



InnovateUK
KTN



CASE STUDY

Reuse and Refill Models for Small Traders

Challenge

Global Alliance Africa helped Unilever to identify **innovative approaches towards reuse and refill of plastic containers for small traders in Africa**. They sought **new circular business models** for informal settings, where packaging currently centres on small sachets with high plastic content, with little consideration of plastic waste. The challenge also included rethinking the product as well as the packaging, eg: moving from unrecyclable toothpaste tubes to solid tablets. Solutions were required to be suitable for informal trade including spaza and duka shops, and roadside kiosks with limited power and connectivity.



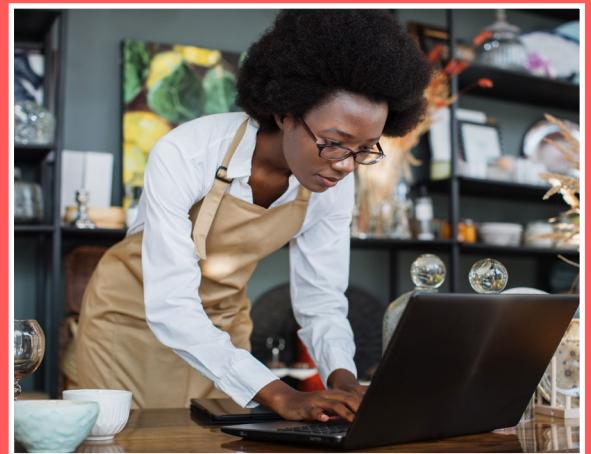
Outcomes

The challenge winners are a South African not-for-profit whose solution involves **creating refill stations within township communities**.

Global Alliance Africa

“At Unilever we are **determined to find alternatives to plastic** so it’s been incredible to work with the **dedicated and professional Global Alliance Africa team** who have helped us identify start ups and entrepreneurs for some of our most pressing circular economy challenges.”

Preola Adam, Sustainability Manager



The Global Alliance Innovation Exchange is an Innovate UK KTN programme **specially designed to help UK and international organisations** search for game-changing solutions to innovation challenges. Through the programme, we support innovation transfer by matching industry or societal challenges to innovative companies from across a **diverse range of sectors**.

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