



## Watamu Solid Waste Management and Recycling : Kenya

Preserving Watamu's beaches and boosting community welfare through recycling waste

### Project description

The initiative deals with solid waste pollution in Watamu Marine Park and Reserve beaches and nearby villages. By combining environmental welfare and conservation tasks with community empowerment, employment and alternative income generation, the initiative sets an example for community-based waste management.



### Business model

The initiative creates income opportunities for the community through employment and waste recycling. The income generated from plastic recycling operations helps the initiative to remain operational and sustainable. In addition, art and other interesting objects produced from the waste collected will be sold at tourist outlets.

Plastic waste – currently harvested free of charge in the project area – can be processed and sold to recycling businesses throughout Kenya. Local firms support the initiative through their corporate social responsibility (CSR) sponsorship activities, enabling community members to turn plastic waste into a saleable commodity.



### Scaling up activities in 2012

- Expand the initiative's plastic processing capacity and activities and develop links to the national plastic recycling industry
- Develop the initiative's art and craft skills base and promote products via tourist outlets
- Increase the amount of plastic waste collected in the Watamu area
- Expand the marketing and business networks already established locally and nationally

### Immediate needs

- Training to help develop art and craft skills
- Business management training
- Business network building
- Acquisition of a waste collection vehicle



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### Partnership

- ❶ **The Watamu Marine Association (WMA)** manages and coordinates all project operations and provides in kind support for project activities
- ❷ **The Voice of Watamu Women's Group** promotes community empowerment and will be active in arts and crafts production
- ❸ **Hemingways Resort** sponsors community waste collection and supports beach waste management operations
- ❹ **Ocean Sports Resort** assists with beach-cleaning events, hosts fund-raising activities and sponsors community waste collection bins
- ❺ **The Turtle Bay Beach Club** sponsors and supports the initiative, providing facilities and links to the tourism sector



### Social, environmental and economic impacts

**Social impact:** The initiative will increase the level of weekly employment for at least 40 women and young people, and provide full-time employment for five waste recycling operators. It will also provide arts and crafts training to 20 women and members of youth groups, improving their income-generating opportunities.

**Environmental impact:** The aim is to recycle over 70 % of plastic waste in Watamu and provide regular weekly

waste collection along 7 km of Marine Park beaches. This will significantly reduce plastic pollution in marine protected areas and help protect sea turtle nesting habitats.

**Economic impact:** A weekly income will be generated for 45 community waste collectors and operators as well as 20 producers of arts and crafts. The plan is to set up pro-poor small business enterprises selling art and other interesting items made from waste materials.

### Contact

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### SEED Partners

SEED's founding partners are the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature) and SEED is hosted by UNEP-WCMC. Other current partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED's corporate partner, Hisense.

### 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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