



Providing a sense of dignity, belonging and sustainable income to informal waste reclaimers and their families.

**COMPANY PROFILE**  
[www.urbansurfer.co.za](http://www.urbansurfer.co.za)



# FROM THE HEART OF URBAN SURFER

## A Shared Vision



I'm Sifiso Gumbi, Director at Urban Surfer and it's a privilege to share with you the work we're doing to drive meaningful change in waste management and community empowerment.

At Urban Surfer, we believe that sustainability isn't just a goal, it's a responsibility.

Our efforts to uplift waste reclaimers and create innovative recycling solutions are more than just business initiatives; they're part of a movement to build a more inclusive and environmentally conscious future.

Thank you for your interest in our journey, your support, and your commitment to positive change. Together, we can make a lasting impact.

With heartfelt appreciation,

**Sifiso Gumbi**  
Director, Urban Surfer





## URBAN SURFER OVERVIEW



We recognise the opportunity of generating employment and income, particularly for youth and women, while tackling poverty reduction with more inclusive waste management.

We propose bottom-up, grassroots, and community-based initiatives to co-produce a service that benefits the environment and the community.

Urban Surfer is a forward-thinking social enterprise providing innovative recycling solutions.

Our mission is to empower informal waste reclaimers by offering them the tools, training, and opportunities needed to enhance their livelihoods while contributing to environmental sustainability.

Through partnerships with corporates, government and NPO's we integrate reclaimers into formal waste management systems, ensuring that waste is recycled efficiently while creating a positive social and environmental impact.



**EQUIPMENT CLOTHING & PPE**



**SORTING & SOLAR BALING HUBS**



**MICRO RECYCLING PODS**



**CORPORATE WASTE MANAGEMENT**





## MATERIAL PROCESSING & RECYCLING



## TRAINING & SUPPORT



## COMMUNITY INITIATIVES



## PROJECT DATA REPORTING





## EQUIPMENT CLOTHING & PPE

- Quality equipment provides the reclaimer with a sense of dignity and belonging.
- Reclaimers are more accepted by the public which gives them greater access to recyclable waste.
- Resulting in an increased and sustainable income for themselves & their families.





## SORTING & SOLAR BALING HUBS

- Sorting areas, solar baling, shelter, ablutions, excess waste removal, off-take agreements and EPR rebates.
- Camps are managed by Urban Surfer through support from PRO's and sponsorship.
- Baling of recyclables with off-take agreements increase reclaimer income upto 50%.
- Resulting in an increased and sustainable income for them & their families.

Site rehabilitation



Hub construction



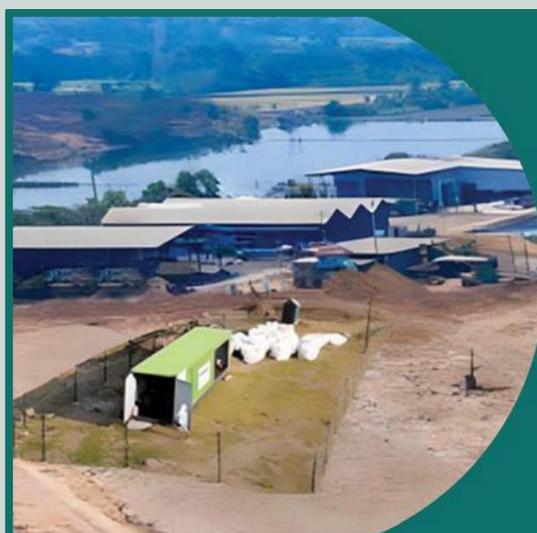
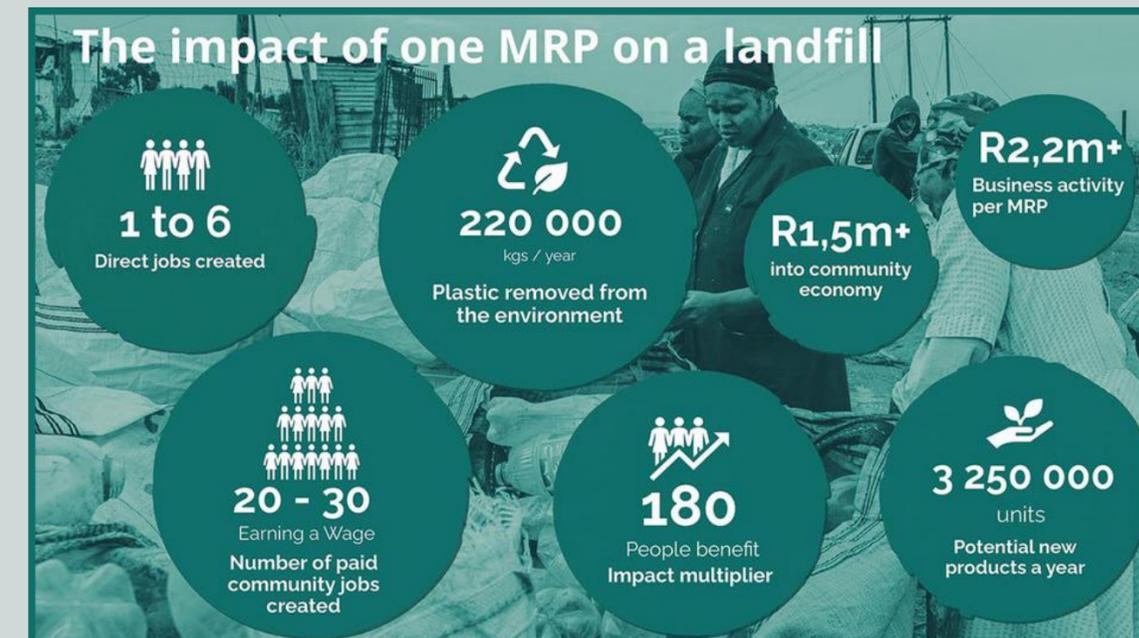
Solar baling hub ready for recycling





## MICRO RECYCLING PODS

- Enabling landfill reclaimers to upcycle and densify their waste plastic, delivering circular plastics back into the economy.
- MRPs empower the reclaimers to recycle and upcycle waste plastic so that they can make a living.
- Providing direct and indirect jobs in the community, creates revenue streams for the collectors of plastic waste.



**ENABLING** reclaimers to benefit from small scale, localised plastic upscaling.



### The Solution

We enable communities to upcycle and densify their waste plastic for sale into the existing supply chain, delivering circular plastics back into the economy.

#### Tried and tested model:

- We monetise the value of waste plastic.
- We enable localised neighbourhood recycling by placing a micro recycling pod (MRP) in the community at the source of the plastic pollution problem.
- Our MRPs empower the community to recycle and upcycle waste plastic so that they can make money.
- This provides direct and indirect jobs in the community, and creates revenue streams for the collectors of plastic waste.
- Members of the community operate the MRP.



### Key features of our MRPs

Our tried and tested model:

- Proprietary engineering and processes to handle ALL grades of plastic waste.
- 4 in 1 processing plant capable of shredding, cleaning, drying and granulating.
- Non intensive process – can be operated by 1 person.
- Assembled in a 20" container that can be easily transported.
- Processing capacity in excess of 1 ton per day.
- Authenticated traceability of plastics journey.
- Capable of processing contaminated plastic.
- Model includes operational and business training for operators.





## CORPORATE WASTE MANAGEMENT

### OUR UNIQUE VALUE PROPOSITION

Urban Surfer offers the only **ZERO COST** Corporate Waste Management solution in South Africa, that harnesses the power of a vast micro reclaimer network, transforming waste collection into a vehicle for social and economic empowerment.

By integrating self-employed reclaimers and micro businesses into the corporate supply chain, we deliver a sustainable, closed-loop waste management system that not only diverts waste from landfills but also creates meaningful jobs, supports small business development, and strengthens local economies.





## MATERIAL PROCESSING & RECYCLING

- First solar powered H8 vertical baler in South Africa. Deployed into the Parktown recycling hub.
- H20 Horizontal baler installed into a women empowered recycling hub in Thembisa.
- Waste tyre baler and tyre cutter installed into a processing and export plant in Isipingo.



Waste tyre processing - KZN



H8 Solar baler in Parktown recycling hub



H20 Horizontal baler in Thembisa



Waste tyre baler in KZN



## TRAINING & SUPPORT

- Reclaimers are subject to social stigma, face poor working conditions are frequently harassed and often exploited by middle men.
- Reclaimers are provided with training in health & finance and connected to formal recycling streams for best value.
- Training on the ground provides skills development and opportunities for further income earnings.

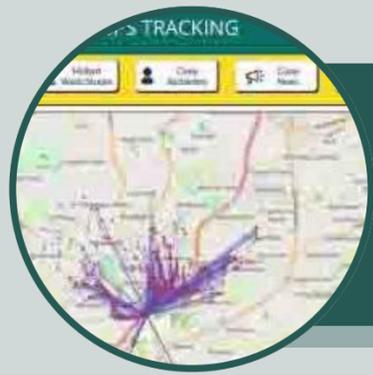




## COMMUNITY INITIATIVES

- Transforming the relationship between communities and reclaimers to create a cleaner, safer and more socially integrated community.
- Partnering with communities and businesses on reclaimer inclusive recycling, increases recycling & reclaimer income.
- Communicating the value, role and function of informal reclaimers to these communities increases the acceptance of reclaimers.
- Associate your brand with community upliftment, actioned by your supported reclaimers.
- Community initiatives provide additional income to reclaimers.





# PROJECT DATA REPORTING



Application is hosted live on-line for viewing at any time.

- Data on areas of collection, sorting & selling.
- Measure type, volume & value of collected recyclables.
- Reporting on brand penetration & coverage.
- Adds a positive security aspect to communities.
- Data is presented in our reporting application.
- We collect real data on informal recycling.

### RECYCLING COLLECTION GPS TRACKING

Navigation: Polyco Dashboard Summary, First Mile Collection, Recycled Materials, H. Hollard Waste Stream, Camp Reclaimers, Camp News, Camp Gallery

Legend: Select all, David, Herman, Kabelo, Masiza, Mojaki, Patrick, Peter, Teboho

Timeline: 4/29/2024 to 8/27/2024

Distance (km): 1382km

### PROJECT DASHBOARD

Navigation: Polyco Dashboard Summary, First Mile Collection, Recycled Materials, H. Hollard Waste Stream, Camp Reclaimers, Camp News, Camp Gallery

**Key Figures**  
 Total for all eight reclaimers  
 Distance covered: 1382km  
 Recycling revenue: R5,079k  
 Recycling Value: R97,462.51

**Averages**  
 Total for all eight reclaimers  
 Kilometers per day: 19km  
 Collected volume per day: 474kg  
 Collected volume per km: 25kg  
 Collected value per km: R76.52/km  
 Camp income per day: R1,117.08

**Latest News**  
 Gazette: Waste pickers – ensuring dignity and a sustainable way of life for the unsung, unseen heroes of recycling

**Latest Images**  
 Photos of recycling camps and workers.

### RECYCLED MATERIALS

Navigation: Polyco Dashboard Summary, First Mile Collection, Recycled Materials, H. Hollard Waste Stream, Camp Reclaimers, Camp News, Camp Gallery

Material	Volume (kg)	Value (R)
Aluminum	2912kg	R19,193.70
High-density polyethylene	1760kg	R18,236.00
Low-density polyethylene	1207kg	R4,326.40
Polypropylene	1000kg	R4,729.40
Cardboard	21,440kg	R24,899.20
Waste Paper (W/P)	2,719kg	R3,676.40
Waste Paper (W/P) - Other	187kg	296.60
Steel Cans	547kg	R1,133.40
Steel	230kg	R961.20
<b>TOTAL for all items:</b>	<b>35,976kg</b>	<b>R97,462.51</b>

**MONTHLY**  
 MAY 2024: Volume 8,998.45, Value R17,349.40  
 JUNE 2024: Volume 7,186kg, Value R17,349.40  
 JULY 2024: Volume 7,999kg, Value R28,999.40  
 AUGUST 2024: Volume 19,899kg, Value R62,999.40

**MATERIAL BALANCE, STORAGE & DISPATCH**  
 Photos showing material storage and transport.

### MEDIA ARTICLES

Navigation: Polyco Dashboard Summary, First Mile Collection, Recycled Materials, H. Hollard Waste Stream, Camp Reclaimers, Camp News, Camp Gallery

**DAILY MAVERICK**  
 WASTE PICKERS – ENSURING DIGNITY AND A SUSTAINABLE WAY OF LIFE FOR THE UNSUNG, UNSEEN HEROES OF RECYCLING

Waste pickers – ensuring dignity and a sustainable way of life for the unsung, unseen heroes of recycling

Other articles from the Gazette are also visible.

### PHOTO GALLERY

Navigation: Polyco Dashboard Summary, First Mile Collection, Recycled Materials, H. Hollard Waste Stream, Camp Reclaimers, Camp News, Camp Gallery

24h CCTV coverage of the camp.



# RECOGNITION & AWARDS:



Eco-Logic Awards  
Eco-Innovation - Gold award 2023



Top Youth Owned Brands  
Finalist - 2024



Eco-Logic Awards  
Eco-Innovation - Gold award 2024



South African Youth Awards  
Environmentalist of the year 2024



# SUPPORTED / ENDORSED BY:



**GAUTENG PROVINCE**  
AGRICULTURE AND RURAL DEVELOPMENT  
REPUBLIC OF SOUTH AFRICA



a world class African city

**economic  
development**

Department  
Economic Development  
CITY OF JOHANNESBURG



FREE STATE  
YOUTH CHAMBER OF  
COMMERCE AND INDUSTRY



**Joburg**  
City Parks



a world class African city

**Polyco**



PRODUCER RESPONSIBILITY ORGANISATION

**Hollard.**



Touching lives through innovation



# TESTAMONIALS

## Customer Feedback



### Bradley Du Chenne

COO, Telesure Investment Holdings

We hope to help the Urban Surfer team achieve their goal of a waste free South Africa, by sponsoring safe and reliable equipment to a team of fifty informal reclaimers. Supporting informal reclaimers feeds into our vision of uplifting & supporting South Africans. It is also our way of making better choices as a business for the community and the environment.

Hippo.co.za



### Palesa Mathibeli

Director of Waste Management  
Gauteng Provincial Government

Urban Surfer presented their initiatives when I started working at the department. We endorse their solutions and I am also grateful to Hippo for investing in waste pickers. We don't have quality information on what waste pickers are doing so the data gathered will help me with my planning & projections as well as helping national government.

Gauteng Provincial Government



### Steffen Burrows

Head of Sustainability  
Pick n Pay

I had the privilege of visiting Urban Surfer South Africa in Parktown JHB. I was blown away by the impact. Urban Surfer empowers waste reclaimers to work in a dignified space, weigh and bale (solar) their recyclables, reduce travel distance to buyback centres, and ultimately increase their earnings. This is an excellent solution - it empowers reclaimers that are so often over looked and taken for granted.

Pick n Pay



## **Partner in our initiatives and support waste reclaimers**

We currently support over 450 informal waste reclaimers in Gauteng, KZN, Freestate & Mpumalanga.

Sifiso: 079 408 4612

sifiso@urbansurfer.co.za

John: 082 552 1593

john@urbansurfer.co.za

[www.urbansurfer.co.za](http://www.urbansurfer.co.za)