



**Africa's
Conscious Brands & Circular Economy**

SUMMIT

**14-15 NOVEMBER 2023
CSIR Conference Centre
Tshwane,
South Africa**

"Driving Positive Change by Accelerating Sustainable and Circular Brand Development in Africa"

www.acesummit.co.za



Event overview

"It's all about the **DETAILS** in your business that create a **SUSTAINABLE BRAND**"

Creating conscious, sustainable brands in Africa based on circular economy principles is crucial for the continent's economic, social, and environmental sustainability. Brands developed with sustainability in mind help to reduce the negative impact of economic activities on the environment and the communities where businesses operate. By implementing circular economy principles such as reducing waste , repurposing, and recycling, businesses can become a change agent for far beyond just "minimising the footprint" towards a real "positive force". Moreover, sustainable brands can attract socially conscious consumers who are increasingly looking for products and services that align with their values. In addition to inclusive and equitable economic growth, while respecting planetary boundary growth, sustainable brands can enhance the reputation of African businesses globally, creating opportunities for partnerships and investments that further spur development. Ultimately, creating sustainable brands in Africa is a crucial step towards a more sustainable and equitable future for the continent and the world





Event overview

The African Conscious Brands and Circular Economy Summit is an annual event that gathers business leaders, policymakers, academics, and other stakeholders from across South Africa and beyond, to explore Sustainable and Conscious brand strategies to drive circular business growth and decision making, based on rethinking of human practises. Through keynote speeches, panel discussions, workshops, and exhibits, the summit provides a platform for sharing knowledge, best practices, and success stories, as well as for networking and collaboration. The summit is a must-attend event for anyone interested in driving positive change and promoting sustainable development with circular brand alignment in Africa.

The summit aims to present the most up to date sustainable business practices and consumer trends incorporating circular economy best practice products and service solutions from visionaries and trailblazers both in the private and public sector that promote sustainable and conscious brand building in Africa and accelerate the transition to a circular economy, by bringing together stakeholders, sharing knowledge and best practices, and developing concrete actions to drive progress towards a more sustainable and circular economy and future for the continent.



Our Partners



The vision of the African Circular Economy Network (ACEN) is to build a restorative African economy that generates well-being and prosperity, inclusive of all its people, through new forms of economic production and consumption which maintain and regenerate its environmental resources.



The Consumer Goods Council of South Africa (CGCSA) is an industry association that represents Retail and Manufacturing member companies in a sector that is one of the largest sources of employment in South Africa. At the core of CGCSA's purpose lies our vision, which is to become leading Consumer Goods industry platform for advocacy, collaboration and best practice in Africa.



Global GreenTag is the closest thing the world has to a true single source certifier. It is designed to help manufacturers and professionals differentiate between products and support risk minimisation around health and sustainability marketing claims.



Our partners



The African Circular Business Alliance (ACBA) is a multinational organisation dedicated to advancing circular economy principles throughout Africa by providing businesses with necessary tools and resources to transition to circular practices and achieve net-zero goals. Through its directors, ACBA applies its respected thought leadership and effective advocacy to generate constructive long-term solutions and take shared action to drive business action on sustainability in the coming decade and beyond.



The National Cleaner Production Centre of South Africa (NCPC-SA) is a national programme of government that promotes the implementation of resource efficiency and cleaner production (RECP) methodologies to assist industry to lower costs through reduced energy, water and materials usage, and waste management. It is hosted by the CSIR on behalf of the Department of Trade and Industry.

The NCPC-SA is a member of the United Nations Industrial Development Organisation and the United Nations Environmental Programme's global RECP network and plays a leading role in the African Round table on Sustainable Production and Consumption.





Target audience

- African business owners interested in sustainability and circular economy practices
- Investors looking to support sustainable and circular businesses in Africa
- Policy makers and government officials interested in promoting sustainability and circular economy in Africa
- Academics and researchers studying sustainability and circular economy in Africa
- NGOs and non-profit organizations working on sustainability and environmental issues in Africa
- Consumers interested in supporting sustainable and circular businesses in Africa
- International organizations and companies interested in partnering with African businesses to promote sustainability and circular economy
- Students and young professionals interested in learning about sustainability and circular economy in Africa
- Media and press interested in covering sustainability and circular economy issues in Africa
- Environmental activists and advocates interested in promoting sustainability and circular economy in Africa.



Conference



2 Day event. Starts at 9am and ends at 5pm



Three ticket options

Corporate tickets R 7 500.00 EX VAT

SMME tickets R 4 500.00 EX VAT

Student tickets R 1 000.00 EX VAT



150 Delegates



30 Exhibitors



Committee members



Lizette Swanevelder
Global green tag

Lizette Swanevelder abides by a philosophy that if she can *‘lead the way in showing people how to protect the environment, then collectively and through our own individual actions, we can make a greater impact to humankind and the earth.’* As CEO of Global Green tag Africa, Lizette has been an exemplar leader in educating construction and design professionals and supporting manufacturers. Looking to expand their businesses.

Lizette broke new ground in 2009, launching the first Global Green tag operation outside of Australia.

In South Africa when the company was Ecospecifier Global GreenTag, Lizette was already part of the Green Building Council of South Africa (GBCSA) Technical Working Group Committee to develop the Green Star Rating Tool for the Interiors Fit-Out tool. She famously took the lead also to help usher in the world’s first, third party, green building product rating system for South Africa. This was at a time when the focus on ‘green’ was a relatively new and unfamiliar phenomena in South Africa’s built environment industries, product greenwashing was rife and the marketplace competitive.



Committee members



Miguel Peters

African Circular Business
Alliance

Miguel Peters is a distinguished advocate for the green economy and cleantech, with a diverse professional background that includes certification as an accountant, impact investment consulting, climate technology and space science research. He is also an esteemed leader in the circular business sphere, with seven years of experience across non-profit, for-profit, and ESG sectors. . His career has been devoted to advocating for clean climate, circular economy, and green impact investment in Africa and beyond, where he has initiated and co-hosted numerous climate and circular economy initiatives, generating positive grassroots outcomes in multiple communities across more than five African countries. Miguel currently serves as CEO of the African Circular Business Alliance, a multinational organisation that assists businesses across various sectors in transitioning to circular models to achieve resource efficiency waste reduction, , and closed-loop systems.





Committee members



Chris Whyte

African Circular Economy
Network

Chris Whyte vision is to drive a Just transition to a Circular Economy for Africa addressing sustainable impacts and outcomes in energy, water, agriculture, infrastructure, mining, manufacturing, and tourism that result in positive benefits for the environment and social upliftment. He founded USE-IT (2009-2020) resulting in thousands of jobs created and 18 national and global awards. Currently a Director and Executive Team member of the African Circular Economy Network (ACEN) and co-founder of the ACEN Foundation based in Europe. Also a Director of several commercial companies across Africa addressing profitable project developments in Circular Economy.

His specialities include Extensive network in the industry and strong connections in the private and public sector. Research, investigation, collaboration and ultimate packaging of projects towards their successful implementation. Focus on the implementation of viable projects that have commercial benefits and that improve both the social and environmental tiers of sustainable development.



Committee members



Joseph Mashele

Co-chair of the UN Working Party on Pollution and Energy (GRPE) Environmental and Propulsion Performance Requirements (EPPR) and task team leader in the African Organization for Standardisation (ARSO) Technical Committee on Automotive Technology and Engineering. Chairperson of a number of SABS Automotive Technical Committees. Advisory board member of the Smarter Mobility Africa Summit and a member of the National Department of Transport's Vehicle Technical Committee (VTC). Experience in standardization, legislative framework, testing and certification, research, socio-economic impact and risk assessments, product management, marketing, and stakeholder management



Event organisers



At the Sustainable Events Company, sustainability is not just an afterthought, it is at the very core of everything we do. We believe that hosting events that are environmentally and socially responsible is not only the right thing to do, but it is also essential for the long-term health and success of our planet. From the initial planning stages to the final execution of an event, we take a comprehensive approach through conscious procurement of sustainable brands and services. We carefully consider every aspect of the event, from the venue selection to the food and beverage choices, transportation options, waste management, and more. We work closely with our clients and partners to ensure that sustainability is a top priority and that all stakeholders are engaged in the process.

We also strive to create events that are socially responsible, inclusive, and equitable. We work with diverse communities and prioritize local vendors, suppliers, and talent to promote economic growth and support the local economy.

Through our commitment to sustainability, we not only reduce our environmental impact but also create memorable events that leave a positive legacy. Our goal is to inspire others to join us in our mission to create a more sustainable future for all.



Conference content

- **Overview:**

- Current state and future prospects of the circular economy
- The future of regenerative and sustainable brands

- **Circular Economy Transition:**

- The role of government and policy makers
- Regulation and certification
- Circular economy transition and the role of investors
- Five key circular business models to drive conscious and sustainable brand development.
- Sustainability challenges and opportunities
- The role of finance in promoting a sustainable and resilient economy



Conference content

- **South Africa's Economic Sector:**

- **Sustainable Brand Strategy: Integrating Circular Economy Principles for Long-Term Success**
 - Leadership for action
 - Rewiring your business approach
 - Exploring circular opportunities
 - Circular business models and revenue streams
- **Brand Building and Circular Economy: Communicating Sustainability to Customers:**
 - The role of storytelling in communicating sustainable brand values
 - Sustainable marketing, communication and brand strategies
 - Consumer trends and behaviour change
 - Building consumer trust through sustainable brand strategy and circular economy principles
 - The central role of partnerships and collaboration in a circular economy
 - Consumers as agents of change: The power of conscious consumption



Conference content

- **Harnessing the power of technology to build Sustainable brands**
 - The Intersection of sustainability and technology
 - Data driven results-based approach to sustainability.
 - How technology can drive sustainable supply chain management
 - Using analytics to drive sustainable brand building
 - Circular business models: Leveraging technology to build sustainable brands
 - Sustainability through digitalization: Opportunities for small and medium-sized enterprises
- **Sustainable Production and Consumption: The Foundation of a Circular Economy**
 - Circular economy and the future of production: Strategies and best practices
 - Innovations in sustainable production and consumption
 - Waste reduction, recycling and upcycling
 - Collection and reverse logistics
 - Sustainable materials and packaging





Conference content

- **The Future of Sustainable Distribution and Purchasing: A Circular Approach to Value Creation.**
 - Circular supply chains and logistics
 - From linear to circular: How sustainable purchasing and logistics can transform Your business
 - Sustainable transportation circular economy implementation strategies
 - Driving sustainability through procurement best practice
- **Designing for Sustainability: Best Practices in Circular Product Development**
 - The role of designers in driving change
 - Designing for disassembly
 - Design for longevity
 - Circular design and material Innovation
 - Circular design thinking
 - Production and consumption: The foundation of a circular economy



Conference content

- **Circular Economy Finance: Investment and funding Strategies for Sustainable Innovation**
 - The role of finance in promoting sustainable brand development
 - Investment opportunities in the circular economy: Key trends and market insights
 - Circular economy finance for startups: Navigating the funding landscape
 - Impact investing and circular economy finance: Aligning social and environmental goals
 - Green banking and circular finance: Sustainable investment strategies
 - The role of private equity in financing circular economy projects



SPONSORSHIP Packages

Headline Sponsor

Exclusive Headline Sponsor

Cost R 480 000.00 ex vat

Includes: 6m x 6m exhibition space

Premier stand position

Delegate tickets x 7

Speaker opportunity

Display Logo on all screens, venue branding and social media



SPONSORSHIP Packages

Sector Sponsors

Exclusive sector sponsor ie Waste, Energy, Technology, Finance, Insurance, Retail, water , Professional Services.

Cost R 200 000.00 ex vat

Includes: 3m x 3m exhibition space
Premier stand position
Delegate tickets x 5
Speaker opportunity
Logo on all branding



SPONSORSHIP Packages

Other sponsorships

Lunch sponsor	R 35 000.00 ex vat (Supplied branding in lunch area)
Lanyard sponsor	R 15 000.00 ex vat (Branding on Lanyards)
Bag sponsor (Recycled bags)	R 15 000.00 ex vat (Branding on bags)
Networking function sponsor	R 50 000.00 ex vat (Supplied branding in function room)



Exhibition packages

Floorspace only

Floorspace only packages exclude power. Power can be ordered from the organisers. This is a sustainability conference and as such only rebuilt or pop-up stands will be allowed to be constructed. If you do not have these kind of stands, please refer to the next page.

Cost per square meter is	R 1 500.00 ex vat
15 amp power for stand	R 570.00 ex vat
Single phase distribution board	R 2 160.00 ex vat



Exhibition packages

3 x 3 Corner Stand

Stand comes as per the illustration. After the show it's **broken down and boxed for the exhibitor to take away for re-use**. Furniture, led screens and electrics on hire only.

R 39 300.00 ex VAT



Xanita

Hi quality re-useable stands manufactured from recycled cardboard



Exhibition packages

3 x 3 U Stand

Stand comes as per the illustration. After the show it's **broken down and boxed for the exhibitor to take away for re-use.** Furniture, led screens and electrics on hire only.

R 54 200.00 ex VAT



Xanita

Hi quality re-useable stands manufactured from recycled cardboard



Exhibition packages

3 x 6 Corner Stand

Stand comes as per the illustration. After the show it's **broken down and boxed for the exhibitor to take away for re-use.** Furniture, led screens and electrics on hire only.

R 62 900 ex VAT



Xanita

Hi quality re-useable stands manufactured from recycled cardboard





Exhibition packages

3 x 6 U Stand

Stand comes as per the illustration. After the show it's **broken down and boxed for the exhibitor to take away for re-use.** Furniture, led screens and electrics on hire only.

R 75 400.00 ex VAT



Xanita

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Brought to you by



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