



The year 2020 has been a rollercoaster – By rollercoaster we mean it has been an up and down, side to side, stagnant to moving, momentum to slow motion, stationery to... well you get the idea.

CHALLENGES

This year has seen Enviroswitch go through a number of challenges that we have had to overcome. If you can recall, Enviroswitch entered 2020 with new changes in management and leadership. 2 of our previous directors and founders moved on to greener pastures, which meant a new adaptation of systems, structure, codes, direction and drive. This all happened before COVID-19, so just when we thought we were getting back on track, COVID-19 hit, casting a lot of doubt as this has been the largest catastrophe since our existence as an organization. The resultant challenges included having to deal with a lockdown situation where there was zero productivity.

When businesses were eventually allowed to operate the challenge then was the loss of contracts through cancellations due to a lack of affordability by some of our clients. There were also challenges in that being an Environmental Health company that deals with hygiene services, there was an oversaturation in this industry. A lot of new businesses started

mushrooming, leading to suppliers increasing their prices, competitors lowering their prices, unskilled and non-knowledgeable people behaving as if they had immense expertise, a lack of supplies due to unavailability and access, amongst others.

Furthermore, Every year we strive to increase our team/staff compliment, unfortunately this year we were not able to do so, which we hope to improve upon in the years to come.

SUCCESSSES

Our biggest success was that we managed to remain in business throughout the year (except for the initial lockdown period). In such a tumultuous time, this is a blessing that we are truly thankful for. Secondly, we did not need to retrench any of our existing staff, as tough as it may have been during certain intervals. Thirdly, Enviroswitch is now 50% black women owned, which has not necessarily increased our BBBEE scoring, but has increased our odds for recognition as a truly empowering company.

Another major success is that we managed to retain over 80% of our clients during this period, though with compromises, our relationships and partnerships with them became ever so stronger.

In the year 2020, a year that needed more societal and community contribution than any other, we launched our NGO, the “Enviroswitch Cares Foundation”, through which we have had a number of campaigns, including the donation of a microwave to the Pharmacy Department at Bertha Gxowa Hospital, donation’s to Mante Matlala’s Dignity Packs Drive Initiative, the donation of books to young people, authored by young leaders - Mr. Witness Mdaka (Quality Growth International) wrote “It’s more than just money” [5 Books] and Mr. Tshepo Mosiedi (TMMBS) authored “Dear Entrepreneur” [10 Books donated].

In addition to the above successes, Enviroswitch was presented with 2 awards this year, one was the SA

Prestige Award for Best Food Safety Service Company and the other was the BIZZ Award for Business Excellence. 😊😊😊

We have also had increased web traffic to our website www.enviroswitch.co.za and all of our social media platforms, with the most recognizable growth being seen on LinkedIn, Facebook and Instagram.

LESSONS LEARNT

If there is one lesson that came from 2020, it has been that businesses, big and small have to remain resilient despite how bad it may look, but also have the prudence to make the call when it's time to drop the business and start something more feasible (thankfully we only had to contend with the former).

Additional lessons learnt included the following:

- Plan ahead, COVID-19 showed us that we have to be ready no matter what, always striving to be vigilant, prepared, leaning on goals for direction and facilitating change wherever we go.
- Plan for the unforeseen and unexpected
- Have a long term vision and sustain it through continuously working hard and improving yourself always.
- Continue to treat your team well and the results will show in the long run.
- Know when to take a break, rest, rejuvenate, renew and come back with a new energy that will benefit the team.
- Treat your clients and partners with empathy, constantly listen to their needs, wants, compromises, sacrifices, survival thoughts and overall, acknowledge their impact on your business and your organisation's livelihood.
- Ensure that your products and services are top tier and unrivalled in terms of quality. Never compromise on quality for your

clients, or else it will catch up with you in the long run.

NEW YEAR EXPECTATIONS

After all the lessons of 2020, we at least enter 2021 with a lot of perspective. Being a very positive and optimistic company, we are looking forward to turning 4 years old as an organisation. We all know how businesses fail in their first 3-5 years, so we understand that we are still in the midst of "make or break", but we are definitely keen to having a fruitful and growth-building year ahead.

We expect to grow our client base by at least 20 percent, so early in the year while our energy is high, we are to target our market and work closely with them, ensuring that environmental health is a key ingredient to their success.

We expect to maintain our existing partnerships and of course build new solid partnerships that will take us to the next level. Notable mentions regarding partnerships for this year go to FoodBev International Consulting, Chankie Business Enterprise (Trading as SHEQ International Group), Afzelia Environmental Consulting and Consolidated Urban Management – will look forward to doing more with you next year.

We expect our Switcher team to grow, with the aim of adding at least 2 EHPs to the team. We are also expecting the existing team to grow in capacity, knowledge and empowerment through applicable training courses and increased opportunities.

As Enviroswitch we would like to take this opportunity to thank all people, from our team, leaders, partners, clients and distant supporters.

NOTE

Kindly note that we are closed from 18 December 2020 to 04 January 2021. We wish you all a merry Christmas and renewed hope of a great year ahead.