

<p><b>Problem:</b> Kenya is home to one of Africa's largest dumpsites, Dandora and other dumpsites, receive only 27% of the 4,400 tonnes of plastic waste generated every single day in the country. The rest remains uncollected. People in informal settlements and rural areas do not use these government waste collection services. Moreover in these landfills, recyclable materials are contaminated or buried too deep into the heaps of waste. Roughly 80% of waste buried in landfills could be recycled, but the process of extraction is unsanitary and difficult. Recycling companies in Kenya depend on scavenging activities to sustain their operations, but in the face of problems like contamination and low amount of raw materials they cannot fully realizing their potential.</p> <p><b>Source(Citation):</b> <a href="https://www.bhine-singane.com/stories/the-waste-pickers-of-dandora/">https://www.bhine-singane.com/stories/the-waste-pickers-of-dandora/</a> <a href="https://www.thedephant.info/option/2022/09/23/dandora-dumpsite-how-the-recycling-deam-goes-to-de/">https://www.thedephant.info/option/2022/09/23/dandora-dumpsite-how-the-recycling-deam-goes-to-de/</a> <a href="https://www.gpu.gov/fields-and-figures-about-materials-waste-and-recycling/national-every-day-fields-and-figures-materials">https://www.gpu.gov/fields-and-figures-about-materials-waste-and-recycling/national-every-day-fields-and-figures-materials</a> <a href="https://youtu.be/r15hLd409w3s?si=4lXTh72CI-KM4uz">https://youtu.be/r15hLd409w3s?si=4lXTh72CI-KM4uz</a></p>				
<p><b>Key Resources:</b></p> <p>1. Sorted waste from residents 2. 4 sets of PPEs 3. 1 Warehouse space 4. Trash bins and a safe incinerator 5. 2 garbage trucks 6. Internet connection 7. Communication devices 8. 4 Environmentalists, 4 Sales experts</p>		<p><b>Key Activities:</b></p> <p>1. Marketing the service to locals in the informal settlement 2. Distributing trash bins where people can throw their sorted trash 3. Collecting the bins weekly while leaving them with clean bins 4. Sorting the non-biodegradable trash and cleaning the plastics to be used by recycling and reusing companies 5. Marketing plastics to recycling and reusing companies. 6. Transporting and selling to recycling and reusing companies 7. Paying employees and stakeholders using this revenue 8. Incinerating the rest of waste.</p>	<p><b>Type of Intervention:</b></p> <p><input checked="" type="radio"/> Product   <input type="radio"/> Service</p> <p>Plastic waste in atleast 1 tonne of HDPE, LDPE and PP type of plastic.</p>	<p><b>Segments:</b></p> <p><u>Beneficiary(User/consumer)</u></p> <p>Beachhead market: 5 Residential buildings in informal settlements in a rural area. This is because they are the least likely to have access to waste management services being provided by the government.</p>
<p><b>Partners and Key Stakeholders:</b></p> <p>Gjenge makers limited Kenya association of waste recyclers Unemployed youth Landlords</p>		<p><b>Channels:</b></p> <p>Whatsapp and Email for communication with beneficiaries and payers respectively Mpesa and Airtel Money for cash payments from payers Road transportation for delivery of plastics to payers</p>	<p><u>Payer(Customer)</u></p> <p>Beachhead market: Gjenge makers limited. They have expressed to us their need for plastic waste. Future market: Compost making companies to handle the compost waste.</p>	<p><b>Value Proposition:</b></p> <p><u>Beneficiary(User/consumer)</u></p> <p>They stand to have waste collected for free from their homes as long as they sort it. They do not have to burn it or dump it in water bodies as usually is the case.</p>
<p><b>Consequences:</b></p> <p>Positive Less waste going to landfills and therefore reducing the negative effects that the landfills have on the lives of residents around these landfills, including respiratory issues and exposure to toxins. The ability to responsibly dispose waste Negative: Accumulation of waste beyond our capacity</p>		<p><b>Landscapes Analysis:</b></p> <p>~417 companies in the recycling space Our advantage over them is that we give our customer clean plastic of the grade that they demand at their doorstep and the amount that they request as per their needs. This is different because the other companies just give the recycling companies the plastic with no consideration that it has to be clean for it to create better quality products.</p>		<p><b>Impact Measures:</b></p> <p>3 months progress: We want to have established repeat business and started generating revenue to pay our employees 6 months progress: We want to have achieved cleanliness in the neighbourhood we operate in. 9 months: We want the culture of responsible disposal of solid waste has taken root in the area we operate in.</p>
<p><b>Organisation name and team:</b></p> <p>A Waste collection company Team: Rachael(mobilizer, active citizen), George Karanja (business man and technologist), Stephanie Mukami(creative and technologist)</p>		<p><b>Revenue Model / Cost Structure:</b></p> <p>Fixed costs: \$50,000 USD cumulatively to rent out space, install water connections and pay water bills, buy trashbins and install the software in them, and rent out 2 fueled trucks for waste transportation for a period of 9 months. All 4 recycling companies pay \$10 USD to Thora for the clean, sorted waste that they receive from us daily.</p>		