

SOUTH AFRICA

Eco-innovation in action Case studies from around the world

In South Africa, five ambitious companies used the Eco-innovation Project to develop new business models; all aimed at boosting profits, reducing environmental burdens and improving sustainability. South Africa's eco-innovators operate in the metals sector, but all five face very different challenges that are specific to their field. From kitchen fittings to steel moulds, electroplating to sheet metal and tanks for the wine industry, these manufacturers are now firmly invested in eco-innovation.

Who are South Africa's eco-innovating businesses?



— **MacBrothers**, a B2B manufacturer of stainless steel kitchen fittings, supplies catering equipment for a range of customers. The company aims to innovate through offering its bespoke kitchen designs based on eco-friendly principles – thus improving energy and water efficiency, and passing on financial savings to the client.



— **Fabrinox**, a manufacturer of sheet metal for its customers in food and beverage, agriculture, mining and water treatment, identified three "hotspots" to address during eco-innovation: the fuel and energy intensiveness of material acquisition; highly energy intensive manufacturing; and the end of life of products. As the company moves forward with eco-innovation, it is also adopting an "African strategy" to expand on the continent, and is building multiple industrial partnerships to gain footholds in new markets.



— **Mould Technico** is an SME which is targeting bigger use of recycled plastic products in new African markets and selling its steel moulds to companies in the plastics and packaging industries – especially those who are eyeing the biodegradable plastics segment. It is a business with its eye firmly on the green packaging market of the future.

— **GVTec** manufactures stainless steel casks for the wine industry – mostly to South Africa's Western Cape but also to international markets. For GVTec, eco-innovation means energy and water savings for customers, and boosting profits by 20% by providing services such as tank cleaning and repairs.

— **7Sea**, an electroplating firm from the Western Cape, has targeted innovations in both business and environmental terms: identifying new customer bases in the medical equipment, hospitality and arts and crafts sectors; as well as safer management of chemicals.