

Toter - the enterprise's "Uber for trash" mobile app and website - brings the convenient collection of recyclables to the doorstep of Indian homes and businesses. Waste Ventures India (WVI) makes this possible by partnering with waste pickers and scrap dealers.



Waste Ventures India, India

BUSINESS MODEL

Toter encompasses a broad network of third-party waste collectors – local scrap dealers and waste pickers – to offer household and business customers doorstep collection of any waste type and volume. Speed and reliability of waste pickups are ensured through customer rating systems and the enterprise's scrap dealer partnership model.

Revenue streams are two-fold: from the sales of waste sourced from the app and delivered to WVI, and in the future, a small commission for each scrap dealer pick up.

ENTERPRISE FAST FACTS:

Location	Hyderabad
Year founded	2012
Sector	Green ICT + Waste Management
Product / Service	"Toter", a technology platform to connect waste generators to recyclers

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Social impacts:

- Facilitating the work of 1000+ waste pickers and scrap dealers by providing them with an easier way to access waste.
- Empowering waste pickers by offering standard rates for recyclables to ensure that negotiation skills and power do not affect income.

Environmental impacts:

- Averting 920 tonnes of waste going to Indian dumpsites in 2016, with a reachable target of averting 1,900 tonnes in 2017.
- Mitigating the burning of waste and its negative impacts on groundwater, air and soil quality, as well as health.

Economic impacts:

- Reaching positive gross profit margins and aiming to break even by 2018.
- Employing 20+ workers and field staff, providing them with decent jobs and secure incomes.

WVI has helped communities eliminate waste to landfills by 90% and Toter is the new uber for trash.

Scaling up activities:

- Increase the collection of waste to 100 metric tonnes per month by onboarding waste pickers and scrap dealers to the platform while maintaining direct collections through WVI.
- Reach breakeven by expanding collection through the Toter platform and growing the operations team.
- Gain additional large corporates as customers, who can provide large volumes and steady supply of waste.
- Create 140 full-time jobs by 2019 and channel additional funds to waste pickers and scrap dealers.



Partnership

Waste Ventures India (WVI) runs the operations of the Toter platform.

Tetra Pak has provided a machine and monetary support; WVI is its official and only partner for Tetra Pak collection in Hyderabad.

Sorensen Impact Foundation is a primary investor in the enterprise and offers frequent business updates and strategy support.

Sri Chakra Polyplast, a certified partner recycler, receives WVI's plastic waste and ensures environmental and labour standards.



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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 (IUCN) at the 2002 World Summit on Sustainable Development in Johannesburg, South Africa. It 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. SEED identifies and supports promising small scale social and environmental enterprises around the globe, enterprises who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. For more information please write to info@seed.uno or visit:

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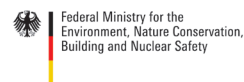
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