

## 🏆 SAG-SEED WINNER 2016 🏆

Green Road Ltd is piloting the construction of polymerised bitumen roads from recycled plastic and asphalt. They provide marginalised groups with employment in plastic collection and reduce the amount of plastic waste that would have otherwise ended up in landfills or be incinerated.



### Green Road Ltd, Kenya

#### BUSINESS MODEL

Green Road Ltd is piloting the construction of eco-friendly, durable roads from a material comprised of asphalt and recycled plastic (polymerized bitumen). The material increases the longevity of roads, reducing waterlogging and potholes which are common problems for ordinary bitumen roads.

The company sources plastics that are collected by women and youth groups around urban dump sites and streets. The enterprise's target market includes national and county governments, the Kenya National Highways Authority (KENHA) and road contractors.

#### ENTERPRISE FAST FACTS:

Location	Kericho, Kenya
Year founded	2015
Sector	Manufacturing
Product/Service	Polymerised bitumen for road construction and paving materials

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#### Social impacts:

- Alleviating poverty by directly employing staff and indirectly involving marginalised youth and women in plastic waste collection and supply.
- Improving living standards of waste collectors through increasing income and providing health insurance.

#### Environmental impacts:

- Recycling 1 million kg of plastics within the upcoming year, thereby preventing 2.5 million kg of CO<sub>2</sub> emissions.
- Reducing the amount of plastics that would have otherwise be burned (a common waste disposal method).

#### Economic impacts:

- Strengthening the local recycling industry by creating a market for plastic waste in the cities.
- Providing vulnerable groups with formal employment.
- Reducing cost of using bitumen in road construction by 10 % and reducing the costs of road maintenance by 6 %.

” Kericho county produces 500 tons of plastic on daily basis; if polymerised bitumen roads are adopted, a minimum of 40,000 tons of plastic would be used to make roads.

### Scaling up activities:

- Acquire better equipment to increase production capacity.
- Expand the collection of plastic beyond Kericho town to other neighbouring towns.
- Collect and recycle 1 million kg of plastics in the coming year.
- Create 25 direct jobs in the recycling plant and 500 indirect jobs for marginalised youth and women in the collection of plastics.



### Partnership

• **Green Road Ltd** manages all operations and offers financial support and strategic leadership for the enterprise.

• **Kericho County** provides contracts for Green Road Limited Ltd to build roads at regional and national levels.

• **Daniph Eco-World**, a social enterprise, is the main supplier sub-contracted by Green Road to obtain the plastic material. It uses a collection network of mainly youth and women groups for a constant supply of plastic.

• **Blossom Agencies**, comprised mainly of women involved in waste plastic collection in (Ainamoi) Kericho, will also supply plastic raw materials.

• **Kenya Industrial Research & Development Institute (KIRDI)** provides technical training and support to Green Road Ltd.



The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are supported by SWITCH-Africa Green, which is implemented by UNEP with the assistance of the European Union.

### About SEED

SEED is a global partnership for action on sustainable development that was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and the International Union for the Conservation of Nature at the 2002 World Summit on Sustainable Development. SEED is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are part of the multi-country project “Promoting Eco-Entrepreneurship in Africa” implemented by SEED under SWITCH-Africa Green (SAG). SAG is implemented by UNEP with the assistance of the European Union. Other project partners in SAG are UNDP and the United Nations Office for Project Services (UNOPS).

[www.seed.uno/sag](http://www.seed.uno/sag)

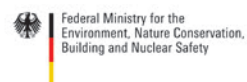
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