



Establishing Community and Institutional Recycling Banks to recycle Plastic Waste. (Your Waste Your Wealth)



Prepared By: EazyWaste Ghana Team

Block 12, Racecourse, Lapaz – Accra. Ghana
phone: +233-540-577785 | +233-262-626916
Email: brian@eazywaste.com | www.eazywaste.com

Executive Summary

Eazywaste Ghana capitalizes on technology and education to recycle plastic waste by engaging citizens and government in creating value from their everyday waste through recycling and reusing to incentivize attitudinal change in managing plastic waste in ensuring cleaner cities and greener environment.

Plastic waste pollution continues to be one of the greatest environmental challenges in Ghana. The over 3000 tons of the waste generated in Accra daily is primarily made of plastic waste which only 2% is recycled, 25% collected and sent to landfills and the rest left to pollute the environment causing blockage of drainage ways and flooding anytime it rains resulting in cholera outbreaks, high healthcare expenditure, increase in global warming and climate change. Due to rapid urbanization, the government continues to struggle with waste management solutions with an expenditure of 290 million dollars annually on poor sanitation (Joy News Documentary 2019). This amount could have been used to improve education and healthcare to help the government achieve its Ghana Beyond Aid agenda. According to the World Health Organization, more than 28,000 premature deaths in Ghana every year are linked to air pollution¹.

Our innovative solution establishes community and institutional recycling banks which create proximity for plastic waste recovery, collection, and recycling and help households and residents to easily segregate and recycle their plastic waste. We have established 7 community and institutional plastic waste pick up points within La Dadekotopon Municipal Assembly (LaDMA). We seek to implement this solution in some carefully selected seventy (70) communities in the Ga-West Municipal to help them recycle their plastic waste easily while providing them with extra revenue and employment to the youth and women. With our current capacity, we are able to collect and process about 1.6 tons of plastic waste weekly with revenue of USD\$ 480 dollars. So far, about 60 tons of plastic waste has been recovered and recycled since 2018.

This project will impact communities significantly by creating a safer environment, creating job to reduce youth unemployment, economize lands by reducing landfills, improved health and eliminate plastic pollution.

In summary, this project will educate households and residents, collect their plastic waste easily by creating proximity for them, process their waste and generate revenue from the pellets.

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KEY TEAM MEMBERS

CEO – Bernard Brian Cudjoe, 40% LOE. He is very passionate about environmental issues and impact-driven activities. He has over 7 years of experience as a Trainer, Researcher, and social. He has worked as an ICT Tutor, Data Surveyor, Researcher, and Project Assistant. He has BSc. and MSc. In IT and currently pursuing a postgraduate degree in International Development.

Email: brian@eazywaste.com

Mobile: +233 540 577 785

COO – Ernest Nartey-Tettey, 40% LOE. He is a Health Administrator, a Public Health Specialist who considers environmental issues as a public health issue and a threat, he deploys his competencies diligently to for the attainment of the short and long term goals and impacts on the environment positively. With a towering passion towards the SDGs, He contributes towards innovative strategies aimed at establishing a good consumer product experience, builds trust and effective waste management brand.

Email: narteytetteh@eazywaste.com

Mobile: +233 262 626 916

CTO – Elijah Kwesi Adjei, 20% LOE. He is a Mechanical Engineer from the Accra Technical University. His passion is making the environment clean so he is involved in ay activities that achieve environmental cleanliness. He has over 9 years of experience in using crushing and recycling machines.

INTRODUCTION

Eazywaste Ghana is an incorporated startup company that capitalizes on technology and education to recycling plastic waste. Our vision is to become a national brand for eradicating the pollution and mismanagement of plastic waste in Ghana and beyond. Our mission is to sensitize every individual in Ghana and beyond about the dangers in plastic mismanagement and pollution whiles making them realize the value of recycling and reusing.

Problem

Globally, about 300 million tons of plastic waste is generated annually causing environmental pollution and an increase in climate change effect. Africa produces 70 million tons of plastic waste with 4.4 million tons ending up in oceans and seas every year (United Nations figures from 2010). In Ghana, about 2.58 million metric tons of plastic are imported annually and more than 73% effectively end up as waste (Greater Accra Wate Management Department). Due to rapid urbanization, the central government continues to struggle with waste management solutions with an expenditure of 290 million dollars annually (Joy News Documentary, 2019). This amount could have been used to improve education and healthcare to help the government achieve its Ghana Beyond Aid agenda.

Plastic waste pollution continues to be one of the greatest environmental challenges in Ghana and Africa contributing to the increase in climate change effect and global warming. Over 3000 tons of the waste generated in Accra daily is

primarily made of plastic waste which only 2% is recycled, 25% collected and sent to landfills and the rest left to pollute the environment causing blockage of drainage ways and flooding anytime it rains resulting in cholera outbreaks, high healthcare expenditure, increase in global warming and climate change.

Also, there are many who are willing to segregate their waste but are not motivated because they cannot easily reach out to recycling companies for the collection so they bulk the waste without segregation and send it to the landfills.

Our Innovative Solution

Our innovative solution establishes community and institution recycling banks by using simple 20 and 40 footer containers which provides proximity to households and residents to easily locate and reach out for collection and deposit of their plastic waste and also earn extra revenue for recycling their plastic waste.

Collection of the plastic waste from the banks is done weekly to the processing site to be recycled into fine pellets and then sold to plastic manufacturing companies for the reproduction of plastic materials.

We continuously educate residents on the harmfulness of plastic pollution and the effect of climate change on the planet and how recycling helps in mitigating the effect. We also educate residents and institutions on the value of plastic recycling.

Impact of the Project

The impact of this project includes

- **Safer Environment:** We have recovered and recycled over 60+ Tons of plastic waste since 2018 and increased awareness of climate change effect on the environment through educational events.
- **Job Creation:** Currently having 5 Permanent Workers (3 males and 2 women). 7 Eazywaste community Plastic community recycling bank and recruited 7 community volunteers and agents.
- **Reduced Landfills:** Only biodegradable waste is sent to landfills for decomposing and economical use of land.
- **Improved Condition:** Waste pickers have better alternatives now.
- **Reduced Plastic Pollution:** Less plastic polluted now. More green environment for the future generation.

Project ACTIVITIES

Our activities include

- Establishing community and institution recycling bank
- Education and awareness.
- Collection of plastic waste
- Recycling
- Sales

Project Approach

Our approach involves four (4) stages. First, collaboration with the local government authorities (community leaders, municipalities, school heads) to conduct a recycling awareness and sensitization program for the communities in which we operate. Secondly, in consultation with the assemblies, we get a suitable place within the community to place either the 20 or 40 footer container set up our community and school recycling banks to provide proximity to recycle and provide extra revenue. Third, the collection of plastic waste weekly for processing into a fine pellet. Finally, the sale of pellets to customers including [Nelplast Ghana](#), [BlowPlast Ltd](#), [J&J Plastic Ltd](#), etc. to make revenue to sustain the business.

Our approach offers

- Alternative to virgin plastics
- Create an extra revenue stream to motivate residents to recycle.
- Customer-centered and green services
- An efficient and sustainable collection system
- Environmental friendliness
- Reduction in Sanitation related diseases and Natural disasters
- Excellent pricing

Our competitors such as Coliba waste management and other established waste management companies only collect the waste and deposit at the landfills. They don't carry out education and recycling awareness/sensitization programs.

Strategies For Ensuring Financial Sustainability

We are currently having the following resources

- An operational site
- A locally manufactured crusher
- 5 permanent staff (3 males and 2 females)
- 7 temporary staff
- Youth volunteers
- Plastic Suppliers (scavengers).
- A clean balance sheet

To maintain and continue our project we plan to increase production and make revenue from the sale of pellets by recycling. Our target is to increase production from 1.6 tons to 2 tons weekly and this can be achieved by establishing more community and school entry. We hope to collaborate with institutions and actors to raise sponsorship to sustain our sensitization and awareness program.

Currently, we are in the Job for the Youth program with initial funding of 400 dollars grant for administrative support and also receiving technical and business support through coaching and mentoring. We are also in the Orange Corners program for funding and technical support to increase production and grow our projects.

Locations of the Project

The project will be implemented in the Ga West Municipal Assembly in the Greater Accra region in close collaboration with the authorities of the Assembly and community leaders.

Partner Organisations

- Ministry of Education
- Ministry of Sanitation.
- Youth volunteer groups

Key Target Groups

1. Community residents (Households)
2. Educational Institutions
3. Waste Pickers (Scavengers)

CONCLUSION

In ensuring that our environment is clean and safe, Eazywaste Ghana is ready to partner with organizations both local and international to collaborate and find lasting solutions to the plastic waste menace in our communities and localities.

BUDGET

Inputs/activities	Quantity	Unit cost (GHC)	Total cost (GHC)
Procuring 20 or 40 footer Container	70	USD\$ 2500	USD\$ 175,000
Community Volunteers	350	USD\$ 15	USD\$ 5,200
Community Agents	70	USD\$ 60	USD\$ 4,200
Administrative and logistic cost		UDS\$ 500	UDS\$ 500
Total			UDS\$ 184,900

COST SHARING

Eazywaste Ghana has proposed this cost-share contribution as part of its commitment to eradicating plastic pollution; hence, the project. The contributions below cover in-kind support in lump sums such as personnel cost and some logistics.

Funding Source/Donor	Contribution	
	Amount	Description
Eazywaste Ghana	USD\$ 9,900	Cost of acquiring community agents and volunteers
Accra Digital Center	USD\$ 175,000	Cost of acquiring the 20 and 40 footer containers.
TOTAL	US\$ 184,900	

ⁱ <https://www.atcmask.com/blogs/blog/plastic-pollution-in-ghana>