

# GREEN CYCLE TOUR

## SOUTH AFRICA 2019



Brought to you by

GreeSpaces South Africa





## ***GREEN CYCLE TOUR SOUTH AFRICA***

The event is an open family green cycle tour in which the public is invited to be part of the green cycling community. The event is a community and open family cycle tour.

The cycle tour carries an environmental message across all ages, and it is an awareness public event. People are encouraged to sign a petition and commit to be part of the #GreenCycleMovementSouthAfrica which runs on social media. This petition is also available for signature on GreenSpaces SA application. Commitment continues with advertisements and conversation around the cause before, during and after the event. The event takes the form of a competition and we have ten winners including number one to five and there are prizes.

The event invites 600 participants who are expected to wear their green gear, we encourage people to bring their own bicycles but will be asked to wrap them with a GREEN, LIME OR WHITE RIBBON to qualify entry to the event. We will also include a branded arm band to be worn during the event. GreenSpaces SA will be hiring out bicycles to participants without their own bicycles at a fee. (prior arrangements to be made to ensure availability on the day)

### THEME OF THE GREEN CYCLE TOUR:

“Cycle For A Green Cause” - Be Committed, **GO GREEN!**

President Cyril Ramaphosa, on his Green Deeds launch in East London, asked all South Africans to get their hands dirty in solving the country’s challenges including the green economic hurdles that are a contributing factor to the society especially on energy, transport and waste management.

### OUTCOMES OF THE EVENT:

The project is as a result of transportation challenges around the country and that includes resources, infrastructure and security. We therefore are mobilizing corporate companies, government, families, individuals and communities in creating ONE ENVIRONMENTAL VOICE CAMPAIGN Platform adding this fun and active element for the benefit of nature and sustainable growth with results curbing traffic jams, carbon emissions and time production delays in and outside of the work environment.

MIGRATION AND URBURNISATION: Not only Cape Town and Johannesburg has been experiencing transport problems from 2015 to date and this project advocates and educates our communities to use cycling as an alternative mode of transport which will help them one way or the other in terms of benefits like health & wellness, safety and community connection in this regard.

## AIMS:

- To impart and share skills and knowledge and be part of the transport revolution: playing a role in sustainable growth.
- To be a leading company in the green education spectrum for future generations.
- To witness the green urban development plans by all involved transport sectors who their mission is GREEN & GROWTH.
- To help our government identify loopholes and in implementing innovative world standard plans.
- To be at the forefront of environmental justice and advocacy addressing issues of social cohesion at the same time.

## OBJECTIVES:

- To reach out to communities and create opportunities in the transport sector and green economy.
- To promote and use these social cohesion events promoting green tourism design and innovation.
- To help communities towards local economic development through innovative transportation ideas.
- To create employment and youth empowerment through collaborative projects.
- To be at the forefront of growth and change for a better-connected society in the country.

## THE EVENT:

Event: South Africa Green Cycle Tour 2019

Venue Start: Century City Conference Centre/Khayelitsha

City: Cape Town South Africa

Date: 30 November 2019

Distance: 16km from Century City to CTICC and 30.4kms FROM Khayelitsha to CTICC

No of invited participants: 250

No of spectators: 300

Exhibition: 20 Stalls....R1 500.00

Cycling Destination: Cape Town International Convention Centre

## CITY TO CITY ACTIVATION GREEN CYCLE TOURS:

These are activation side cycling events towards the main event in October happening alongside the World Economic Forum and the Green Building Council SA Annual Convention.

- Sandton -Gauteng
- Umtata,East London,Port Elizabeth-Eastern Cape
- Cape Town-Western Cape
- Durban



OUR PARTNERS:



**WESGRO**  
Cape Town International Airport  
Cape Town Tourism  
Pick n Pay  
Investec  
Sunday Times  
Uber SA

**SABC**  
Discovery Health  
Cycle Lab  
Old Mutual  
Nedbank  
National Department of Transport  
CSIR



## COMPANY PROFILE

### BACKGROUND:

GreenSpaces South Africa is an ambassador of green economic revolution. It was started in 2015 by green economic entrepreneur, innovator, creative thinker, doer and futuristic entrepreneur, Sakhele Ronald Ndabeni. The company was established as a result of global environmental injustices resulting in the economic downturns driven by non-productivity, sickness, outbreaks and natural disasters. GreenSpaces South Africa was part of the World Summit on Sustainable Development in 2003 in Johannesburg, South Africa. We were part of the team that reported on waste management and the state of landfill sites; in which we interacted with local municipalities, communities and people staying and scavenging at these sites for a living.

### OWNERSHIP:

GreenSpaces SA is a 100% black owned company based in Johannesburg and Cape Town but operates across the country and globally. We are driven to better our environment, health and wellness. Our business entity encourages people and its communities to be more active and productive for better health and sustainable growth.

### OUR CORE BUSINESS:

- Green Relaxation Clinics: these are highly designed relaxation spaces to recuperate.
- Waterless Car Wash Voucher Solutions: a new green waterless gift voucher system for car pampering wherever the car is and whenever you want it to be washed and cleaned.
- Corporate and Public Green Event Exhibitions: these are monthly corporate green awareness events for mobilization for active citizens.
- Green Cycle Tours South Africa: a green family awareness cycling event that mobilizes South Africans on active health green living & lifestyle.
- Schools Green Educational Campaigns: GreenSpaces SA cares about environmental awareness education, debates and dialogues. This project is for school going children and it opens green career opportunities for these kids to stimulate their green attitude for sustainable development.

### OUR PROJECTS:

#### Art & Cars Public Exhibitions

The exhibition is a green public art and design platform to showcase design products made from natural, organic and green material by various artists, designers from handcrafts, clothing, furniture, antiques, vintage and household goods.

#### Uhlaza Roadshows and Debates #GreenYourGardenCampaign

This project event engages communities, especially schools and churches to share their experiences while looking at future generations of environmental caretakers. GreenSpaces SA hosts a series of competitions, debates and dialogues at various schools and churches.

GreenSpaces SA rewards the most developed community garden, we envision this to keep our communities green and clean. In this endeavour, we are partnering with the National Department of Environmental Affairs and Tourism

## BECOME A PARTNER

### Partner Tiers

#### Title Name Partner



R 500 000

- Partner (Event name will become the "SPONSOR Green Cycle Tour")
- All media outlets - Pre & Post Competition advertising - During event video and image ads posted on social media and website
- Marketing inside and outside Venue
- Vending opportunity
- Additional branding opportunities - Branding and equip of athletes area - Branding and equip of recovery area - Supply all judges and staff with apparel, food and beverages
- R500 000.00 per partner / Value added to event

#### Partner



R 150 000

- All media outlets - Pre & Post Competition advertising (social media)
- Marketing inside and outside Venue
- Vending opportunity
- R150 000.00 per partner / Value added to event

#### Water Point Partner (2 x locations)



R 15 000

- All media outlets - Pre & Post Competition advertising (social media)
- Marketing at the water point
- Provide full staff compliment to accommodate the riders
- Provide all water point drinks / snacks for athletes
- Vending opportunity

#### BENEFITS OF BEING A PARTNER:

- Mentioning of sponsors in our radio interviews
- Amazing video and branding opportunity for sponsors.
- Printing of sponsor's brand in our regalia and all promotional and marketing material
- Green awareness workshops (Green Building Council SA / Waste Management)
- Social media and website day to day adverts until the day of the event

- Word of mouth advertising
- Brand Identity and awareness to athletes and spectators
- Brand Association – Be Committed, **GO GREEN!**
- Athlete and community engagement and experience value
- Creating lasting memories
- High spectator involvement and entertainment value
- Encouraging following year participation
- This event will have a Sponsor, Vendor, and Food Village

## BECOME A VENDOR

### VENDORS

- Vending opportunity - 1 Day Vending - Add value to athletes pack - Run athlete special/discount - Run discounted prices just available at Green Cycle Tour 2019
- 2 x 2m Vending area
- R4 500.00 per vendor (cash / EFT)

### FOOD VENDOR / TRUCKS

- Vending opportunity - 1 Day Vending - Add value to athletes and spectators
- Offer specials/discount - Run discounted prices just available at the Green Cycle Tour 2019
- Food trucks will be required to provide both spectators and athletes with fast quality food
- Green Cycle Tour will require agreed upon 15% of sales.

### DRINK VENDOR / TRUCKS

- Vending opportunity - 1 Day Vending - Add value to athletes and spectators
- Offer specials/discount - Run discounted prices only available at Green Cycle Tour 2019
- Drink Vendors / trucks will be required to provide both spectators and cyclists with hot drinks, soft drink and alcoholic drinks to create a festive atmosphere
- SA Green Cycle Tour will require agreed upon 15% of sales.

### HIGHLIGHTS OF THE SA GREEN CYCLE TOUR AND WORLD ECONOMIC FORUM:

The World Economic Forum annually converges in the City Of Cape Town and GreenSpaces South Africa hosts activation green cycling activities in which attendees are treated with short rides on our exhibited eBikes in the area of the Foreshore in the Waterfront.

The World Economic Forum endorses the event project and we are in talks for Africa Green Cycle Tour 2020 which is a country to country project event that addresses economic relations between countries in the SADEC region.

Therefore WESGRO ambassador of Cape Town Tourism and SA Tourism recognises the SAGCT as one of the innovative sustainability destination event tourists should explore.



## EVENT COST BREAKDOWN



Marketing & Publicity (includes: tickets, flyers, banners, posters, radio adverts, social & print media)	ZAR 420,000.00
Travel (includes: car hire & accommodation for officials, coordinators travelling to Dbn, CT & PE)	ZAR 65,000.00
Equipment Hire (includes: branded bicycles & regalia)	ZAR 175,000.00
Prizes & Gifting (includes: prizes & entertainment)	ZAR 45,000.00
Catering (includes: finger lunch for 50 VIP)	ZAR 180,000.00
Transport (includes: transportation of bicycles & event material, equipment & regalia)	ZAR 55,000.00
Insurance (includes: accidents & emergencies)	ZAR 25,000.00
Security	ZAR 48,000.00
Marquee & chair hire	ZAR 55,000.00
Decoration furniture hire	ZAR 50,000.00
<b>Total</b>	<b>ZAR 1,118,000.00</b>

## CONTACT INFORMATION



**NATIONAL LAUNCH**



**GOOD GREEN DEEDS  
PROGRAMME**



**PRESIDENT CYRIL RAMAPHOSA**

**Date: 08 March 2019 | Time: 08h00**  
**Venue: Sisa Dukashe Stadium,**  
**Mdantsane, East London**

CALL CENTRE: 086 111 2468 [www.environment.gov.za](http://www.environment.gov.za)



*Kantoor van die Premier  
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I-ofisi ye Nkulumbuso*



Reference  
Verwysing  
Isingqiniso

**PM 3/2/3/10**

Date  
Datum  
Umhla

**13 August 2019**

**To whom it may concern**

**Letter of Endorsement: The Green Cycle Tour**

The Western Cape Government endorses the Green Cycle Tour- an annual event which takes place in the province and which promotes eco-friendly transport, sustainability and an active citizenry.

The Western Cape Government supports these values as they tie into our objectives of improving resilience and developing innovative responses to climate change. The Green Cycle Tour also encourages citizens to make sustainable choices in their lives, and healthy choices that impact their well-being.

The Western Cape has positioned itself as a cycling hub in Africa, and supports events which contribute towards the development of cycling culture as well as the growth of cycling tourism.

We wish the organisers of the tour well in their endeavours and look forward to the successful hosting of the Green Cycle Tour.

Yours sincerely

**MR A WINDE  
PREMIER**

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