

The Phahama Project

CHANGING THIS



TO THIS



The Operator

- The Operator will be loaned, free of charge, a 3 Wheel tricycle (Trike) and trailer capable of carrying 1.5 cubic meters of recyclable materials, such as cardboard, paper, plastics, cans and glass.
- All income derived from the sale of re-cycled materials is for the sole benefit of the operator.
- The operator is supplied with a branded uniform, safety shoes and fluorescent over jacket.
- The Operator will receive a small monthly stipend of R500.00/ month, to encourage care of trike and branding.
- The Trike & trailer will be repaired by Phahama's maintenance team or replaced if necessary.
- At all times it is impressed on the operators that they are self-employed and Phahama and the sponsors are there to assist them and not employ them.

Benefits to the Sponsor

There are many obvious benefits to the sponsor we have detailed a few below.

- CSR (Community Social Responsibility) participation increases.
- Sponsors contribution to its BEE standing is increased.
- The Sponsor's CSI (customer satisfaction index) particularly relevant to environmental conservation and sustainability issues is augmented.
- The project is a direct form of job creation.
- The sponsor obtains 6sqm of branding area (1.5m x 1m on each side of the trailer)
- The sponsor's brand is advertised at market related yet far more competitive rates compared with similar out door branding.
- By branding a Trike the sponsors have all the aforementioned and yet achieve a cost effective manner of promoting their brand.
- The project is brand driven giving it taxation benefits.

Get in touch & let's make real transformation possible