

Stuffing for Bears who Care



WISP worked with The Care Bear Project, ATSI and The Courier Guy to help save The Care Bear Project R10 800 and divert 0.18 tonnes of waste annually from landfill

The Organisations

The Care Bear Project is a community initiative aiming to uplift local rural communities, by providing employment and much-needed income for families, and by using the product of their work, teddy bears, as a means of bringing joy to the children in these communities.

Advanced Technical Sock Industries (ATSI) is a high end sock manufacturer in the Western Cape

The Courier Guy is a delivery service company operating in South Africa.

The Challenge

ATSI generates yarn fluff as a by-product from its sock production. The company has been stockpiling the yarn fluff as it did not have a solution for the waste stream, and it did not want to send it to landfill. WISP undertook to assist the organisation by identifying a reuse opportunity for the yarn fluff.

WISP identified The Care Bear Project as a potential off taker for the yarn fluff. The Care Bear Project requires stuffing, which can be quite expensive, as a raw material input in the production of its bears. However, as The Care Bear Project is based in Pietermaritzburg, Kwa-Zulu Natal, this made the solution quite challenging.

The Solution

WISP, in an effort to divert the yarn fluff from landfill and find a cost-effective solution for the use of stuffing, identified a potential synergy between ATSI and The Care Bear Project and introduced the two companies. ATSI sent fluff samples to The Care Bear Project, so that the fluff could be tested to see if it would work in

the teddy bears. The Care Bear Project was happy with the outcome of the test batch, however the distance to transport the fluff still posed a major challenge.

The Care Bear Project contacted The Courier Guy in an effort to resolve the problem. The Courier Guy was willing to sponsor the transport of the fluff from ATSI in Cape Town to The Care Bear Project in Pietermaritzburg. In so doing, The Courier Guy came on board as a CSI partner and now provides free transport of the yarn fluff from Cape Town to Pietermaritzburg twice a month.

As of February 2020, ATSI, with the support of The Courier Guy, has sent approximately 225kg of fluff waste to The Care Bear Project. The synergy benefits ATSI, as the company saves on waste disposal costs, with ATSI previously paying R556 per tonne for the disposal of general waste.

The Care Bear Project no longer has to purchase any stuffing for their bears, and have therefore saved R10 800 annually, allowing the organisation to create more teddy bears and employ two additional employees.

The Benefits

Economic Benefits



- R10 800 saved by The Care Bear Project through the use of recycled sock fluff as stuffing for the bears

Environmental Benefits



- ATSI waste diverted 0.18 tonnes annually
- Fossil GHG CO₂e savings = 4.187 tonnes for ATSI



WISP

Western Cape Industrial Symbiosis Programme

Delivered by GreenCape

Connecting Industry Creating Opportunity

About WISP

The Western Cape Industrial Symbiosis Programme (WISP) develops mutually profitable links between companies from all industrial sectors, so that under-utilised resources such as energy and water, and/or materials from one company can be recovered, reprocessed and re-used by others.

Driven by Business

The programme uses actual business opportunities as the mechanism for encouraging resource efficiency. Its holistic approach sees it actively dealing with ALL resources including water, energy, materials, logistics, assets and expertise. The programme is based on the highly successful national programme in the UK (NISP), which demonstrated that industrial symbiosis has the potential to significantly reduce industrial and commercial waste and comprehensively lessen the adverse environmental impacts of business.

Free Membership

WISP is a free facilitation service funded by the City of Cape Town and delivered by the sector development agency GreenCape. WISP enables synergies to happen by filling the gaps that its members, especially SMEs, could experience due to the lack of time or dedicated expertise needed to identify and implement resource, waste and energy efficient practices. The diversity of the industries in which WISP operates, and the variety and size of its business members, means that WISP has the potential to generate significant economic, environmental and social benefits from the synergies and projects that it brings about.

Partnership with Purpose

WISP works hand in hand with leading trade associations, manufacturers and other organisations to add real value to business. We are working in collaboration with the City of Cape Town, International Synergies and the National Cleaner Production Centre (NCPC) and the Western Cape Government.

Contact us to become a member and get involved!

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WISP is delivered by

GreenCape

GreenCape was established to promote the development of the green economy in the the Western Cape Province. We assist viable green businesses and potential investors in the green economy to remove barriers to their establishment and growth. Our aim is to help unlock the investment and employment

potential of green business, technologies and manufacturing and put the province on course to become the green economy hub for Sub-Saharan Africa. This work, in turn, contributes to improving the resource efficiency, carbon intensity and resilience of the regional economy.

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