

# thegreencab

no more guilt trips



CA 730-282

# INTRODUCTION

As South Africa's leading sustainable transport operator, The Green Cab has as its mission to pioneer an aggressively green transport solution that contributes significantly to addressing the challenges related to global warming and economic and social transformation & development.

As such, it has taken action to reduce its carbon footprint by deploying a wide range of "green technologies". Through this initiative it has assumed a pioneering position in the Sustainable Mobility arena that has attracted interest from the top companies in South Africa who realise that it is imperative for their businesses to contribute to reversing the current slide into ecological debt.

The Green Cab initiative has stimulated substantial interest in the tourism sector as South Africa starts to adopt the principles of responsible tourism in an effort to reduce the negative environmental impact of the tourism sector, a key economic driver.

## OUR SERVICES

### TECHNOLOGY

The GreenCab has tried and tested technology that reduces carbon emissions and saves fuel costs. It continually researches new products and ensures that the manufacturer's claims are valid through an alliance with the Chemical Engineering Department at the University of Johannesburg. Its technology solutions include, but are not limited to the following:

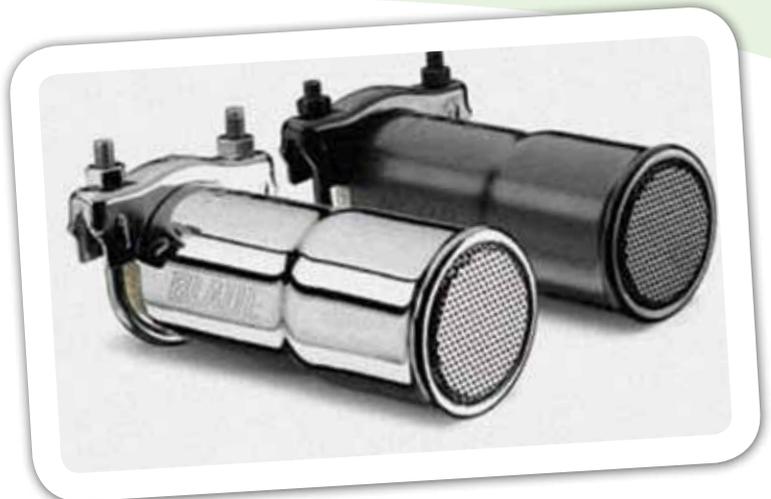
#### 1. Liquefied Petroleum Gas Conversion

The Green Cab has commissioned technology in our petrol powered vehicles that allow it to be fuelled by Liquefied Petroleum Gas (LPG) that has 87% less ozone depleting potential and reduce carbon dioxide of up to 12% as compared to petrol.

A gas tank is fitted onto the vehicle that stores the LPG that connects to the fuel system. The installation is undertaken by an accredited South African Bureau of Standards (SABS) installer. All Hyundai converted vehicles are signed off by the manufacture's Technical Director to ensure compliance to international standards.

#### THE BENEFITS OF LIQUEFIED PETROLEUM GAS (LPG)

- Reduces pollution that results in better air quality
- Decreases carbon dioxide emissions
- Diversification of energy sources
- Cost effective – approximately 20% less than petrol
- Immediate access through quick installation
- Access to supply through the set up of autogas dispensers at company depots
- Mature technology
- Significantly less harm to the environment in the event of spills as it is easily absorbed into the atmosphere
  - Easy to use
  - Estimated 15 million vehicles in use worldwide



#### 2. The Blade™

Blade is an environmental technology that easily attaches to the tailpipe of a petrol-powered car, SUV, light-duty truck or Hybrid to capture toxic particulate material (PM) – a type of air pollution responsible for causing acid rain, crop degradation, global warming, urban smog, cancer, respiratory disease, asthma and premature death. Blade also reduces CO<sub>2</sub>, the primary greenhouse gas, by up to 12 percent. An added side benefit of the technology is that it increases fuel efficiency up to 2.5km per litre.

#### BENEFITS OF THE BLADE

- Reduces fuel consumption by up to 34%
- Reduces carbon emissions by 12%
- Reduces air pollution by 57% through the filter
- Improves efficiency of the vehicle's catalytic converter
- Improves engine's volumetric efficiency





### 3. Envirox™

Is a liquid additive for diesel fuel that is released from a Catalytic Converter unit fitted into the fuelling system of the vehicle. The unit is recommended for diesel vehicles and will reduce emissions significantly.

#### **BENEFITS OF ENVIROX**

- Changes the way fuel burns so that it delivers more useful work with every piston stroke, translating into improved fuel economy
- Helps burn away waste deposit from the inside of your engine, a cleaner engine is a more fuel efficient engine
- Delivers environmental benefits by reducing waste products released by automotives, including CO<sub>2</sub>, unburned hydrocarbon and particulates
- No engine modifications are required
- the dose rate of additive is extremely low at just 5-10 parts per million of cerium oxide in the fuel.

### 4. The Diesel Polishing Device

This is a secondary Diesel Polishing Device that is a revolutionary fuel system component that assist fleet owners to develop a sustainable fuel management policy. Advanced emission control technology removes particles larger than 0.5 micron. This ensures complete combustion that limits harmful emissions & enhances fuel efficiency.

#### **BENEFITS OF THE DIESEL POLISHING DEVICE**

- protects the injector and injector tips from damage
- protects the holes at the bottom of the injectors from being worn out
- protects the diesel pump from damage
- protects the engine oil from being degraded because of diesel seeping down the cylinder wall
- enhanced performance of the engine to the economical advantage of the owner
- prevents and lessens poisonous gasses and smoke released (an added 17,59% less than other diesel filters) into the atmosphere (the first 'green' solution in filters for the diesel industry)

#### **TEST RESULTS**

- *Technical report by Mike Bond. SANAS Accredited Laboratory.*
- *Naschem/Denel Test*  
Diesel Cleanliness = 99.6%  
Particle Size = 0.5 Micron
- *PEETS/Technology Innovation Agency*  
"The results have shown a significant average reduction in carbon monoxide CO (35%), nitrogen oxides NO<sub>x</sub> (26.1%) and hydrocarbons HC (34.3%) emissions after the filter was installed in the vehicles."



## OUR SERVICES

### CORPORATE BRANDING

The Green Cab creates opportunities for companies to form an association with a low carbon shuttle service through the branding of vehicles at large events. It allows companies or government departments to communicate their environmental messages to a large national and international audience. Below is an example of our branding for Ernst & Young at the recent World Economic Forum that was held at the Cape Town International Convention Centre.



### DRIVING SUSTAINABLE MOBILITY DRIVER TRAINING

This course creates awareness among drivers about how their driving influences the volume of carbon emissions and teaches them to how to drive to reduce emissions. The course includes both a theoretical and practical component and the duration of the course is 2 days.



### DRIVER BEHAVIOUR REPORTING

Once drivers have completed a sustainable mobility driving training course, it is recommended that driver behavior be measured and monitored to ensure that the knowledge acquired is implemented effectively. Reporting can be done by driver, by department or cost centre and targets can be set to reduce emissions. It also creates ongoing awareness and education that will be extended beyond the people in the organization.

### CARBON REPORTING

As a result of imminent legislation regarding Carbon Taxes, companies will have to set up systems that record their carbon emissions. The GreenCab provides such systems that facilitate reporting in the way that the company defines it. It could be in line with business units, cost centers, etc. The carbon reporting will be for transport services used in the company's or employees vehicles.

### SHUTTLE & TOUR SERVICES

The GreenCab has a fleet of vehicles that have been modified to either run on Liquefied Petroleum Gas (for petrol vehicles) or are deploying Diesel Particulate Filters (for diesel vehicles). This division of the business has been in operation for the past two years and has positioned itself as a preferred supplier to many professional conference organisers of large groups. Services include an on line booking system, airport meet and greet services, on site transfer and tour co-ordination. Services are supplied to many corporates for their events as a way to reduce their carbon footprint.



## CONSULTING SERVICES

As a result of on-going knowledge having been acquired in the area of Sustainable-Mobility, The Green Cab provides consulting services to clients who are committed to eliminating greenhouse gas emissions through the use of technologies. There include establishing a base-line; designing and implementing customised interventions; monitoring, verification and certification.

## GREEN TRANSPORT CERTIFICATE

A green transport certificate is issued to client to show that the transport of their company is carbon neutral and quantifies the distance travelled and resultant emissions. This is done in conjunction with the South African Carbon Protocol who certifies that the emissions were sequestered.



## THE TEAM



### AMIENE VAN DER MERWE

Amiene van der Merwe, the Managing Director, holds a Masters Degree in Education obtained at the University of Oregon, USA, in 1989. She returned to South Africa to co-found a NGO offering Peace and Democracy Education to youth leaders. Thereafter she spent half a decade undertaking rural community development work whilst also acting as a teacher trainer in the Enterprise Dynamics enterprise training programme. She was elected by the Department of Trade and Industry as a representative for women in craft in the Western Cape to attend the Global Summit for Women in Hong Kong in 2001.

Upon entering the tourism industry in 2002, she qualified as a tourist guide and shortly afterwards launched her own specialist Tour Operation catering primarily for the need of women travelers. For the past 5 years she is the sole proprietress of an office block in Kalk Bay, Cape Town.



### LYNN MAGGOTT

Lynn Maggott, a Non-Executive Director, is an accounting professional who completed a National Diploma in Cost & Management Accounting at the Cape Peninsula University of Technology in 1983. Lynn held the position of Financial Manager at a number of world class manufacturing businesses throughout her 20 year career-span that included Pfizer Pharmaceuticals, Brand House, Indigo Cosmetics and Cadbury's South Africa. In 2003 she started her own Destination and Events Management Company offering professional conference, event and incentive co-ordination services.

She is a widely recognized player in the tourism industry and as such served as Chairperson of the Western Cape Chapter of the prestigious SATSA (Southern Africa Tourism Services Association) from Aug 2006- Aug 2007.



### VENETIA VOLKWYN

Venetia Volkwyn, a Non-Executive Director, obtained a Diploma in Business Management and a Certificate in Public Relations from the Damelin Management School.

She was the Communications and Community Affairs Manager for Warner-Lambert SA before it merged with Pfizer. Major components of her job function included the successful implementation of the company's Public Relations and Corporate Affairs strategies as well as the management of their Corporate Social Investment programme. She was also responsible for coordinating various conferences, functions and events for the company. As a qualified tourist guide, she has been working in the tourism industry since 2002 before branching out into business tourism. She presently runs a successful Destination Management and Events Company.



### THOPE LEKAU

Thope Lekau, non-executive director, received the H.J. Heinz Foundation Fellowship to study small scale entrepreneurship at the University of Pittsburgh, USA in 1997. Two years later she established Kopanong B&B in Khayelitsha that has since attracted many prestigious tourism accommodation nominations and rewards (Tygerberg Tourism Bureau Award of Excellence, 1999; final shortlist AA Travel Guides Accommodation Award Program, 2001; AA Travel Awards finalist for Township Modern B&B, 2005).

As a registered tourist guide and community economic development worker, she is a role-model and local legend. She is dedicated to the economic betterment of the community and as a trainer who is in advance stages of securing THETA (The Tourism, Hospitality, Sports Education & Training Authority of South Africa) accreditation, she mentors local women in guesthouse keeping, small business management and catering skills. In 2006 she represented South Africa in a Department of Trade and Industry Trade Mission to Ireland.



## FEROSE OATEN

Ferose Oaten, non executive director, is the managing director and sole member of AVTS Roadworthy Stations. She serves as president of the RMI (Retail Motor Industry Organisation) and chairperson of the Businesswomen's Association (BWA) in the Cape, as well as being national vice-president of the BWA. She is also an experienced trainer and facilitator.

She studied Librarianship at UCT, and then worked at the Koeberg Nuclear Power Station for 12 years, occupying positions ranging from information management to human resources, transport management and finally in quality process management. She also completed a SMP (Senior Management Programme) at the University of Stellenbosch Business School. She joined AVTS as the test station manager, and took over the business, in a buy-out in 1997. Since then, she has grown the business from the one branch, to 7 branches in the greater Cape Town area, employing 78 members of staff.



## SPIER HOLDINGS

Spier Green Capital, represented by non executive director, Tanner Methwin, has a 30% share in the Green Cab.

Tanner Methwin has been working in the field of Social Innovation for the last 20 years assisting public, private and not-for-profit organisations to build a more environmentally conscious, socially just and abundant world.

In Los Angeles, California Tanner served as the Executive Director of LA Works, a volunteer action centre, which develops and implements community service projects. Upon arriving in Cape Town, South Africa, Tanner was the Director of Source Consulting, a management consulting firm whose clients included the Paraffin Safety Association, Jazzart Dance Company, Cape Metropolitan Council, and the Independent Development Trust to name a few. Presently, he is the Executive Director of the Africa Centre, an inter-continental arts and cultural organisation, based in Cape Town, that is dedicated to the use of artistic dialogue, theory, and practice as a tool for social activism. While at the same time, Tanner also serves as Director of Earth Capital, an investment management and consulting company, which focuses its investments on start-up and early stage businesses within the green goods and services sector. Earth Capital also consults to larger businesses and organisations interested in transitioning and achieving sustainable business practices.

He currently sits on several boards including: The Kalakuta Trust, Spier Holdings, Biolytix, African Centre for Cities, GreenCabs and the Africa Centre.

Tanner achieved a Bachelor of Arts degree at Vassar College in New York and a Masters of Business Administration from the Drucker School at the Claremont Graduate University, in California.



## OUR CLIENTS



## OUR ACCOLADES

- 2009**      **Winner of the Enablis Business Launchpad Competition**
- 2010**      **Provincial Winner of the Emerging Tourism Entrepreneur of the Year (ETEYA) Award**
- 2011**      **Finalist in the Transport Category for the Eco-Logic Awards**
- 2012**      **SKAL International Sustainable Development in Tourism Award**
- 2013**      **Women in Entrepreneurship, Infrastructure and Sustainable Energy Development Honorary Award**