

IMPACT STORIES



AFRICA'S
GREEN ECONOMY
SUMMIT

»» SAVE THE DATE

19-21
FEB 2025

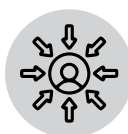
CAPE TOWN, SOUTH AFRICA



Founded by Craig Atkinson in 2019, Green Riders has successfully empowered numerous disadvantaged youths and contributed to environmental preservation. Offering a green e-mobility solution, using electric bicycles to produce social and environmental benefits, they have trained and employed 875 individuals, facilitating over 315,000 deliveries and covering more than 3.3 million kilometers.

The mission of Green Riders is to foster economic empowerment and environmental responsibility. They value passion, education, and making a positive impact on both the planet and people's lives. By reducing carbon emissions and offering meaningful job opportunities without the need for advanced degrees, Green Riders is committed to creating a sustainable, inclusive future for South Africa's youth.

HIGHLIGHTS OF THE PROJECT



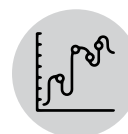
TECHNOLOGICAL ADAPTATION

The organisation employs large battery electric bicycles and efficient 5-amp chargers that recharge batteries within 2-3 hours, mitigating the impact of South African load shedding.



YOUTH EMPOWERMENT

Green Riders targets unemployed and underprivileged youth, offering training and employment opportunities without needing advanced degrees—emphasizing determination and discipline.



ENVIRONMENTAL CONTRIBUTION

By promoting e-bike use over conventional vehicles, Green Riders has eliminated carbon emissions from over 3 million kilometers of travel, aligning with global green initiatives.



EDUCATIONAL FOCUS

The organisation emphasizes educating youth on sustainability, aiming to align South African mindsets with international standards, thereby nurturing a future-oriented green economy mindset.



POLICY AND INFRASTRUCTURE ADVOCACY

Green Riders actively engages with government to improve infrastructure, support policy changes, and incentivize green mobility, aiming to embed sustainability in national agendas.

"VUKA Group has been an outstanding partner for Green Riders, and their support, alongside Africa's Green Economy Summit. Last year's Formula E event was particularly memorable as it allowed us to ride our e-bikes on the track, opening many doors for us. It was there that I first met the premier of the Western Cape, Alan Winde, and other dignitaries, leading to ongoing communications. This connection wouldn't have been possible without the support of e-Movement and the VUKA Group.



CRAIG ATKINSON, FOUNDER OF GREEN RIDERS

KEY CHALLENGES



TRUST AND ACCEPTANCE IN THE EV MARKET:

Despite strides made since their inception, convincing potential customers and partners of the capabilities and reliability of e-bikes continues to be a hurdle. Some skepticism remains about whether e-bikes can handle specific demands, such as navigating hilly terrains, despite improvements in technology and infrastructure.



SUPPORT & INFRASTRUCTURE FROM LOCAL AND NATIONAL GOVERNMENT:

Green Riders continues to advocate for better policies and incentives that favor green mobility, such as priority parking for electric vehicles and investment in charging infrastructure. Moreover, the evolution of policies and ensuring that they keep pace with advancements in micro-mobility are areas requiring continuous attention.



IF YOU WANT TO UNDERSTAND MORE ABOUT THE VENTURES AND THE CURRENT STATUS OF THEIR COLLABORATION ENGAGE WITH THE PROJECTS REPRESENTATIVES.



CRAIG ATKINSON
Founder, Green Riders



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Mining



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The Global Trust Project



WomenIN

