



HAND IN HAND
SWEDEN

WASTE TO PROFIT

Waste Management
for a Circular Economy
and Sustainable
Enterprise Development



Reducing poverty through circular business

Waste to Profit is an ambitious, innovative project that aims to reduce poverty while tackling littering and deficient waste management. Through the project, we create new green jobs in the circular economy and strengthen almost 7,000 small-scale entrepreneurs' ability to make a living, while also improving the living environment for people along the Kenyan coast. The project helps to build healthy, equal and sustainable societies.



Expected results

- ✓ **6,940** people undergoing entrepreneurship training
- ✓ **4,200** micro-enterprises started
- ✓ **5,460** jobs created
- ✓ At least **70%** of the micro-enterprises working in the value chain for waste
- ✓ A rise in income to USD 3.2 per day for people earning under USD 1 per day
- ✓ A rise in income from USD 3.2 to USD 8 per day for entrepreneurs with specific potential to grow their businesses
- ✓ Greater resilience, profitability and scalability in the enterprises
- ✓ New, stronger waste value chains
- ✓ Women, men and young people with the knowledge and ability to claim their human rights
- ✓ Health improvements for entrepreneurs

Target group

A total of 6,940 people in Mombasa and Kilifi, Kenya.

- **6,000** people living in severe poverty (income below USD 1 per day)
- **940** so-called accelerators who participated in other Hand in Hand programmes and who have the potential to scale up their business projects (income around USD 3.2 per day)

Of the participants:

- **80%** are women and **20%** are men.
- **40%** are young people (aged 18–35) and **60%** are over 35.

Project period

October 2023 – September 2027

Budget

SEK 15,000,000



MAJOR CHALLENGES ALONG THE KENYAN COAST

According to the World Bank, 47% of the Kenyan population live in poverty. The lack of opportunities to make a living is a huge challenge, particularly among young people. One million students leave compulsory school each year, but there are few jobs and over 60% of the young people are unemployed.

Littering and poor **waste management lead to serious consequences for people, for the local environment and for society as a whole.** Between 3,000 and 4,000 tonnes of waste a day are generated in Kenya. Less than 40% of the waste is collected, and only 18% of that waste is recycled. The rest accumulates in the environment. 50% of the population have no public services in the form of refuse collection

and access to recycling stations. Mombasa and Kilifi have both undergone urban development, but they lack effective waste management systems and roadsides, waterways and beaches are covered in rubbish.

People who make a living collecting rubbish and waste have a very low status in society and the environment around the – often illegal – rubbish dumps is a major health problem. As a consequence of traditional gender norms, women are at the bottom of the hierarchy among people working in litter picking and waste management. They are exposed to greater health risks and their human rights are often violated.



Experience and good results – we're now taking the next step!

Hand in Hand Sweden has more than ten years' experience of working with small-scale business ownership in waste management and the circular economy in India and Kenya. We have mobilised thousands of people living in poverty, who have learned about the opportunities provided for small-scale entrepreneurs in the circular economy through recycling and reuse, for example. We have engaged local communities in the fight against littering and have worked with local authorities and organisations to reinforce the systems and structures required in order for waste management to work.

With Waste to Profit, we're scaling up, applying our skills and the lessons we've learned to our most ambitious project yet in the circular economy!

WASTE TO PROFIT

– less garbage and waste of resources; more jobs for women living in poverty and young people!

The project aims to improve the lives of thousands of Kenyans living in poverty through a holistic view of the challenges resulting from growing quantities of waste, extreme poverty and lack of livelihoods as well as an understanding of how these factors are interconnected. By engaging and collaborating with stakeholders from different parts of society, Waste to Profit will ensure consolidation and sustainability – and take a step towards achieving a circular economy in Kenya.

Focus areas for the project

- ✓ **Creating opportunities to make a living** by developing economic potential in the value chain for waste. The training is based on the Hand in Hand core model: mobilisation through self-help groups, business training, financing and expansion. The model includes training in digital platforms which enable the entrepreneurs to acquire and share knowledge and experience of aspects such as marketing, market connections and financing. The entrepreneurs who are part of the accelerator programme will also be trained in business development, customer care, product development, digital tools and marketing. The project investigates the potential for business ownership in different value chains in waste such as plastic, cardboard, glass, metal and electrical scrap.
- ✓ **Raise awareness of civil and human rights** with particular relevance to people working in waste management and the circular economy, as well as how those rights can be claimed. Advocacy activities place particular emphasis on improving the position and status of women in the sector.
- ✓ **Surveying stakeholders throughout the value chain** makes new networks and collaborations possible. These can create a powerful voice that can hold local authorities accountable for management of waste and the situation of the people working in the sector.
- ✓ **Use information campaigns to** raise awareness among the local population of the importance of better waste management. Bring about behavioural change among the general public through activities in schools, workplaces and households. Influencing public opinion at grassroots level enables the entrepreneurs to become local spokespersons for a sustainable, circular economy.
- ✓ **Improving the working conditions and health** of people working with waste and handling waste by raising awareness of rights and increasing knowledge of risks and the importance of protective equipment.
- ✓ **Reward and support innovative ideas** among the entrepreneurs who want to accelerate their businesses.

Focus on several Sustainable Development Goals

Waste to Profit contributes directly to the achievement of several of the UN's Sustainable Development Goals



1: No poverty

1.5 Build resilience to economic, social and environmental disasters



3: Good health and well-being

3.8 Make healthcare available to all

3.9 Reduce the number of deaths and illnesses from hazardous chemicals and pollutants



5: Gender equality

5.1 End discrimination against women and girls

5.5 Ensure women's full participation in leadership and decision-making



8: Decent work and economic growth

8.6 Promote youth employment, education and training

8.8 Protect labour rights and promote safe and secure working environments for all workers



11: Sustainable cities and communities

11.1 Reduce the environmental impact of cities, paying particular attention to air quality and management of municipal and other waste.



12: Responsible consumption and production

12.5 Substantially reduce the amount of waste

12.A Strengthen developing countries' scientific and technological capacity for sustainable consumption and production



13: Climate action

13.1 Strengthen resilience and the ability to adapt to climate-related disasters.

13.3 Increase the knowledge and capacity to cope with climate change





We must all help one another to achieve the Sustainable Development Goals and there is fantastic potential for more sustainable communities among innovative, local small-scale entrepreneurs.

Join us on the journey towards cleaner and healthier lives for the Kenyan people by supporting active entrepreneurs in Mombasa and Kilifi.

We're looking for funding

for this priority project and we're

looking forward to discussing it with you.

For more information, please contact
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