

Regenize wins Invest Cape Town | Business Hub GreenPitch Challenge 2021

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Congratulations to Regenize, the winner of this year's Invest Cape Town | Business Hub GreenPitch Challenge 2021, hosted in partnership with GreenCape. Kudoti and WaterKiosk placed second and third respectively.



Regenize is an accessible, inclusive and rewarding recycling solution on a mission to get South Africans to recycle. “We want to provide an avenue for recyclers to contribute toward positive social change. By recycling with Regenize, people are helping to shape a future where their environmental impact can be the catalyst for influencing industry behaviour, creating opportunities for communities to access recycling services and support for waste pickers - who are at the heart of driving recycling up in the country,” said Chad Robertson, CEO and co-founder of Regenize. “Competitions like these increase the quality of innovation and the appetite for more innovators to innovate within our sector. Many talented start-up founders and funders prefer to focus their energy and resources on solving problems in sectors where they are likely to get supported, funded and eventually acquired, such as the fintech industry. Having green economy challenges like these, creates an awareness that the sector cares and wants to help start-ups to achieve success,” he

added.

“Sustainability innovation reflects the next generation of economic development thinking. Key to the City’s Economic Recovery Plan post the Covid-19 and the Economic Action Plan is to empower businesses and communities to innovate and take action to grow the Green Economy through care, consistency, confidence and collaboration,” said Alderman James Vos, Mayoral Committee member for Economic Opportunities and Asset Management. “Through our catalytic sector partnerships that support initiatives like the Invest Cape Town | Business Hub GreenPitch Challenge, we are making sure that Cape Town is increasingly becoming a resilient, inclusive, sustainable and low carbon investment destination,” he added.

From close to 40 excellent nationwide entries, the top 10 pitched online to a panel of expert judges at a virtual event, hosted on 10 February 2021:

- [Eco-V GreenTower](#)
- [Go-Lectric](#)
- [Hyena Power Pack](#)
- [Kudoti](#)
- [Regenize](#)
- [SOG Water Solutions](#)
- [The Compost Kitchen](#)
- Ubuhlebezwe waste solutions
- [WaterKiosk](#)
- [Zerho Waterless Toilet](#)

The finalists also had the opportunity to interact with potential investors, business incubators, local government decision-makers and green economy experts through an online networking platform.

The judging panel consisted of local and international investment and innovation experts representing the City of Cape Town, Western Cape Department of Economic Development and Tourism, SAREBI, EdgeGrowth and the Solar Impulse Foundation.

The entries had to be positioned in at least one of the green economy sectors, and align with identified investment opportunities highlighted in the 2020 GreenCape Market Intelligence Reports. (To access all the report for free, click [here](#).)

The 2021/21 edition of the challenge builds on the 2018 and 2019 greentech innovation challenges hosted by GreenCape, Friedrich Nauman Foundation for Freedom and City of Cape Town. View highlights from the [2019](#) and [2018](#) challenges.

As part of the journey towards resilience, GreenCape, and Invest Cape Town offer their support to innovators and entrepreneurs in the green economy landscape. The winner of the Invest Cape Town | Business Hub GreenPitch Challenge 2021 will now receive in-kind business support through GreenCape in partnership with Invest Cape Town.

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GreenCape is a non-profit organisation that drives the widespread adoption of economically viable green economy solutions from South Africa.

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