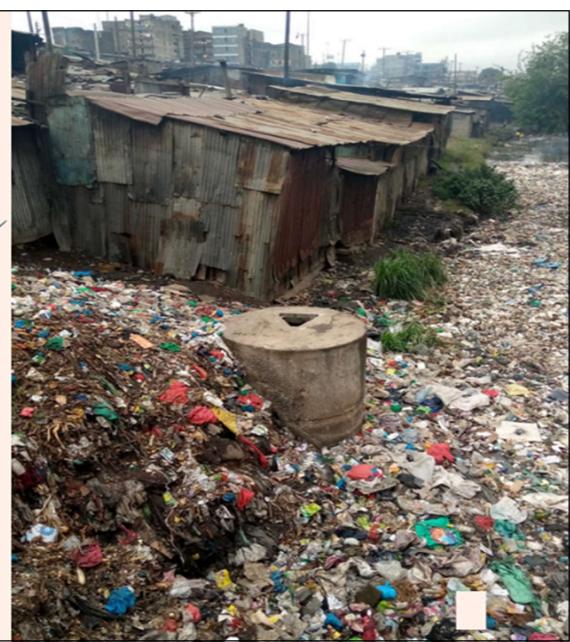
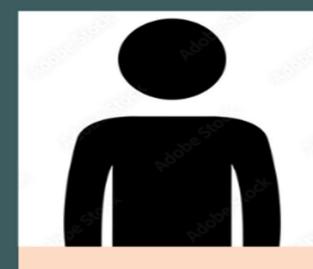
# Matha Pecycle

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

ONDINO OKELLO
VALLARY OGOLLA
ONJOLLO VICTOR
JANET KANGOGO
DAMARIS NYAHONDO



# **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:

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

#### Revenue

#### 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

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

#### **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; trainors,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

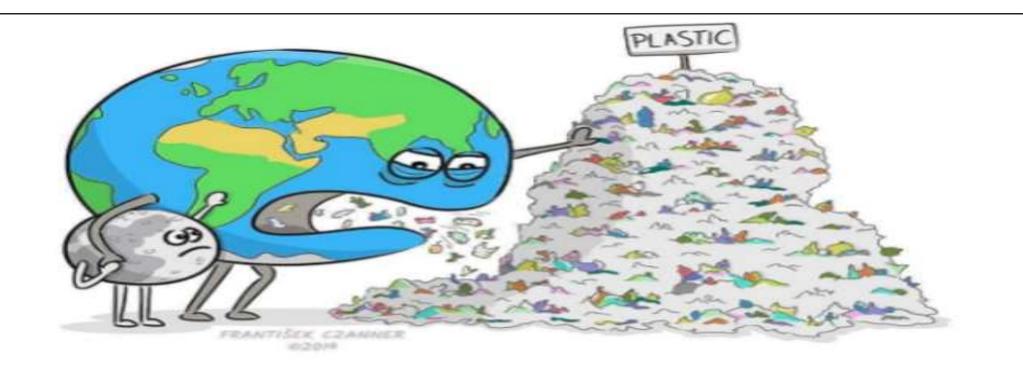




Local artists Community

# Our Impact

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



# Save our planet off plastics

Thank you, any question?