



Mathara Recycle

Challenge: How might we tackle drainage blockage in Mathare due to plastic waste

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Meet Eric



**A Mathare
resident**

He says that drainage blockage has led to;

- Skin infections
- Waterborne diseases
- Malaria
- Unsanitary environment
- Bad odor

& is due to

- Attitude & lack of awareness
- Cartels
- No common collection point

Defined challenge :How might we tackle drainage challenge in Mathare due to plastic waste?

How might we help Mathare residents :

RESOURCES

Come up with common collection point(s)?

EDUCATION

Gain awareness on the proper disposal and reuse of plastic?

LEGAL &
POLITICAL
FRAMEWORKS

Help in the implementation of environment policies in Mathare?

Final idea: **Art, cultural & recreational center**

Sections

- Reception
- Art
- Stage
- Interior design
- Jewelry
- Buddy box
- Clothing



Why plastic for art;



Symbolic



Tells a story



Sourced from
Mathare

Expenditure

Recurrent

Rent= \$200

Staff=\$60*4=\$240

Utility bills=\$100

Marketing=\$200

Maintenance=\$100

Collection and Segregation:=\$80

Total=\$920

Fixed assets

POS=\$500

Burglary and fire insurance=\$120

Machines=\$8400

Furniture=\$960

Total=\$9980

Initial Sum Total= \$10900

Revenue

- Unit price per art= (Time+labor+material cost)
- \$3 for stage performance
- Tickets for exhibitions
- Etsy store (global sales)
- Local necessities price= (cost+expense+profit)
- Buddy box, coffee and book table =0.5\$- 10\$

BUSINESS MODEL

VALUE PROPOSITION

- Wide marketscope
- Sensitization on curre

KEY PARTNERS

- Mortobrix
- GhettoYouth
- Local artist
- Community based organisation

CUSTOMER RELATION

- Automative services
- Affiliative
- Transactional

KEY ACTIVITIES

- Collection and segregation
- 15 min sensitization
- Art fairs and exhibitions

KEY RESOURCES

- Human; trainers,staff
- Physical;machines, Point of sale

CHANNELS

- Social media handles
- posters
- Community engagement;football tournaments

CUSTOMER SEGMENT

- Fashion industry
- Visual Artist
- Local community

Funding strategy:

Donors
Crowdfunding
Grants
Potential investors

Partners & Stakeholders



Local artists
Community

Our Impact

- Reduction of plastic in drainages
- Increased employment
- Awareness and sensitization
- Reduced crime rates



Save our planet off plastics

Thank you, any question?