

PVC Banner Upcycling for an Inclusive Green

A Circular Economy Pilot for South Africa

Implementing Partner: Ibala Foundation
Location: South Africa

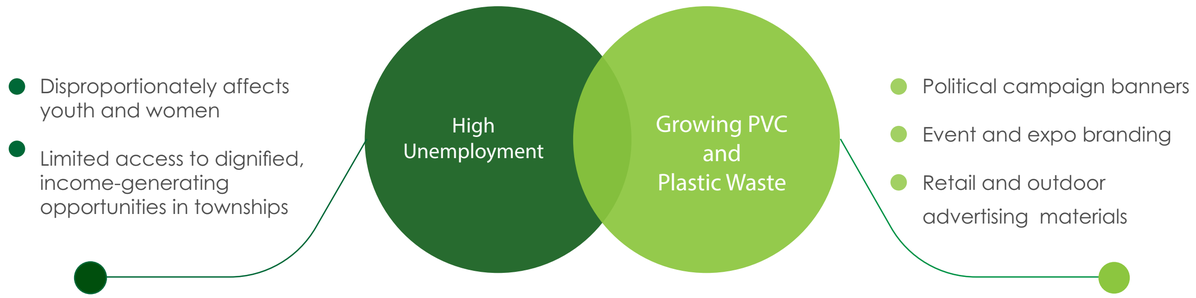
Executive Summary

Ibala Foundation proposes a strategic partnership to implement a PVC banner upcycling initiative that transforms advertising waste into sustainable livelihoods and climate action.

Through this pilot, discarded PVC banners will be upcycled into durable school bags for learners at KwaNtsikana Secondary School, demonstrating how waste can be converted into economic opportunity while addressing environmental challenges.

Context: The Dual Crisis in South Africa

South Africa faces two interconnected challenges:



Organizations, including development agencies, frequently generate large volumes of PVC banners for events and campaigns. Once these events conclude, banners are often discarded, landfilled, or burned — contributing to environmental harm.

Ibala Foundation aims to intercept this waste stream and convert it into valuable, community-benefiting products.



Why PVC Banner Waste Matters

PVC waste presents significant environmental and health risks such as :



This is both an environmental and socio-economic issue. Our solution addresses both by building a sustainable, circular micro-economy.



Our Solution: Waste Products Jobs

Ibala Foundation will collect discarded PVC banners and upcycle them into:



This model transforms waste into employment and enterprise opportunities.

Social Impact (South Africa Focus)

THE INITIATIVE WILL:

1. Create employment opportunities
2. Support women-led cooperatives
3. Integrate informal waste sector participants
4. Provide skills development in:
5. Sewing and fabrication
6. Product finishing and quality control
7. Micro-enterprise and small business skills
8. Offer safe, dignified indoor working conditions

ENVIRONMENTAL IMPACT

By diverting PVC banners from landfills and open burning, the project contributes to:

- Waste reduction
- Reduced toxic emissions
- Climate action at community level
- Practical implementation of circular economy principles

SDG Alignment

This initiative supports:



Pilot-scale projection:

1,000 banners upcycled = approximately 200 school bags produced and distributed.

Implementation Phases

1 Pilot Implementation

- Production of 200 school bags
- Distribution to learners at KwaNtsikana Secondary School
- Documentation and impact reporting

2 Expansion

- Collection of additional banners from agencies
- Production of: Backpacks, conference bags and pencil cases.
- Document folders and laptop sleeves
- Storage and logistics covers
- Community-use items
- Revenue generation to sustain the cooperative model

3 National Scale-Up

- Engagement with corporate entities and government departments aligned with ESG values
- Establishment of a broader national banner recovery and upcycling drive
- Replication across provinces

Sample Range

Shweshwe Backpack



R350 - R500

Shweshwe Pencil Case



R55 - R90

AfroPrint Tote Bag



R150 - R250

Print Sling Bag



R150 - R250



Why This Model Works in South Africa

- Low-cost raw materials (waste stream already available)
- Labour-intensive model (supports job creation)
- Scalable across provinces
- Suitable for township-based economies
- Ready for immediate implementation



Partnership Proposal

Ibala Foundation proposes:

- A 6–12 month pilot programme
- Joint branding and impact reporting
- Community-based implementation
- Technical and strategic guidance

Support Requested

We respectfully request one or more of the following:

- Pilot funding support
- Access to discarded PVC banners
- Programme endorsement
- Scale-up partnership support

Our Vision

- Advertising waste creates opportunity
- Green jobs reach townships
- Circular economy becomes practical, inclusive, and locally driven

ibala Foundation looks forward to partnering with You, to demonstrate how environmental responsibility and inclusive economic development can move forward together.

Thank you.

