

Build sales and customers in the growing green economy.



The demand for sustainable products and services is steadily increasing. Our specialist expertise can help develop and market yours with integrity and impact.

We provide a range of services grounded in many years of experience in both sustainability and marketing:

- Strategy, research and planning
- Branding, campaign concepts and creative production
- Social marketing and behaviour change programmes
- Media planning and placement

We also provide business greening coaching so you can 'walk your talk' with confidence.

Switch over to solar lighting: while the electricity price goes up, your energy cost stays down.

If there's one thing you can count on, Eskom electricity prices will keep going up. Not so the cost of solar energy. Once you've installed your lighting system, it's free and won't change.

Betalights offer a range of affordably priced solar-powered lighting options that are a sound investment. Built to be tough, reliable, and easy to install, they are ideal for our African conditions.

- Indoor and outdoor options
- Special LED hi-bright lights
- 56 hour battery back-up
- Secure lighting in any emergency
- New lead-crystal (not acid) battery
- Lighten your carbon-footprint
- Finalist in 702 SME Awards
- Central Energy Fund (CEF) endorsed

Get the full picture on solar-powered lighting. Simply SMS 'solar' to 072 - 317 3902, and our representative will call you back.

Betalights solar lighting systems are distributed by RMG International Distribution. To see the range, visit www.betalights.com. For the outlet nearest you, call RMG at: 086 727 7599

Cleaner energy? The answer is blowing in the wind.

New sources of energy that don't pollute or add to greenhouse gases are needed, now. The Green-Cape Initiative is at the forefront of facilitating wind, solar, biomass and wave solutions in South Africa. Partnering with government and industry to unlock research, training and technology. Fast tracking the transition to a low carbon economy. Providing energy, creating jobs - while maintaining a healthy planet.

A sector development agency of the Western Cape Provincial government and the City of Cape Town.
For more information, telephone: 021 511 0250
Email: info@green-cape.co.za Website: www.green-cape.co.za

If you're not recycling, you're throwing it all away.

Sourcing and processing new materials for products takes a heavy toll on our environment. It's much better to recycle what's already been produced so it can be used again and again, saving on resources and energy.

If you're not yet recycling, get into the routine now. One out of every two Deep South residents are already recycling. With our free weekly collection service, it's a lot easier than you think. And it makes a big difference. For more details, go to www.wastecontrol.co.za Or ask a neighbour.

Deep South Peninsula Recycling Stats: June 2009: Materials collected: 110 tons Est. number of residents recycling: 6753 Residents participation rate: 58%
Contact: Waste Control: 021 507 8700 Email: info@wastecontrol.co.za Visit www.wastecontrol.co.za City of Cape Town Area Manager: 021 704 1005

Selected clients include: Green Building Council of SA, Distell, Foschini, Santam, City of Cape Town, Metropolitan Life.

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