

## Roeland Mvokwe's New Entry: Green City Ranks

Johannesburg, South Africa  
Roeland Mvokwe



Year Founded:  
2015

**Organization type:**

for profit

Project Stage:

Start-Up

**Budget:**

\$50,000 - \$100,000

Website:

<http://www.sagreenfund.org.za/wordpress/about-the-green-fund/>

**Facebook:**

<https://www.facebook.com/mvokweinvestments>

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### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

We are starting a Green City Ranks Project in the Gauteng Province, starting with Johannesburg Taxi ranks. The purpose of the project is to bring local government and Taxi Associations in working together to clean, maintain and save water & educate public in this initiative through clean structures.

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

What if we run out of clean water in the whole world?

#### About Project

**Problem: What problem is this project trying to address?**

The City of Johannesburg has major taxi ranks, which carry 90% of our commuters to various destinations, both local and long distance. These taxi ranks are in a very filthy state, not only overflowing bins pollute these structures, but the toilets have leakages, taps are not closing properly and anyone who use the toilets have less care to close a running water tap unattended. Public is not educated enough about taking care of this water as well.

**Solution: What is the proposed solution? Please be specific!**

We see an opportunity and a gap between government and independent taxi body, SANTACO. We seek to establish a sustainable project which will serve to clean these taxi rank structures. We would like to fix all the taps in these places to save water, to provide clean toilets and provide clean showers for long distance travellers to refresh in the taxi rank efficiently. We would like to bring local government in this project by way of funding this project and granting us a go ahead to use these public structures in cleaning them, provide clean toilets and showers, to install security cameras to combat crime and use these structures to promote and educate the public in SAVE WATER campaign. Waterless car wash facilities will also be built.

**Awards**

Nothing Yet

**Impact: How does it Work**

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

This project will be answering many questions, one being the green environmental issue, green cleaning project will not only address a matter of cleanliness in public structures, but will also promote a better use of water resources. It will be answering many calls of employment for the youth, and bring many skills to employ. It will develop youth to attain various skills which will be a major need and in constant use in mobilising this project, from one structure to numerous taxi rank structures through out the country. Primary activities will include revamping and cleaning the Taxi Rank structures in general, Fix the water leakages and save water, promote clean and secured space of living, employ and develop youth for many skills.

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

The project is still in it's initial stages. We have engaged with SANTACO, the primary partners for this project who have expressed a great interest to this project. The strategic team have given us thumbs up and have expressed that this kind of project they already have an idea of it. However they have not worked to established them. Bafana Magagula is in Projects within SANTACO is the main person we deal with. The project will promote Cleanliness in these structures, Promote water Saving and establish waterless car washes to promote and lead other enterprises to buy in this idea and use waterless car wash to save water, and take up the save-water campaign

**Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

The main aim is to bring together main bodies which will be a vehicle to this project, with us being the engine, these engines are, Environmental Affairs, Rand Water and SANTACO. We are also targeting international organizations like the Rockefeller Foundation and many others to join hands with us in upgrading the public transport structures to a most highly clean preferred places. We want to educate the lowest class of people and the community in respecting public spaces, keeping clean environments and saving water. We will develop various skills, and engage British Council and others.

**Sustainability**

**Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

Our strategy is to initially explore three main partnership avenues: 1. Provincial Economic Development Department which has interest to support such projects. 2. SANTACO, the main taxi body that will be primary mediation between members of taxi owners and us the project owners. 3. International Foundations. Our eventual partnerships will guide our long term sustainability decisions and plan

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

In South Africa, there is no body or organization running this project. We want to establish it from scratch.

**Team**

**Founding Story**

I have engaged myself with a number of youth organizations like ACTIVATE, Future Leaders and Global Business Roundtable (GBR). I went in these organizations with one thing in mind, to seek and develop the idea of what I can do for my nation and how I can contribute positively in the environment and grow other young people. I have identified numerous project opportunities but this one is the most important one start with which will give rise to other youth involving projects. I look at our Taxi ranks around the whole country, they need serious attention, I look at the rate of water lost due to leaking taps in these structures, I look at the level of crime taking place and we have no security

**Team**

Myself, from Business and Accounting back-round, to working and participating with numerous youth organization, to a founder of Mvokwe Investments and the proposer and founder of green City Ranks. I have co-director, a black lady, from restaurants management back-round and garden and Nursery business, who has wealth of environmental and green space needs. Another co-director is a lady from UN organization, with high level of Accounting and Project management skills. As a team we plan in developing and acquiring more Project Development and Management skills and youth coaching skills in making this first project success. We will engage with various stake holders in mentorship and skills development. Defined roles will be cross referenced and handled by all of us and share a load and revolve in these roles for thorough understanding of the business roles.

**Background**

**Please confirm how you heard about the Unilever Awards:**

Facebook Page - Unilever

**Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:**

Founder - Managing Director

**Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]**

Clean Water and Sanitation, Decent Work and Economic Growth.

Leadership and the Unilever Awards

**Please provide examples of any previous entrepreneurial initiatives you have pioneered.**

I have led Mvokwe Investments in garden and landscape contracts in Springs Gauteng, a project that lasted 6 months and garden landscaping and design.

**Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?**

I am engaging in mentorship with NYDA Johannesburg & Shanduka Black Umbrella. I also engage with a good friend of mine who used to work for McKenzie Consultants, but now running his successful Strategic and Advisory Business.

**Source URL:** <https://www.changemakers.com/globalgoals2015/entries/roeland-mvokwes-new-entry>