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Cape Town's only
**Carbon-neutral
Transport Service**



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The Green Cab Newsletter June 2011 - 3rd Edition

As we are heading into the Green Season...GreenCab is gearing up for a service fine-tuning and development of exciting new products to hit the road by the beginning of the tourist season.

It has been a busy month with the highlights featured below including: being chosen to present GreenCab as a case study for Responsible Tourism at the recent pre-INDABA Responsible Cities Conference; and servicing our first Mobile Branding contract during the World Economic Forum.

INDABA 2011 – ETEYA & RESPONSIBLE TOURISM IN CITIES CONFERENCE

GreenCab had the honour of being selected to present itself as a Case Study during the afternoon session of this Conference. The focus was on practical, operational matters pertaining to the tourism private sector, including SMMEs, larger established businesses and corporate multi-nationals, when adopting, implementing, managing and marketing Responsible Tourism.

Ample reason for the GreenCab MD and sales representative, as well as colleagues from the Cape and CTRU, to be in a festive mood. To listen to the Business Case for Responsible Tourism and the Closing Remarks visit the Conference Webcast Archives [here](#).

GREEN RAIL & RIDE FATHER'S DAY SPECIAL OFFER!



Looking for something different to do with family and friends on Father's Day, Sunday, 19 June 2011?!

This is your chance to go down memory lane with a steam train ride on Atlantic Rail's steam locomotive with its old-world, wooden-bodied vintage coaches dating from 1922 to 1938. One of the coaches is a lounge car with a full cash bar service. The train follows the scenic route that winds along the rugged coast of False Bay with the waves crashing on the rocks below, through villages scrambling up the steep slopes and along the beautiful coves and beaches. The Atlantic Rail steamtrain departs Cape Town station at 10h30 and arrive in Simonstown at 12h00 where it departs at 15h00 for its return journey to town.

Prices are: R220 for Adults and R110 for Children 3 to 12. *BOOKING IS ESSENTIAL* info@atlanticrail.co.za or 021 556 1012 (office hours).

Why not extend this experience with a return shuttle from Simonstown station to Cape Point/The Cape of Good Hope Reserve on The Green Bus and enjoy lunch at the Two Oceans Restaurant?

Prices are: R230 per person inclusive of the entry fees at Cape Point and a 90 minute stop-over. To book mail bookings@thegreencab.co.za or call: 021 418 0982 (office hours)

“GREEN DEAL” WITH RHEBOKSKLOOF – EDUCATIONAL

What does a Rhebok, a Red Bull, a Green Hippo and a Green Cab have in common!?

Come find out by joining us on our next educational on 8 June 2011 to launch our exciting “Green Deal” Winter Conferencing Day Package special in conjunction with Rhebokskloof.

[Click here](#) for details of the invitation or mail Cheryl Schmidt at venueoptions@mweb.co.za.

[Click here](#) for details about The Green Deal for your next Conference.

GREENCAB IN THE NEWS

AR
Atlantic Rail



RHEBOKSKLOOF
WINE ESTATE



Radio SAFM “Otherwise”

GreenCab’s MD and Sales & Marketing Director were interviewed by Nancy Richards on this iconic radio show with its other-wise, mostly female listenership. It gave the company a unique and valuable opportunity to continue to share and lead the green drive toward sustainable mobility.



HEART 104.9

This foremost Cape Town radio station demonstrated that it has climate change “at heart” by choosing to “go green” in contracting our GreenBus and Cabs to transport all their staff to their recent teambuilding session at the Caledon Hotel Spar and Casino.

Keep you ears tuned to this station for an exciting GreenCab green mobility campaign scheduled to hit the airwaves in the near future!

GREEN MOBILE MARKETING

GreenCab had the privilege of transporting the Ernst & Young delegates, including their Global and Africa CEOs, attending the recent World Economic Forum held in Cape Town from 4-6 May 2011.



The heavily branded fleet of up-market Hyundai H1 Wagons created quite a stir and drove the profile of this prominent financial services company to even greater heights. A great trial-run for putting GreenCab mobile advertising opportunities in the limelight and firmly on the South African sustainable branding agenda!

WHAT OUR CLIENTS SAY

Ernst & Young

“Thank you for all your assistance in co-ordinating the vehicles for WEF. It was a great success and an absolute pleasure working with you and the GreenCab team. I hope we get an opportunity to work with you again in the future.”

Ms. Deanne Friis-Smith: Marketing Manager, Accounts & Business Development



Adidas

“I am pleased to inform you that everyone commended the excellent service. This is not the first time that I am getting such positive feedback. We are looking forward to doing some further business with The Greencab”.

Ms. Leonie de Klerk: Personal Assistant to Winand Krawinkel
Managing Director of Adidas SA (Pty) Ltd



Olympia Cafe & Deli

“Great, thanks for the follow up, on time, clean, Keith very presentable and a good driver, was a far better option than driving ourselves, and we will probably use the service again, thanks.”

Kenneth McClarty: Owner

GREEN BUSINESS & MOBILITY MILESTONES

There is greenwashing...and then there is green washing! In keeping with the “Green Season” theme...some interesting facts on the dangers of marketing greenwashing and tips for green car- washing.

Why inauthentic green brands are doomed to fail in a recession

This informative article unpacks which green products are first to lose their allure when consumers are forced to cut their spending. Good news for GreenCab is that “Dark Green” consumers who are environmentally more educated and more committed, are more inclined to stick with “pure play” brands that deliver both value and values. That’s Us! [Read more...](#)



What is the waterfootprint of your car-washing?

By the year 2025 it is projected that two-thirds of the world population will suffer under great water stresses. If you're washing your car purely out of habit rather than necessity, it can often come at a cost to the environment through excessive water use and the effect of chemicals in detergents. If you are not quite ready to go “waterless” - take a deep breath and at least try to go cold turkey for a while. Look at this link on page 2 of the GreenTips section on the CarbonWorx website for simple tips to lessen your car washing impact. [Read more...](#)



And while you are at it, why not buy your very own CarbonFree Card at the same time?!

[Read more...](#)

thegreencab

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needs.

