



Into the Green

Keeping the focus on the environment



Ubuyne is now in the BUILD phase and returning to programme activities that started over 6 months ago.

GREEN BUSINESS PROGRAMME

Green Business resource book



Ward 7 and 9 of Rural Ngqushwa Municipality

Introducing
THE
GREEN BUSINESS
RESOURCE BOOK

A tool for
Sinako
(Savings & Livelihoods)
Programme

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SECTION 1: AREA DESCRIPTION

1 GLENMORE

Geographical location
The Glenmore Village lies in the border between Makana and Ngqushwa Municipalities. The village is located Ward 7, Ngqushwa Municipality in the Amathole district of Eastern Cape province.

Leadership
The community is headed by a ward councillor named who works with a committee selected by the municipality. The village also has a chairperson who has a committee of persons formed by residents. Glenmore is served by the Tyfu police station same as other ward 7 villages.

Culture and traditions
The people in Glenmore community, like anywhere in the Eastern Cape region, are majority Xhosa speaking people who cherish their traditions, language and culture. Regularly they practice practice all forms of traditions including amakiso (slaughtering for ancestors), luko (initiation of young males commonly known as going to the bush). The community has a traditional cultural chief (Chief Msimu-at the time of writing) who lives in Tyfu area.

History of the area
Historically, Glenmore was part of the Siskai homelands divided by the apartheid government at the time. Compared to other neighboring areas, the residents of Glenmore community were resettled there in 1979 after the forced removal of people from their original fertile settlements in areas of Alexandria and Bushman areas which are famous for agriculture. Before ultimately settling at the current Glenmore area, in 1986 people first settled at Emaylangeni which is about 3 kilometers out of Glenmore, as the government constructed the houses for people to stay.

Socio-economic
Majority of the people in Glenmore are farmers and most families have an allocated piece of land outside the community. Besides farming, other people are involved in livelihoods activities including micro businesses. Details in Section 2.

Environment and settlement
The area has a nucleated settlement pattern with most of the houses shielded from strong winds by windbreaks (trees around them). Glenmore has a stable water supply more than most neighbouring areas such as Ndwayana, Pikoli and Ndlambe partly because it has a water plant located there. The vegetation of the area is scanty, semidesert-like and the soils are loamy within the settlement area and gravel outside the community.

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SECTION 2: CURRENT STATUS OF BUSINESSES

GLENMORE

Nature of existing businesses

As expected, there are existing micro businesses in Glenmore community. The existing businesses operate on a capitalist model whether green in nature or not. A few existing micro businesses can be classified as 'green' although the business owners do not understand what a green business entail. Below are some of the existing businesses identified in Glenmore.

Figure 1: Map of Glenmore village indicating various commercial activities

Situation analysis: Glenmore, Pikoli, Ndlambe & Ndwayana

Type of business	Description	Sustainability
Piggery	The farmer raises piglets for slaughter, sells pork to the society. Has previous experience with pig farming but need more skills to make it sustainable.	Sustainable on a local level and has potential to providing income to the household. Is gender-inclusive and neutral to the environment
Agriculture (vegetables -7)	Seven households use backyard gardens to grow vegetables on a micro-scale for sale in the community. Not enough to satisfy the demand in the community for fresh vegetables.	Provide income to the support family but is seasonal. Gender-inclusive and not harmful to the environment
Soap-making	The group makes bar soap of various types for sell within the community and to the Uthando brand of Ubuyne Foundation.	Is economically sustainable and uses biodegradable materials. Is gender-inclusive and provides family-supporting income
Goats farming	Several households are farming goats on a subsistence scale. Face the seasonal market as traditional festivals determine demand	Economically unreliable, although it has safe working conditions. It provides fertiliser to home gardens and is neutral to the environment
Paper bags business	A group of women recycles paper to make shopping bags for a business out of the community.	It checks all the boxes. Inclusive of gender (run by women), provide family-supporting wages, improves the quality of the environment & safe working conditions.
6 Shops	Shops sell most groceries except for fresh foods like vegetables. Most shops owned by foreign citizens except for one owned by a resident.	Sustainable. Provide income to the owners, but money likely leaves the community.

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SECTION 4: IMPROVING BUSINESS PRACTICES TO BE SUSTAINABLE

This section covers the efforts that small businesses can take to improve current business and lifestyles to meet current environmental constraint. The questions business owners and potential entrepreneurs should answer to change the current business practices to achieve sustainability. They cover major aspects of the business such as product, services, internal operations of the business and the local economy.

Product

- Are the materials locally available to produce your product?
- Do you make your products from renewable or non-renewable resources?
- If from non-renewable resources, is there alternative renewable materials you can use to provide the same product?
- Can your product or parts if it be recycled- or can the product be produced using recycled materials?
- Do the products pose a life-threatening danger to the lives of the users? If so, is there an alternative product that can provide the same level of satisfaction to users that you can introduce?
- How can you minimize the waste and harm to the environment during the production process?
- Is it possible to employ disadvantaged/vulnerable workers such as women and youth?

Service

- Will your service reduce greenhouse gas emissions?
- Will it provide green-job training opportunities?
- Will it educate consumers or the community about environmental or social impact issues and how they can help to reduce the environmental impact?

The possibilities of sustainability

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SECTION 3: BUSINESS OPPORTUNITIES

Surveying the available opportunities in rural Ngqushwa municipality involved conducting interviews with the local people, observing the environment and analysing cultural and historical factors. The following business opportunities were identified following the business sustainability criteria established in this resources book:

- Prevents or enhances environmental quality
- Provides family-supporting wages and benefits with safe working conditions (decent work)
- Improves the well-being of people
- Provides access to training and skills development
- Inclusive of gender and age diversity.

3.1. Ndwayana

Potential business	Sustainability level	Comment
On-surface Stone Quarrying	Meets criteria 2 and 5	There is an opportunity for business in gathering stones and gravel for local construction. The members of the community buy rocks and gravel for building in other areas outside the village. It is a potential business in the village.
Oyster Mushroom farming	Meets criteria 1- 5	There is a potential for growing mushrooms if people can access substrate from maize agricultural waste from farmers in neighbouring areas such as committees drift.
Water selling business	Meets criteria 2 and 3	There is a business opportunity for selling water to the residents for home use. The village struggles with a water challenge due to prolonged droughts.
Concrete-block making	Meets criterion 2	Making concrete blocks is a potential business. The community members buy blocks for construction in Peddie or Grahamstown.

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SECTION 5: RESPONDING TO LOCAL BUSINESS NEEDS IN COVID-19

The impact of Covid-19 regulations have affected most businesses but disproportionately affected small-scale businesses in rural areas such as Ngqushwa municipality. As a result, Ubuyne Foundation and its partners have swiftly responded to the needs of the local businesses run by the members of the livelihoods and savings programme is an essential step towards the revitalising livelihoods in these areas.

The following spaza shops identified in wards 7 & 9 of Ngqushwa municipality have been affected by Covid-19 pandemic. The simple criteria used to select the shops on the list;

- Shops in the area and owned by South African nationals;
- Level of need as a result of Covid-19 impacts;
- Representation from all villages in ward 7 and 9

For the pop-up stalls, although some owners are born in ward 7 and 9 of Ngqushwa municipality, they mainly operate within the Peddie town as shown in Figure 1 below. All shops operators except for Mr Mpande who buys from Grahamstown, the rest buy their stock from King Williams town

Figure 5: Map of Ngqushwa Municipality showing the location of spaza shops and pop-up stalls

Green Businesss opportunities and local issues

The Green Business Resource Book was researched and written by Sinako Programme Coordinator Sidney Muhangi and funded by Distell Trust. It will be used in the implementation of the Sinako Programme and has been integrated into the Micro MBA course