**Chapter Five: Expected Outcomes, Budget, and Evaluation**

**5.1 Expected Outcomes**

1. **Environmental Impact Reduction:**
   * Significant reduction in air, soil, and water pollution due to improved tyre disposal and recycling practices (NEMA, 2023).
2. **Economic Empowerment:**
   * Creation of new job opportunities and enhancement of income for Jua Kali artisans.
3. **Technological Advancement:**
   * Better integration of low-cost, high-efficiency recycling technologies.
4. **Policy and Awareness:**
   * Increased influence on local policy regarding waste management and enhanced community awareness of sustainable practices.
5. **Market Competitiveness:**
   * Improved local and international market penetration for recycled tyre products.

**5.2 Budget Estimate**

| **Expense Item** | **Estimated Cost (KES)** |
| --- | --- |
| Collection & Logistics | 300,000 |
| Training Programs | 400,000 |
| Equipment & Machinery | 700,000 |
| Marketing & Awareness | 350,000 |
| Business Development | 450,000 |
| **Total Estimated Cost** | **2,200,000** |

**5.3 Monitoring and Evaluation**

**Key Performance Indicators (KPIs):**

* **Volume of Tyre Waste Processed:**
  + Monthly measurement of tyres collected and repurposed (NEMA, 2023).
* **Employment Metrics:**
  + Growth in the number of artisans trained and employed.
* **Revenue Generation:**
  + Financial metrics derived from the sale of recycled products (Kenya Chamber of Commerce, 2023).
* **Community Engagement:**
  + Periodic surveys measuring consumer awareness and acceptance of recycled products (UNEP, 2024).

**Evaluation and Reporting:**

* Progress will be reviewed quarterly with detailed reporting.
* Adjustments to training, technology use, and market strategies will be implemented based on ongoing feedback and data analysis.