

Teaching Guide for 1-Hour Session on E-Waste Management and Entrepreneurship

Session Title: E-Waste Management as an Entrepreneurial Opportunity

Objective:

By the end of this session, participants will understand the basics of e-waste entrepreneurship, explore business opportunities in e-waste management, and gain insights into creating sustainable business models within a circular economy framework, and develop creative avenues for using media skills and sustainability to contribute to their economies

1. Introduction to E-Waste Entrepreneurship (10 minutes)

- Overview of Business Opportunities:
 - Recycling centers, e-waste collection services, upcycling, repair & refurbishment, and consultancy.
- Economic Value of E-Waste:
 - Discuss the valuable materials found in e-waste (gold, silver, copper).
 - Share global statistics on the potential revenue from e-waste recycling.

Key Message: E-waste contains profitable resources, and diverse business models can tap into this market.

2. Understanding the Circular Economy (10 minutes)

- Definition & Application:
 - Explain the circular economy and how it minimizes waste while maximizing resource use in e-waste management.
- Case Studies:
 - Highlight successful examples of businesses converting old electronics into new raw materials or products.

Key Message: The circular economy is essential for sustainable e-waste businesses.

3. Business Model Development (15 minutes)

- Types of E-Waste Business Models:
 - Recycling centers, upcycling, repair services, subscription-based collection.
- Revenue Streams:
 - Selling raw materials, repair services, or upcycled products.
- Case Study:
 - Review a real-life e-waste business model and how it works.

Key Message: Effective marketing and scalability are essential for growing an e-waste business. This is where media skills and being a sustainability champion come in handy. These can be leveraged to

4. Resources for Participants (5 minutes)

- Provide business plan templates, case studies, and a list of funding sources.

5. Assessment & Conclusion (5 minutes)

- Participants will draft a simple e-waste business plan outlining their selected business model, revenue streams, and marketing strategies (with an emphasis on using the media skills they have learnt).

Key Takeaway: With the right model and strategy, e-waste management can be turned into a profitable and socially responsible business.

Stories to Feature in the Lesson:

1. **Wastezon and E-Waste Management in East Africa** – This video features Ghislain Irakoze, founder of Wastezon, a Rwandan startup that connects households with recycling companies through a mobile app, creating employment opportunities and promoting sustainable e-waste disposal practices. Wastezon's work is an inspiring model of how e-waste can be turned into a profitable venture. You can learn more [here](#)
[Empower Africa](#)

2. **Entrepreneurs Tackling E-Waste in Nairobi** – This video showcases the efforts of e-waste entrepreneurs in Kenya who are turning discarded electronics into valuable resources. The video highlights initiatives such as the WEEE Centre, which recycles and repurposes electronic waste, helping to reduce harmful environmental impacts while creating new business opportunities. Watch it on [Africanews](#)