



<p>Problem: Effective recycling needs effective sorting. This rings true for waste management all over the world, including here in Nairobi. However, Nairobi is home to one of Africa's largest dumpsites, Dandora dumpsite, where about 2500 tonnes of waste are dumped everyday. It is hard to sift through the waste to get recyclable materials, and as result, only 45% is recycled, reused or transformed into a form which can yield an economic or ecological benefit. But there are people: including women and youth, who risk their health everyday, to dig up these materials in the dumpsite. They sell these retrieved materials in sacs to recycling companies in Nairobi. It is important to reduce the amount of recyclable waste that is going to this dumpsite, in order to protect the health and the wellbeing of these people.</p> <p>Source(Citation): https://www.thisrecyclething.com/charterofwaste-sorting-important-where-recycling https://greentumble.com/why-is-sorting-important-where-recycling https://www.untap.org/news-and-stories/story/smoking-nairobi-landfill-jeopardizes-schoolchildrens-future</p>					
<p>Key Resources:</p> <ol style="list-style-type: none">1. 8 passionate employees2. 8 sets of PPEs (Overall, gloves, face-mask)3. 1 Warehouse4. 100Litres of Water a day5. Cleaning agents6. Containers7. 8Trash bins8. 2 trucks		<p>Key Activities:</p> <ol style="list-style-type: none">1. Thora employees sets up trash bins in an area.2. Residents and passersby throw trash in these bins as per the directives on the bin.3. Thora employees collect the trash, take it to the warehouse and sort it to finality.4. Thora employees clean the sorted useful trash and incinerate the rest.5. Thora employees transport and sell clean sorted trash to different upcycling companies, as per their needs.		<p>Type of Intervention:</p> <div><input type="radio"/> Product</div> <div><input checked="" type="radio"/> Service</div> <p>We are dedicated to sorting and cleaning solid waste that is paper, straw, plastic, wood and metal (that would have otherwise been dumped on land and in waterbodies).</p>	
<p>Partners and Key Stakeholders:</p> <ol style="list-style-type: none">1. Upcycling and recycling enterprises2. Responsible residents, and environmentalists.		<p>Channels:</p> <p>Road transportation</p>		<p>Segments:</p> <p><u>Beneficiary(User/consumer)</u></p> <p>Residents and children of Dandora settlements who are risking their lives picking up trash in the dumpsite.</p>	
		<p><u>Payer(Customer)</u></p> <p>Companies that reuse, recycle trash. There 4 identified companies that would benefit from this including: C stunners, Eco-post, Gjenge, TMAO and BotLog</p>		<p>Value Proposition:</p> <p><u>Beneficiary(User/consumer)</u></p> <p>Thora reduces the amount of waste that is headed towards Dandora dumpsite. This helps to reduce the health risks that face people who are sifting through the dumpsite.</p>	
		<p><u>Payer(Customer)</u></p> <p>Thora provides clean, sorted waste materials to recycling and upcycling companies in a timely and need based manner.</p>			
<p>Consequences:</p> <ol style="list-style-type: none">1. Excessive waste that is not useful and that results in endless experimentations that result in more pollution.		<p>Landscape Analysis:</p> <p>Collaborators: Individuals, mostly young people who usually collect waste and plastics.</p> <p>Market analysis: There are around 10 recycling companies that are operational today in Nairobi.</p> <p>Competitors: Individuals, mostly youth who usually collect waste and plastics.</p>		<p>Impact Measures:</p> <p>In 6 months, we hope to have reduced the time that the recycling companies we work with, take to create their products, by atleast 10%.</p> <p>In a year, we hope that they will have reduced their production time by 30%.</p>	
<p>Organisation name and team:</p> <p>THORA WASTE MANAGEMENT SOCIAL ENTERPRISE</p> <p>Founder: Rachael Kibicho</p>		<div><input checked="" type="radio"/> For profit</div> <div><input type="radio"/> Non-profit</div>		<p>Revenue Model / Cost Structure:</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>	