Sustainable solid waste Management in Kenyan Urban areas

Nairobi, Kenya

Winfred Gachohi
Organization type: nonprofit/ngo/citizen sector
Project Stage: Idea

Project Summary

Elevator Pitch

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

Solid waste disposal in urban areas has remained a great menace to the Municipalities despite various measures being put in place. Solid waste production is relative to population size, location, income level, proper waste management techniques hence participatory management is vital for efficacy.

About Project

Problem: What problem is this project trying to address?

By engaging the public in home sorting, reduce, reuse and recycle of their solid waste, the efficiency of waste collection is attained. Reuse and recycle of dumpsite bound waste is achieved as well as offering job solutions hence empowering many individuals and families economically. Dumpsites create unsightly conditions hence their number will be minimized but optimally utilized. This will help address sanitation and related health issues.

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

Since it is impossible for households not to produce waste, this project will provide the country with alternative solutions of dealing with the root cause besides more solid waste collection and dumping at the nearest dumpsite. A responsible public will ease the process by sorting their waste and putting it in different well labelled containers before taking it at the collection point. Solid waste generation can also be traced back to manufacturers of all consumables including industries, supermarkets etc. Investing in a "necessary waste only" campaign is a worthy course as it greatly reduces the eventual solid waste taken to the dumpsites and the ability to deal with it, whether degradable or not.

Impact: How does it Work

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

Proper solid waste management has been based on the 3Rs (Reduce, Re-use, Recycle) to ensure effectiveness. This project will introduce information to the process and as a result raise the level of efficiency of the 3Rs. Reduce- will equip users of all consumables on cost effective means of reducing waste generated but maintain constant or reduced income expenditure. Re-use- equip users with secondary uses of what could become waste after the primary use. Recycle - Equip with information of value addition of their waste hence gaining income from it. An informed use of the 3Rs means reduced solid waste generation translating to low cost of dealing with it for all the involved stakeholders, clean neighborhoods and economic empowerment.

Sustainability

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

It is worth acknowledging the efforts of the Ministry of Environment, water and Natural resources; the Municipal Council and various NGOs for their effort of keeping the environment clean, but there is no such initiative of empowering the public with information to enable them make an environmentally sound decision on how to handle their waste. The current situation is about helping people dump their waste irrespective of the worth attached to it if a different approach was applied. More funds are used in those strategies increasingly as more waste is generated with increase in population.

About You

Organization:
Waste is Opportunity Initiative (WOI)
### About You

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<td>Last Name</td>
<td>Gachohi</td>
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<td>Twitter URL</td>
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### About Your Project

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<td>How long has your organization been operating?</td>
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### 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.

The sewage line blocked one day in my estate. Due to the pressure, one of the lines bust and the whole area almost became inhabitable from the foul smell not to mention the bad reputation. The Council workers were deployed to unblock the line and the type of solid waste that was extracted was shocking, which included polythene bags, sacks, maize cobs among others. It then dawned on me that if only the estate dwellers knew what to do and became responsible with their waste, such occurrences wouldn't have been. Similarly, immense quantities of solid waste cannot be recycled because it is impossible to extract them from the dumpsites. The only effective weapon to the challenge can only be information, true to the saying “Knowledge is Power”

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

Sanitation and Hygiene, Waste, Supply Chain Micro-entrepreneurs.

### 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?

Everyone produces solid waste. Its quantity is proportional to population size. The mostly affected areas are regions with high population such as estates, slums, industrial areas among others. Intensive campaigns and community participation is all that is needed for the public to pick up the initiative and pass it on to generations as it becomes their lifestyle. Employment opportunities will be created, clean neighbourhoods established, better health and sanitation, beautiful and clean environment.

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

The initiative has only been meagerly applied in 3 star hotels where the staff are given instructions on how to handle their waste and it has been proven to be very efficient in terms of cost, space and is very time saving. However, it requires much capital to do it on a large scale such as cost of advertisement, campaigns, community rallies, purchase of proper gears and also requires more manpower for the same. The initiative will have a ripple effect which will spread to the rest of the areas from the point implementation. As a result, more funds are required to initiate but the cost reduces with time as information spreads.

### 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?

The project will be initiated in Nairobi and on achieving the desired results, Nairobi becomes a vision for other urban areas but eventually will translate to a competition to be the best in solid waste management. Prizes for the best could be introduced to encourage innovation by the public to clinche the award. This will in it enhance cohesiveness and unity among the public.

In close partnership with the government of Kenya and other relevant authorities, the project will cease to be an individual goal but a national call which can translate to international levels of solid waste management sustainability.

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

Initiatives such as banning of use of polythene bags for the biodegradable ones makes solid waste easier as only landfill will be needed for disposal and can later be reclaimed for other beneficial uses. The public will be in a position to choose and live sustainably and Kenya becomes a clean and healthy nation with a desirable environment.
Experience: Please provide examples of any previous entrepreneurial initiatives you have pioneered.

During a 2 weeks community service activity sponsored by Kenyatta University, I helped propose and plan for an unused open ground into a public minipark with commercial benefits for its users within Karatina Municipality. However, due to budgetary constrains, the open ground was never remodelled. In it lies many opportunities for the youth and its residents.

My project has unlimited opportunities which can only be actualized by its implementation.

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