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.
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

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
Advertising on WMA Web site

• WMA high ranking site on all search engines
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