

# Presentation 7

## Power of Collaboration

### “Journey of the plastic waste”



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**wasteaid**



Norwegian Retailers'  
Environment Fund

# Power of Collaboration

## Journey of the plastic waste

Presented by: Marie Krubally



Website

<https://www.wasteaid.org>



# Empowering youth and vulnerable communities in The Gambia through plastic waste reduction and recycling

The objectives of this NREF funded project are;



Develop a community led waste collection system that incorporates a local waste collector network and raises awareness of the risks and opportunities of plastic waste.



Support a local plastic recycling facility to increase its capacity and to increase access to end markets for recycled products kickstarting Gambia's nascent plastic recycling sector.





# Project through collaboration

**Norwegian  
Government**



**Norwegian  
Retailers  
Environment Fund**



**WasteAid UK**



**Local  
Collectors**

- Collaborate with Norwegian Retailers Environment Fund on the retailers plastic levy

- Partners with WasteAid UK to fund a project in The Gambia

- Collaborate with MECCNAR, NEA, Local Councils and Local Collectors

- Collaborate with their local communities to create awareness on the value of plastics





# Waste Collector Groups



## Establishment

- 3 groups (over 30 people) received business, finance, and life skills training
- Established businesses with MOUs with offtakers
- Expanded network of collectors

## Community Impact

- Businesses are recognized for collecting plastic
- Increased community awareness of plastic value
- Empowered groups to forecast and drive volumes

## Operational Success

- Operational businesses with majority female membership
- Members had no prior experience in plastic collection





# Project Milestones

Knowledge Attitudes and Practice  
- Households, Area Councils,  
Focus Group Discussions

Identify community's collection group  
(existing / new)

Series of Training ( plastic waste management; business &  
finance management; records keeping; Lifeskills )

Establishment of community collection  
points (structure, bins, permits)

Plastic collection and processing

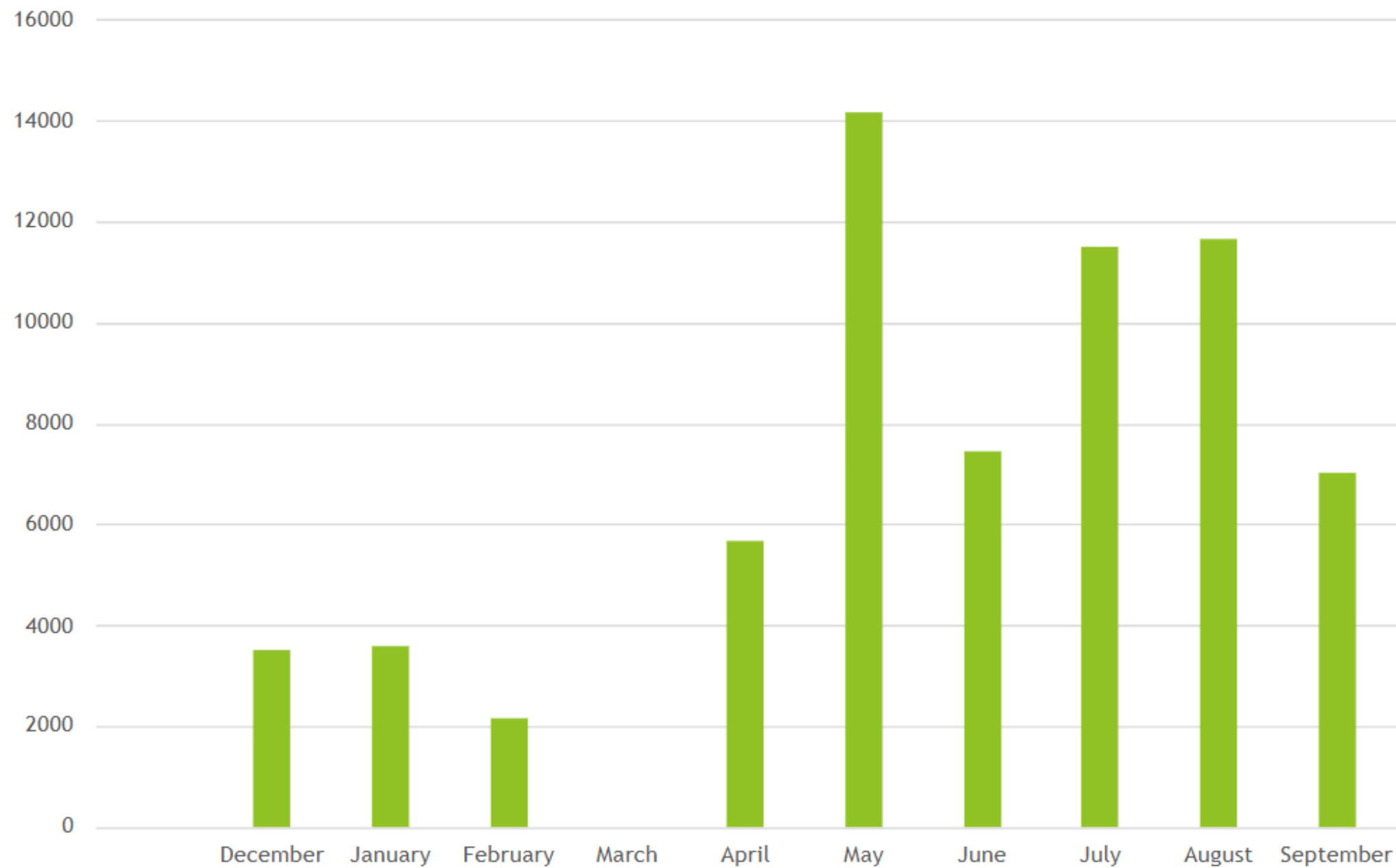
Establish partnerships and  
collaborations (MOUS,  
agreements)



# Plastic sold

Plastics sold to date: 72523kg (72 tons)

Plastics (kg) per month





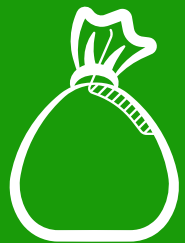
# What is working ?



Expanded the network of collectors



Businesses are now known in the communities for the fact they need and collect plastic



Empowered the groups to strategically forecast and drive volumes





# Sustainability

Providing the businesses with dedicated support to

- Understanding and collecting enough plastics to meet business expenses
- Increase their capacity to manage their finances
- Supporting them to identify new markets opportunities
- Advocate on the dangers of plastics waste



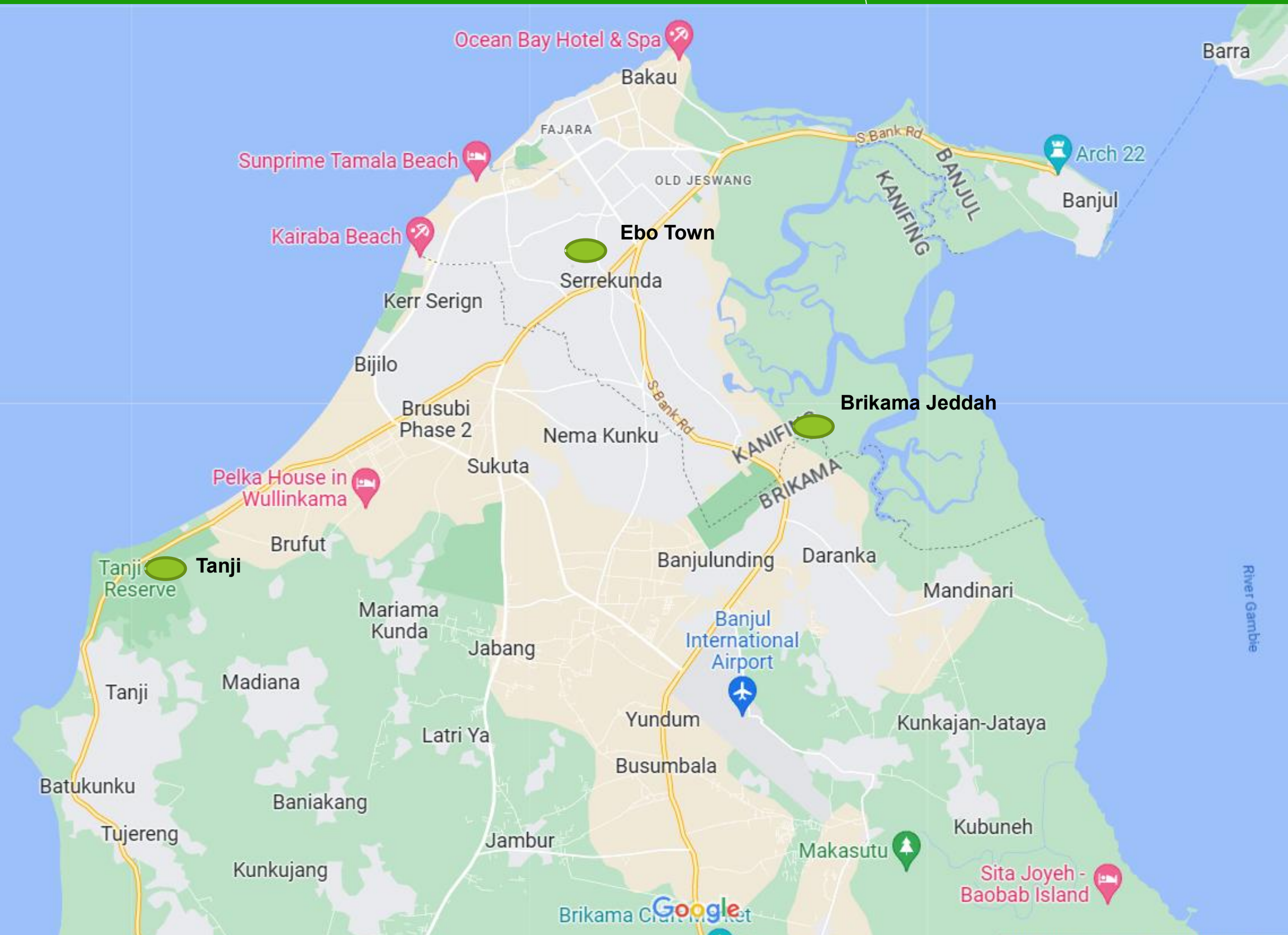
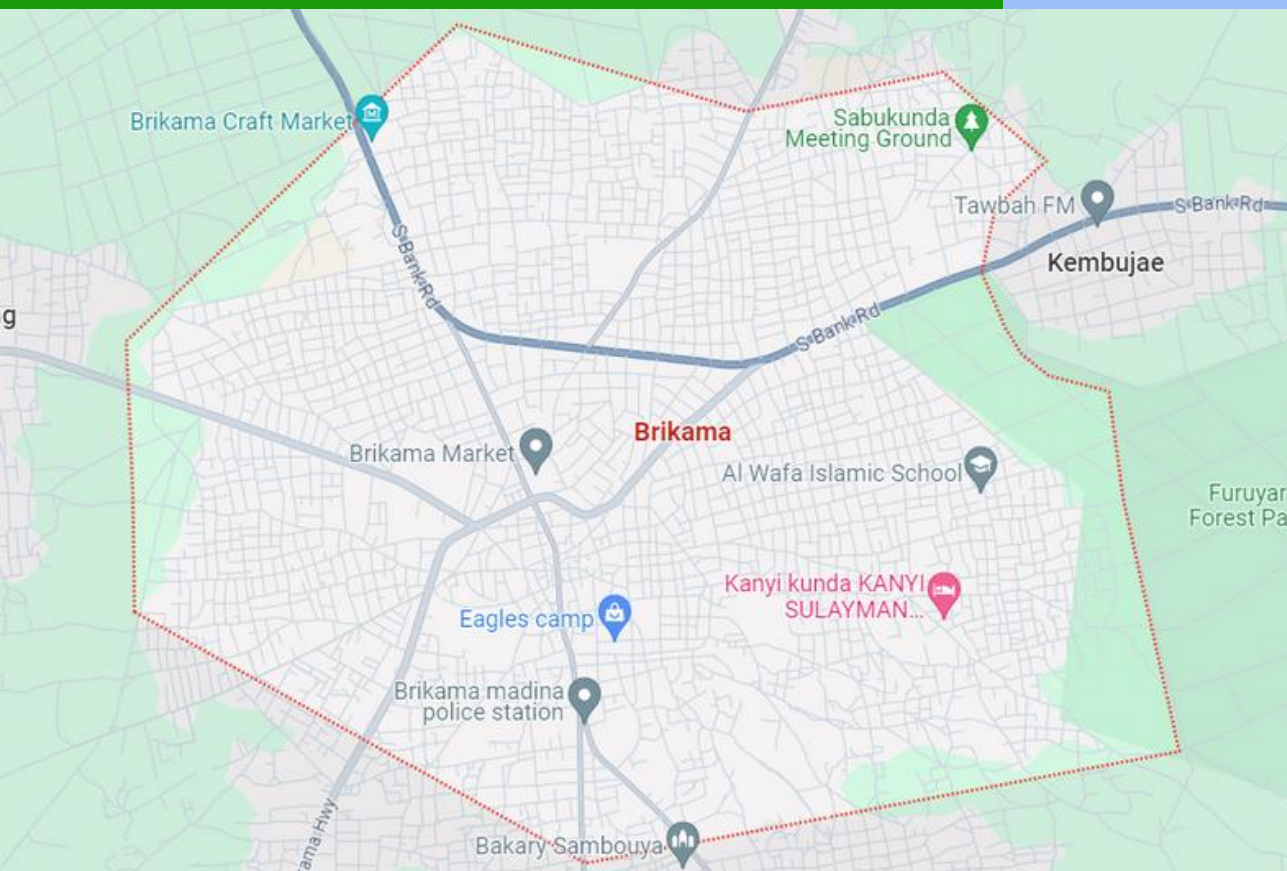


# Vision....Where Next?

Currently:

Brikama area has 23 wards;

Project area ONE ward





# Offtakers

Modou Mbye Enterprise

Gamplast Enterprise Ltd

Precious Plastics

Kerr Khadim



wasteaid





# By partnering with WasteAid you can support positive solutions for a cleaner and healthier future



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