

URBAN SH/FT

Transforming
Cities for People
and Planet



CALL FOR BUSINESS SOLUTIONS

An open call for business pitches for sustainable waste solutions as part of the Johannesburg City-Business Collaboration Accelerator

Hosted by ICLEI Africa, the City of Johannesburg and SALGA

Submissions Due 30 September 2025



SUPPORTED BY: LED BY:



IN PARTNERSHIP WITH:



1. About ICLEI Africa

ICLEI is a global network of over 2,500 cities, subnational governments and their associations committed to building a sustainable future. ICLEI provides technical services, capacity-building, networking and global representation opportunities, as well as cutting-edge solutions to its member and network cities and regions, and their communities. Based in Cape Town, South Africa, ICLEI Africa has established a reputation over the last 20 years for its climate change and nature-based solutions work, and for the long-term relationships formed with our 450+ members across the continent.

2. Project Background

2.1 UrbanShift

[UrbanShift](#) is a five-year programme supported by the Global Environment Facility (GEF) and led by the United Nations Environment Programme (UNEP), in partnership with the World Resources Institute (WRI), C40 Cities, ICLEI, the United Nations Development Programme (UNDP), the World Bank and the Asian Development Bank (ADB). The goal of the programme is to enable sustainable, integrated, zero-carbon urban development, facilitated by interventions across urban planning, policy, investment and financing.

2.2 City–Business Collaboration Accelerator Workshop

As an UrbanShift partner organisation, ICLEI Africa — in partnership with the City of Johannesburg Metropolitan Municipality and South African Local Government Association (SALGA) — is hosting its trademark [City–Business Collaboration Accelerator \(CiBiX\) Workshop](#), focussing on the Sustainability Challenge of **solid waste management, circular value chains and clean public spaces**. The CiBiX Workshop is designed to **foster constructive dialogue and potential collaboration between the City of Johannesburg and businesses with an operational presence, or ambition to expand its footprint, in the Gauteng City-Region**. In service of that goal, the workshop offers a platform for stakeholders from the City of Johannesburg to articulate the Sustainability Challenge and harness private sector innovation from businesses in associated sectors. Participating businesses receive the opportunity to better understand the needs of local government, identify market opportunities and showcase the value of their innovative technologies, products and services. Overall, the CiBiX Workshop aims to achieve the following outcomes:

1. **Outcome 1:** Improved understanding among businesses of the City of Johannesburg’s priorities and initiatives in relation to the Sustainability Challenge.
2. **Outcome 2:** Greater awareness among the City of Johannesburg of leading business innovations in key sectors related to the Sustainability Challenge.
3. **Outcome 3:** Mutual learning to inform potential adoption of innovative technologies, products or services in future collaboration between the City of Johannesburg and participating businesses around the Sustainability Challenge.

The CiBiX Workshop is scheduled to take place on Friday, 17 October 2025 in Johannesburg, South Africa (venue TBC).

3. Key Sustainability Challenge

Solid Waste Management, Circular Value Chains and Clean Public Space

3.1 Sustainability Goals

As outlined in the [Growth & Development Strategy](#), the City of Johannesburg has committed itself to the creation of an urban environment that is resilient, sustainable and liveable, enabled by initiatives that enable economic growth, optimally manage natural resources and the environment and develop the capacity of society and individuals. This ambition is given further direction by the [Environmental Sustainability Strategy & Action Plan](#) mission to secure, promote, enhance and protect natural systems and build resilience towards environmental sustainability for human well-being and economic prosperity. The City's [Climate Action Plan](#) necessitates that all these actions strive towards net-zero greenhouse gas emissions and climate resilience.

3.2 Challenge Statement

Johannesburg faces a mounting challenge of solid waste management, illegal dumping and the associated degradation of vital ecosystems and public space. The generation of waste and demand for waste management currently exceeds the capacity of existing collection, separation and treatment infrastructures. The incomplete coverage and scope of solid waste collection, sorting and processing services — particularly in informal settlements — as well as the rapid depletion of the city's landfill capacity, creates a dual challenge of providing adequate services while finding alternative treatment solutions. The widespread illegal dumping and inadequate disposal of various types of waste and pollutants has led to the aesthetic decline and pollution of Johannesburg's public open spaces — with severe impacts on the quality of recreational areas, urban liveability, public health and the integrity of terrestrial and aquatic environments. Amidst these negative impacts, the City of Johannesburg and its industries, businesses and residents are potentially missing critical opportunities to harness value from waste streams in more circular value chains that support the local economy and livelihoods. Despite extensive investment in the City's buyback centres, their levels of operation vary significantly, requiring further development to uniformly institutionalise a system of waste value generation across the city.

3.3 Innovation Needs

To address this challenge, the City of Johannesburg, supported by ICLEI Africa and SALGA, is seeking to engage businesses around innovative technologies, products, services and systems for sustainably managing solid waste, harnessing value from circular value chains and restoring and maintaining clean, ecologically healthy and high-quality public spaces. Key business innovations could include, but are not limited to, technologies, products, services and partnerships in the following areas:

1. Increasing the coverage of solid waste collection across the city, particularly informal settlements and inaccessible areas, through novel cooperatives and partnerships.

2. Improving the collection, sorting and separation of reusable and recyclable materials, potentially through closer collaboration with and integration of existing informal initiatives.
3. Implementing circular economy interventions that promote upstream value retention, stopping products, byproducts and packaging from becoming waste at all.
4. Promoting circular economy approaches that maximise the extraction of resources and value from organic and inorganic waste streams as the basis for new value chains or an input into existing value chains, particularly through partnerships around existing buyback centres and/or garden refuse sites.
5. Restoration, rehabilitation, long-term management and/or sustainable utilisation of natural ecosystems and public open spaces — particularly current or former illegal dumping sites.

4. Call for Business Solutions

The City of Johannesburg, supported by ICLEI Africa and SALGA, are calling on businesses operating in the Gauteng City-Region to submit proposals for innovative technologies, products, services or partnerships that articulate a clear solution to address one or more aspects of the Sustainability Challenge in the context of Johannesburg. All interested businesses are invited to submit the following materials:

1. **Company profile and business solution summary:** Primary contact person, company name, year established, country of registration, number of employees, address, website(s), business solution title and summary (max. 2,000 characters) and current stage.
2. **Pitch deck:** A creative, succinct presentation (**PPT/PDF format, max. 12 slides**) that clearly articulates the proposed business solution and provides at least the following key information: contribution to the Sustainability Challenge and specific innovation need(s); direct beneficiaries; number of jobs/employment opportunities created; relevant technical details; financial model; social/economic/environmental impacts; and key stakeholders. (See criteria below to confirm that your pitch deck responds to these.)
3. **Supporting documentation:** Links to any additional documents or information sources that provide strictly necessary context to understand and assess the proposed business solution.
4. **Confirmation of availability** to attend the upcoming CiBiX Workshop on 17 October 2025, in the event that my company is selected for participation.

Please, provide these details by completing the online business solution form using the following link:
<https://docs.google.com/forms/d/e/1FAIpQLSffuwkI38XdxJUMNWCu6U5phNrruRTjL7VZg-llapeNGMyx7g/viewform?usp=header>

All business solutions must be submitted by COB 30 September 2025. No responses received after this date will be considered. Any enquiries regarding the business solution submission process should be directed to Luka Dreyer (luka.dreyer@iclei.org), copying in Jokudu Guya (jokudu.guya@iclei.org), with the subject line **CiBiX Workshop: Business Solution Submission**.

In the event that you are unable to successfully complete and upload the online form, please submit your business solution in writing to the above email addresses, using the same subject line. Kindly attach your company profile as a DOCX/PDF file, your slide deck as a PPT/PDF file, alongside any additional documentation. If the total size of attached files exceeds the permitted email limit, please ensure that you provide a working cloud storage download link.

5. Assessment and Selection

5.1 Criteria

All companies and submitted business solutions received will be assessed based on the following criteria:

1. The company is either based, operates, or demonstrates capacity to expand its footprint in the Gauteng City-Region.
2. The business solution demonstrates a clear interpretation of the Sustainability Challenge and articulates which innovation need(s) it addresses. The proposed solution adequately demonstrates a company's capability to address one or more of these needs.
3. The company can be any size: ranging from large, mature businesses to small, micro and medium enterprises (SMMEs), cooperatives and the informal sector / township economies.
4. The proposed business solution can be at any stage of development: ranging from prototype to maturity. Early-stage proposals must clearly demonstrate the potential for future scalability, while mature proposals should provide evidence of past implementation.
5. Business solutions should demonstrate a commitment to more equitable, inclusive development in its operations and/or outcomes, particularly promoting the capacity and development of women, youth, people with disabilities and/or individuals in the informal sector.
6. Businesses that demonstrate a willingness or interest to invest in local procurement and job creation will be at a particular advantage.
7. The business solution responds to the City of Johannesburg [2040 Growth & Development Strategy](#), [2020 Environmental Sustainability Strategy and Action Plan](#) and [2021 Climate Action Plan](#). See **Annexure A** for a more detailed policy context.

5.2 Selection

Submissions will undergo a screening and shortlisting process. **Successful companies will be notified of their selection via email on 6 October and officially invited to participate in the upcoming CiBiX Workshop on 17 October 2025.**

At this workshop, participating companies will receive more detailed information on the focal challenge from key municipal representatives in the City of Johannesburg and be given a platform to pitch their business solutions directly to the City of Johannesburg. Based on this initial exchange, the bulk of the workshop will focus on the further exploration and refinement of the proposed business solutions through in-depth, open-ended conversations with public-sector representatives in a series of facilitated World Café-style roundtable discussion groups. Based on these engagements, the workshop will offer a synthesis

of key learning outcomes and potential pathways for further collaboration between the City of Johannesburg and businesses. Businesses participating in the CiBiX Workshop stand to benefit in several areas, such as access to information, networking, brand enhancement and the identification of new market opportunities, potentially leading to further engagement with the City of Johannesburg regarding future pilot projects, service agreements or procurement contracts.

Please note:

1. ICLEI Africa reserves the right not to select a given company in relation to this call for business solutions.
2. Participating in the CiBiX Workshop does not guarantee appointment in relation to existing or future contracts with the City of Johannesburg. Any potential future working agreements between the City of Johannesburg and participating businesses remain subject to relevant procurement processes.

6. Timeline

Deadline for the submission of business solutions: 30 September 2025

Notification of selection: 6 October 2025

CiBiX Workshop: 17 October 2025

7. Enquiries

Enquiries related to this call for business solutions can be sent via email to Luka Dreyer (luka.dreyer@iclei.org), copying in Jokudu Guya (jokudu.guya@iclei.org), with the subject line **CiBiX Workshop: Business Solution Submission**.

Annexure A: Sustainability Policy Landscape

The CoJ has a well-developed policy landscape, articulating the drivers and goals of the municipality's developmental agenda. The overarching policy guiding this work is the [2040 Growth & Development Strategy](#). This document sets a long-term vision for a resilient, liveable, sustainable urban environment, underpinned by programmes that drive economic growth, optimally manage natural resources and the environment, develop the capacity of individuals and society, and embody sound governance. Within this guiding framework and its four primary outcomes, the long-term sustainability of Johannesburg's developmental trajectory is captured in Outcome 2: "Provide a resilient, liveable, sustainable urban environment — underpinned by infrastructure supportive of a low-carbon economy."

This outcome is further articulated by the [2020 Environmental Sustainability Strategy & Action Plan \(ESS&AP\)](#), and its goal to "secure, promote, enhance and protect natural systems and build resilience towards environmental sustainability for human well-being and economic prosperity." That goal is structured around nine Environmental Sustainability Issues (ESIs):

- **ESI 1: Urbanisation** is placing unprecedented and increasing pressure on infrastructure and services – which translates to large-scale transformation, fragmentation and degradation of natural assets and generates declining environmental (air and water) quality.
- **ESI 2:** The city is a major generator of **greenhouse gases** (GHGs) and highly vulnerable to **climate hazards**.
- **ESI 3: Solid waste** is a significant contributor to pollution of land, air and water systems. It has significant negative impacts on human and ecosystem health.
- **ESI 4:** The value of natural areas, **open space and the ecosystem services** they generate are not adequately valued. They are consequently inadequately accounted for in municipal planning, operations and management.
- **ESI 5: Water quality** has significantly exceeded legal and ecological thresholds in all catchments and is impacting human life, aquatic ecology and economic activity.
- **ESI 6: Water scarcity** is a reality for the CoJ - having no control over supply which is obtained from outside of Gauteng.
- **ESI 7:** The unique, high value **biodiversity** in the CoJ is inadequately protected and managed.
- **ESI 8:** The city is experiencing increasingly poor **air quality** resulting from sources both internal and external to the city's geographic jurisdiction.
- **ESI 9:** There is inadequate **accountability and responsibility** across the city, civil society and the private sector for addressing the causes of and responses to environmental sustainability issues.

Lending further detail to ESI 2, the [2021 Climate Action Plan \(CAP\)](#) prioritises the following targets under the two goals:

- **Goal 1: Net-Zero Emissions:**
 - Target 1: Affordable Clean Energy
 - Target 2: Optimised Energy Efficiency in Buildings
 - Target 3: Green Transport
 - Target 4: Alternative Waste Management
 - Target 5: Improved Water Supply & Wastewater Treatment
- **Goal 2: A Climate-Resilient City**
 - Target 1: Water Security

- Target 2: Resilient Human Settlements
- Target 3: Flood & Drought Management
- Target 4: Resilient Infrastructure
- Target 5: Healthy Communities