

MEET THE GLOBAL TEAM



Lizette Swanevelder – CEO of Global GreenTag Africa

Lizette Swanevelder abides by a philosophy that if she can ‘lead the way in showing people how to protect the environment, then collectively and through our own individual actions, we can make a greater impact to humankind and the earth.’ As CEO of Global GreenTag Africa, Lizette has been an exemplar leader in educating construction and design professionals and supporting manufacturers looking to expand their businesses.

Lizette broke new ground in 2009, launching the first Global GreenTag operation outside of Australia in South Africa when the company was Ecospecifier Global GreenTag. Lizette was already part of the Building Council of South Africa (GBCSA) Technical Working Group Committee to develop the Green Star Rating Tool for Interiors Fit-Out tool. She famously took the lead also to help usher in the world’s first, third party, green building product rating system for South Africa. This was at a time when the focus on ‘green’ was a relatively new and unfamiliar phenomena in South Africa’s built environment industries, product greenwashing was rife and the marketplace, competitive.

Since then, Lizette has been on a mission to raise greater awareness for the Global GreenTag Product Certification Standard, helping to educate building and cleaning industries about green product certification as well as bring on board an impressive list of South African product manufacturers with world leading examples of sustainable, product lines now certified by Global GreenTag.

Lizette has continued to work closely with various Associations and Institutes. These include The Cape Institute for Architecture (ClfA), The Society of Architects, Planners, Engineers & Surveyors (APES), The Association of South African Quantity Surveyors (ASAQS), Western Cape Property Development Forum (WCPDF), Urban Design Institute of South Africa (UDISA), Chartered Institute of



Building (CIOB) and hosting a monthly forum for the Winelands Built Environment Professionals Group (WBEP).

Highly committed to social upliftment through greening and sustainable development, Lizette has also been actively involved with non-profit organisations that support these interventions, such as Green Communities, which promotes sustainable urban green living environments for low-income housing settlements.

Lizette's leadership in the sustainability space also has been recognised. In 2011, she was nominated as was one of the top 100 women in the Mail & Guardian Woman's Book of South Africa in the Environmental category. She received a certificate of merit for the Biodiversity Award at the 2014 Eco-Logic Awards hosted by SABC 3 and Enviropaedia for the greening of 200 gardens in Witsand, Atlantis informal settlement. Lizette also won the 2015 Mail & Guardian Greening the Future award in the Communities for Climate Change category.

When not working with Global GreenTag, Lizette follows her sense of compassion and empathy for others. She has a long-standing history of supporting and serving her local communities and most notably as a volunteer basic ambulance assistant for the Hout Bay National Sea Rescue Institute (NSRI) in Cape Town. Lizette rescues swimmers for various helicopter services, including the NSRI Surf Rescue Helicopter and NSRI Air Sea Rescue unit for the South African Air Force (ASR), Air Mercy Services Rescue Helicopter Services (AMS) and Air Medical Emergency Evacuation volunteer rescue crew for Titan Helicopter Services and Canadian Helicopter Company (CHC) High Angle Rescue team.

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