

## Waste to wealth

Abuja, Nigeria  
Abuja, Nigeria  
Ogechi Ajoku



**Organization type:**

for profit

Project Stage:

Idea

**Budget:**

\$10,000 - \$50,000

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### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

A plastic recycling company with a mid-term plan of going into full scale recycling of all recyclable items ( e.g. paper, metal, rubber, glass e.t.c )and a long term plan of converting waste to alternative energy.

#### About Project

**Problem: What problem is this project trying to address?**

Waste dumped or buried in Abuja city and Nigeria at large is on the increase. It is unsightly and poses a great health risk as it can cause disease outbreaks. The pollution from waste can get into rivers, killing aquatic life. The toxins produced also render farmlands infertile thereby affecting food production. This causes inflation in food prices. Recycling reduces waste dumped and leads to a cleaner, healthier and more sustainable environment.

**Solution: What is the proposed solution? Please be specific!**

Green Elite Nigeria limited intends to collect the waste from the sources – houses, fast- foods, restaurants, hotels, hospitals e.t.c and regularly hold seminars to sensitize residents on the need to 'reduce, reuse and recycle' waste, the benefits of a clean and 'green' environment and how to conserve the environment. There will be a reward scheme put in place to encourage people to recycle their waste. Recycling will reduce waste dumped, provide employment, introduce cheaper (recycled) product alternatives in the market place, reduce incidents of disease outbreak due to pollution from dumped waste and lead to a cleaner, greener and more sustainable environment.

### Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

Waste plastics instead of being trashed/dumped are brought to the factory, washed and passed through several processes to turn them into pellets. These pellets are then sold to plastic manufacturing companies who use them to make new plastic products e.g furniture, toys, electronics e.t.c. These new products cost less than their counterparts in the markets (made from fresh resins). This provides alternatives for the low income earners while ensuring a cleaner environment. Families in the slum, surrounded by recyclable waste can begin to recycle their waste. Not only will they live in a better environment, they will also make money from the reward packages. With time, word will spread thereby making a difference one person at a time.

### Sustainability

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

Though fairly new in Nigeria, a few recycling companies have been established in the last couple of years. Green Elite Nigeria limited will capitalize on online promotion to inform the youth/general public on its activities. Environmental awareness seminars will be hosted in schools/work places to educate the general public on the advantages of recycling. Reward packages will be provided for recyclers. Ensuring customer

satisfaction, continuous research to stay up to date with improving technology and constant training/retraining of staff will ensure we are always ahead in the industry.

#### About You

**Organization:**

Green Elite Nigeria Limited

#### About You

**First Name**

Ogechi

**Last Name**

Ajoku

**Twitter URL****Facebook URL**

#### About Your Project

**Organization Name**

Green Elite Nigeria Limited

**Organization Country**

, CT, Abuja

**Country where this project is creating social impact**

, CT, Abuja

**How long has your organization been operating?**

Less than a year

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

#### Your Solution

**Founding Story: Share a story about the "Aha!" moment that led you to get started and/or to see the potential for this to succeed.**

As an undergraduate taking environmental courses, I discovered I had a passion to protect the environment. During my one year National Youth Service Corps in Sokoto state, I noticed that because clean tap water was scarce, most people bought and drank either bottled or sachet water. Unfortunately, these plastics aren't biodegradable so it led to accumulation of waste plastic. I then decided that I would start a recycling hub to turn the 'waste' plastics to usable products. I contested and became the vice president of Environmental Conservation Club. The platform helped me conduct sensitization seminars on waste management and provide waste bins for some indigenes.

**Select Sector(s): To which of Unilever's categories of sustainability does your solution apply?**

Sanitation and Hygiene.

#### Measurable Impact

**Audience: Who have you identified as your customers/recipients and why? How will you get your solution to them or engage them in your initiative?**

My customers include everyone who lives, schools or works in Abuja and its environs because wherever human beings abide, waste is produced. Social media, seminars and radio jingles will be used to create awareness. Our trucks will be used 3 times every week to pick up their recyclable waste. At the end of every month, they get their reward packages (based on the weight of their recycle) which can be in the form of shopping vouchers or cash.

**Impact: What is the impact of the work to date and expected impact in the future?**

Since we are still at the idea stage, we haven't had much impact. A few people are more aware of their environment and why it is necessary to conserve it.... thanks to the sensitization seminars. One of the visions of 'Green Elite Nigeria limited' is to reduce the waste dumped in the county by at least 15% by the year 2020.

#### Growth, Finance & Leadership

**Scaling the Solution: How do you intend to scale your activities over the next two years (e.g., reach new markets, diversify solutions, etc.)? What will make this possible?**

Green Elite Nigeria Limited intends to (within the next 1½ -2yrs) expand to full scale recycling of other materials like paper, rubber, glass e.t.c and begin to convert waste to energy by the year 2019. With constant research, improved methods and wide spread awareness, we intend to expand to all the states in Nigeria. My team members include - Barr. Mrs Uloaku Nnoli - She has a law degree. Mr Bucci Eke- He is an accountant . Mr Paul Akpan- He is a health/ environmental officer. Price money will aid us to purchase some of the machinery needed to start the business and publicity will expose us to mentors/investors and make people aware of our services.

**Financial Sustainability: What is your business model to ensure financial sustainability?**

Knowing how to manage our resources is as essential to achieving financial sustainability as knowing how to generate income. Since Green Elite

Nigeria limited is a profit making venture, we will ensure our financial books are always balanced to ensure we are making profit while giving more in service than we receive in cash to ensure our customers are satisfied.

**Experience: Please provide examples of any previous entrepreneurial initiatives you have pioneered.**

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