

# Community Based Waste Management and Recycling Enterprises in Watamu, Kenya





# What is Solid Waste?

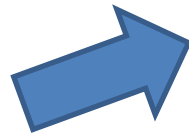
- **Materials that no longer have value, and are thrown away.**



Examples: Plastic bags, plastic containers, diapers, papers, oil containers, food scraps...

# Why is it a Problem?

2. Domestic animals can die after eating plastics, resulting in a loss of income and food





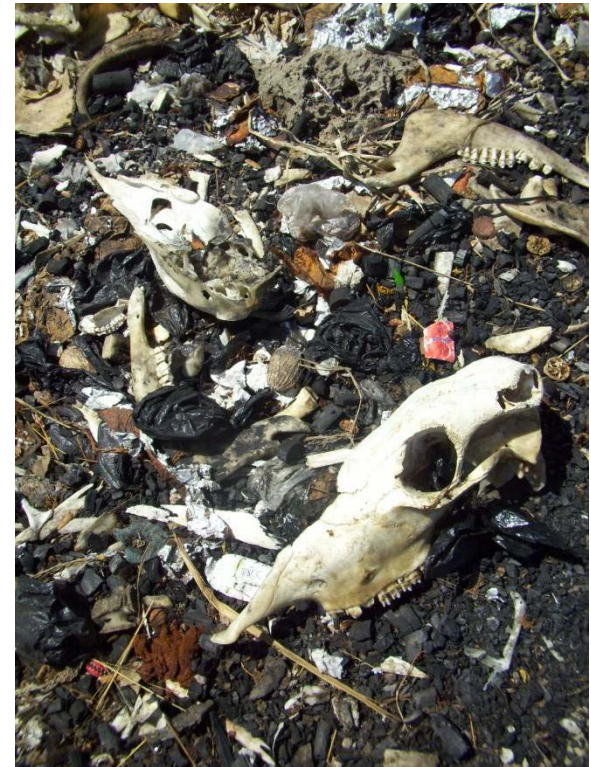
Poor waste management





# Why is it a Problem?

## 3. Decreases quality of life



Bad smells and unsightly waste makes the village unattractive

# Health Reasons

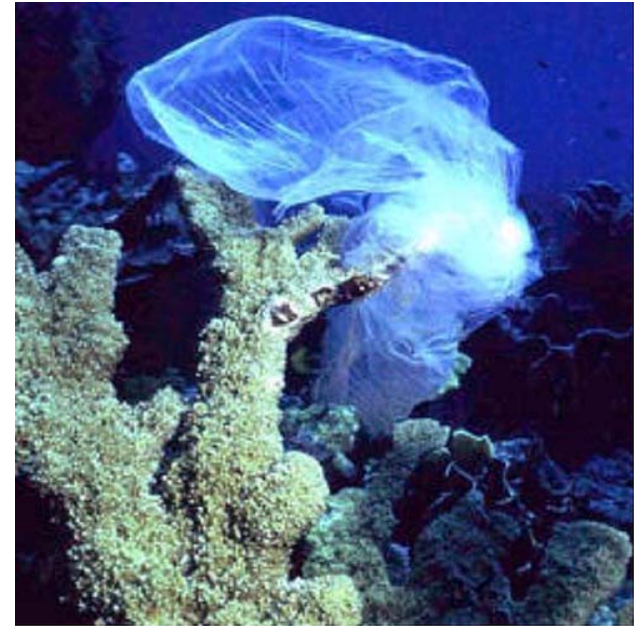
Pollution from burning plastics and chemicals can cause lung and respiratory disorders in humans and poor waste management can generate disease





# Environmental Threats

Sea turtles, fish and coral die, beach habitat is destroyed



This sea bird suffered a slow starvation death - stomach contents contained over 300 pieces of plastic.





A photograph of a beach heavily littered with plastic waste, including numerous water bottles, plastic bags, and other debris. A penguin is visible among the trash in the foreground. The background shows a clean, white sandy beach leading to a clear blue ocean and a distant island under a clear sky.

Is this what we want our beaches  
to look like?

Polluted with no marine animals and a threat  
to tourism?



Or do we want them to look like this?





What we can do as a community to  
manage our waste problems

Community empowerment.  
WMA started this project in 2009





The WMA Blue Team makes weekly clean ups





37 local community members receive an income cleaning beaches and road sides





# Sorting re-usable waste







Sorting plastic waste for recycling



# Sorting waste rubber





# How to turn solid waste into money through Business Enterprises





Income  
Generation -  
Recycling plastic:  
hard plastic is  
collected and  
processed





Machine processed plastic waste



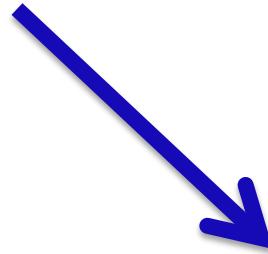




The end product is sold to Kenyan plastic recycling industries



Rubber can be reused and made into curios, which can generate income for local people.





# Community made Curios with Marine Debris





# Flower art made from waste rubber





# Art made from waste materials







Furniture made from  
waste materials





**Corporate Support = Sustainability**



# What we can give the sponsor

- Advertising on waste bins
- Advertising on WMA website and facebook page
- Advice on recycling
- Cleaner beaches and roads for everyone to enjoy





# Advertising on WMA Facebook



## Watamu Marine Association

Community Page about Marine conservation

✓ Liked



<http://www.watamu.biz/>. We promote community empowerment and advocate for the protection of Watamu Marine Park and marine life. WMA is a unique initiative at the Kenyan coast bringing together members from the



 4,450



2 ▾

About

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# Advertising on WMA Web site

- WMA high ranking site on all search engines



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WMA PROJECTS  
AND MEMBERS

VISIT WATAMU

WATAMU DIRECTORY



WATAMU NEWS

WELCOME TO WATAMU





# Operational Goals:

- Recycle over 70% of plastic waste generated in Watamu and provide regular weekly waste collection along 5 km of Marine Park beaches and village roads.
- To reduce pollution in Watamu Marine Protected Areas and on our beaches



# Operational Goals

- Expand plastic processing and waste recycling capacity to generate an income for community waste management operations and community projects
- Develop community based small business enterprises
- Develop partnerships with other organisations





## **UN Announces SEED Award Winners 2011 With Focus on African Entrepreneurs**

The Award is a recognition of your particular achievements in innovation and entrepreneurship so far, your promising efforts to promote economic growth, social development and environmental protection in Kenya, and not least the potential of your partnership to inspire others.

*“Watamu Community Solid Waste Management and Recycling Enterprises”* serves as an example of successful cooperation between community organisations and the local marine tourism industry in creating a plastic recycling value chain. The results are cleaned-up beaches and new employment opportunities for women and youth.



# Watamu Solid Waste Management and Recycling Enterprises won the SEED Initiative Award 2011



# WMA's Justin Kitsao receives the Award





# What Makes This Initiative a Success

- Watamu Community Support
- Watamu Business Sector Support
- Government support – Council, NEMA, KWS
- Land ownership
- Easily accessible and cheap product material
- Salable product
- Growth industry and access to retail outlets
- Sustainability
- Security and infra structure

# The Future

- Operating a waste recycling facility and a place for community groups members to work





The waste recycling compound will manage plastic, glass and tin materials.

- The workshops will train community members to create curios and products made from recycled materials
- Curios will be marketed in coast hotels and boutiques
- Tourists will be encouraged to visit the workshops





# Next Project

The Watamu Recycling Theme Park will create:

A Public and Tourist Attraction

Employment for Community Artists

An Exhibition for Recycled Art Work

A Regional and International Show Case













# Thank You ASANTE

