



# SEED Awards 2010

for entrepreneurship in sustainable development

## WINNER

## EcoPost™ : Kenya

Fencing posts from recycled post-consumer waste plastic.

### Project description

GBS Ltd. recycles waste plastic into durable and environmentally-friendly fencing posts. The opportunity was born out of the huge demand for environmentally-friendly and sustainable fencing posts and the abundance of post-consumer waste plastic littering the environment.



### Business model

GBS Ltd. was formed in 2009 as a manufacturing company for handling waste from collection to disposal.

GBS Ltd. obtains waste plastic from collectors on dump sites and yards. It shreds the waste and creates plastic fencing posts through an extrusion moulding process. These posts are sold under the brand name EcoPost™ – directly to customers and indirectly through partnerships with stockists. GBS Ltd. intends to replicate the model across Kenya and the region.

### Scaling up activities in 2011

- Capture 50% of the plastic fencing post market by the end of 2011.
- Introduce coloured posts and posts with added UV stabilisers by early 2012.
- Close contracts with the Kenya Wildlife Service to provide fencing posts for 10 of its wildlife parks and nature reserves.
- Introduce plastic lumber to the Kenyan market in late 2011 and begin to manufacture furniture items, e.g. desks for schools.

### Immediate needs

- Financial support to purchase a shredder, agglomerator and a 3 tonne capacity truck in early 2011.
- Partners and expertise to position and market the brand name EcoPost™.
- Adequate space for short-term expansion.
- Approach to corporate entities for grants and to investors.





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### Partnership

- **GBS Ltd.** is responsible for the general management, production and marketing.
- **Enablis East Africa** facilitates capacity building and offers financial support.
- **Safaricom Foundation** provides access to finance in form of grants.
- **Benmah Engineering** offers know-how on the production process of EcoPosts™ posts.
- **BiD Network** provides entrepreneurial services, mentoring and business consulting.
- **WWF** provides access to finance and market for the posts.
- **Umoja Youth Group Association** supplies raw material for the post production.



### Social, environmental and economic impacts

**Social impact:** GBS Ltd. generates employment for individuals at the initial stages of the value chain, mostly youth and women, who collect, sort and clean plastic waste for reselling. By the 3rd year of operation, GBS Ltd. aims to create 24 direct and over 300 indirect jobs.

**Environmental impact:** All EcoPost™ posts are manufactured from post-consumer plastic and are 100% recyclable. This results in 25 metric tonnes of plastic waste being permanently withdrawn from the environment every month.

Moreover, the posts offer an alternative fencing material to wood and therefore reduce deforestation.

**Economic impact:** Contracts with the Kenya Wildlife Service to provide fencing posts for 10 of its wildlife parks will achieve significant earnings. Moreover, the EcoPost™ posts offer significant cost savings to buyers due to reduced maintenance and replacement requirements, and their durability.

### Contact

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### SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



### About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: [www.seedinit.org](http://www.seedinit.org)

### SEED Secretariat

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