner material diverted from landfill
- 54 tonnes of CO<sub>2</sub> emissions avoided per year



# WISP

Western Cape Industrial Symbiosis Programme

Delivered by GreenCape

## Connecting Industry Creating Opportunity

### About WISP

The Western Cape Industrial Symbiosis Programme (WISP) develops mutually profitable links between companies from all industrial sectors, so that under-utilised resources such as energy and water, and/or materials from one company can be recovered, reprocessed and re-used by others.

#### Driven by Business

The programme uses actual business opportunities as the mechanism for encouraging resource efficiency. Its holistic approach sees it actively dealing with ALL resources including water, energy, materials, logistics, assets and expertise. The programme is based on the highly successful national programme in the UK (NISP), which demonstrated that industrial symbiosis has the potential to significantly reduce industrial and commercial waste and comprehensively lessen the adverse environmental impacts of business.

#### Free Membership

WISP is a free facilitation service funded by the City of Cape Town and delivered by the sector development agency GreenCape. WISP enables synergies to happen by filling the gaps that its members, especially SMEs, could experience due to the lack of time or dedicated expertise needed to identify and implement resource, waste and energy efficient practices. The diversity of the industries in which WISP operates, and the variety and size of its business members, means that WISP has the potential to generate significant economic, environmental and social benefits from the synergies and projects that it brings about.

#### Partnership with Purpose

WISP works hand in hand with leading trade associations, manufacturers and other organisations to add real value to business. We are working in collaboration with the City of Cape Town, International Synergies and the National Cleaner Production Centre (NCPC) and the Western Cape Government.

#### Contact us to become a member and get involved!

[wisp@green-cape.co.za](mailto:wisp@green-cape.co.za)  
[www.greencape.co.za/wisp](http://www.greencape.co.za/wisp)

WISP is delivered by



## GreenCape

Imagining a world where Africa is the most prosperous continent... GreenCape is a non-profit organisation that works at the interface between business, government and academia to identify and remove barriers to economically viable green economy infrastructure solutions in developing countries. By doing this, GreenCape catalyses the replication and large-scale uptake of such solutions to enable

each country and its citizens to prosper. Unlike developed nations, developing countries often lack the subsidies and incentives needed to unlock green growth for prosperity. GreenCape focuses on economically viable solutions - such as industrial symbiosis - with the understanding that bespoke interventions can unlock long term green growth and shorter term economic gain for its members.

WISP is funded by:



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