



Business Profile



Executive Summary

TRASHEROES – Cleaner Community. Better Future.

With the country of Tanzania becoming more urbanized in addition to a growing population, a very common and pertinent issue arises: the contamination of communities and the environment through human-produced waste, especially with problematic plastics. Streets are filled with plastic waste that takes centuries to degrade while emitting harmful microplastics into the environment, neighborhoods are scattered with illegal landfills, and people are being confronted with the need to burn their waste openly to maintain a manageable size. There are no feasible alternatives due to the lack of waste collection let alone physical containers to dispose of waste. Widespread evidence as well as personal observation shows that non-degradable waste ending up in communities and the environment has several harmful effects such as impeding agriculture, cattle farming, and causing respiratory diseases when burned. Therefore, TRASHEROES taps into the unmet need for waste management infrastructure and education in remote communities but also in outer urban areas.

Practically speaking, the project founded by two international volunteers in the summer of 2018 started out by providing a community in Mwanza (Tanzania) with 4 waste containers in accessible locations to dispose non-degradable waste, especially plastic. Furthermore, we partnered with various schools in the area of Malimbe to educate students on the importance of proper waste management and its implications for the environment. This enables the project to solve the problem at the root on a household level.

Since TRASHEROES is a non-profit organization not counting on recurring income due to the nature of its charitable activities, we currently rely on external funding from (corporate) donors that are able to support our initiative financially. These funds will allow the project to reach more communities in the future while promoting positive change with regards to waste management. The tangible goals for 2019 include the expansion of the TRASHEROES waste container network to a minimum of 10 and reaching more than 500 school and university students with our educational workshops.



1. Description of Project

Every day thousands of Tanzanian communities and neighborhoods are being littered with plastic materials that are not biodegradable due to the lack of public waste collection. Consequently, people currently need to burn plastic waste or bury it underground because of the lack of alternatives. Not only does this severely harm the environment and the people surrounding it but it also affects animals who consume plastics and contaminated water which in turn affects the health of people eating beef, chicken, and other kinds of meat.

This project named “TRASHEROES” aims to solve the problem of unconscious plastic littering in Tanzanian communities by educating people, especially high school and university students, about the importance of proper plastic disposal. Additionally, a core activity is the distribution of waste containers in accessible locations which allow for efficient waste collection by a local citizen who is paid by TRASHEROES. Through active involvement of community members and local executives, TRASHEROES gains ambassadors who share and support the project every day. Ultimately, a cleaner community which includes a well-functioning waste management infrastructure will be more productive, better to live in, and promote long-term sustainability as a residential neighborhood.

The unique value of TRASHEROES is our long-term focus of. We combine the provision of infrastructure in terms of bins in various communities with the education of its members in order for them to become responsible community members that engage in proper waste management. We strongly believe that empowering individuals through evidence-based education can lead to an increased awareness and more responsible consumption patterns to solve the problem of waste ending up in the environment. Our general objectives include the expansion of TRASHEROES bins into more communities that spread exposure of the initiative as well as the continuous education especially of students to tackle the problem at its root. These objectives will be achieved in collaboration with our partners such as St. Augustine University of Tanzania (SAUT), Nipe Fagio (Dar Es Salaam), and SAUT Peer Educators in a cost-effective manner since we are positioned as a non-profit initiative that gives back to the communities that we operate in.

The table below outlines the implementation plan of TRASHEROES for 2019. International as well as local volunteers are part of the human resources that the project employs under the supervision of the project executive Joel Elphas who has been a member of TRASHEROES since its foundation. Further advice and help is being provided by the project’s founders Teresa Martínez Galán and Max Kückels.



Table 1 – Implementation Plan 2019

DATE	PROGRAM	ACTIVITY	REQUIREMENT
Continuously	OUTREACHES TO SCHOOLS & COMMUNITIES	Conducting workshops and seminars that actively involve students and selecting responsible students to be TRASHEROES ambassadors for their school	3 Volunteers, Design and creation of Educational Campaign (including TH Clubs), educational materials
Continuously	Volunteer recruitment	Promoting TRASHEROES on SAUT campus (brochures/lectures/seminars), through AIESEC, social media in schools (and maybe givingway.com)	Online presence, Opportunity taker, promotional materials, good supervision and introduction to work as a TRASHERO (including a story of how it all started)
Beginning 2019	INSTALLATION OF PUBLIC WASTE BINS & TRASHEROES GARDEN	Scouting locations of new bin installation with local executive, repairing broken bins at Sweya & Nyamalango schools Determine area for TH garden, use protective measures and sign of instructions explaining purpose and use of garden Plant flowers, vegetables, fruit etc. (also using waste)	Volunteers, local community help, welding, paint, person responsible for emptying and transferring waste Plants, fence, irrigation equipment, gardening tools
2nd quarter of 2019	RECYCLING	Reusing (plastic) trash in useful ways such as building furniture, making pillows, using bottles in flowerbeds (for garden), using plastic as lampshade etc.	Creativity workshops with volunteers about recycling, adopting ideas from other waste management initiatives,



With regards to the sustainability of the project, TRASHEROES is well equipped. On the one hand, we encourage and foster active involvement of community members themselves through the participation in waste collection events and community gatherings. On the other hand, we provide them with the relevant knowledge about waste management through workshops to create a self-sufficient waste management infrastructure for the future. Eventually, after carefully carving out potential opportunities to make waste reusable in an efficient manner, we plan on receiving part of our income through the sale of recycled waste in forms of furniture, bags, and the like. Furthermore, we aim at expanding the current infrastructure of waste containers to other communities in Mwanza while adding more schools to our portfolio of partnerships to educate a greater body of students on environmental sustainability.

As a sponsoring organization, your benefits are widespread. First of all, when operating in an emerging or developing country as a business, it is essential to give back to the people living there in order to sustain a favorable and open relationship between the population and the organization. As part of your corporate social responsibility initiatives, TRASHEROES can add to the portfolio as a project that tackles challenges within the scope of human-produced waste to reinforce environmental conservation. In addition to simply sponsoring a project that benefits local communities, you will have the possibility to expose your own brand and products to the public in association with a Non-Governmental Organization (NGO).

As transparency is at the core of our activities, we will also provide you with regular (i.e. semi-annually) written and/or verbal updates on TRASHEROES' progress. These reports will include how your funds were spent and what impact they have had. As corporate social responsibility is an effective way to maintain and improve the reputation of your organization while contributing to reversing negative developments such as climate change and pollution, the cooperation with and sponsoring of TRASHEROES will surely yield the expected positive results.

2. Previous donor support

TRASHEROES has not received any donor support from official entities in the past. For the inception of the project, the founders relied on fundraising from individuals such as friends and family.

3. Evaluation & monitoring

The local project executive Joel Elphas will record all (financial) transactions that occurred within TRASHEROES' scope with the help of electronic tools (i.e. Excel) together with his team. Additionally, goals that have been achieved will be reported with a detailed written statement. Every month, the team will have a feedback and goal-setting meeting in accordance with transparency and ethical standards that were set by the founders. In addition to the meetings, the team shall draft a report every six months that outlines the past performance and the financial state of TRASHEROES.



The expected outcomes for the year 2019 are the expansion of TRASHEROES waste containers to a minimum of 10 whereas each school that we partner with should receive their own. Another goal is to increase the wage of the employed local citizen that manages the network of TRASHEROES containers as it grows and becomes more challenging to a weekly amount of TSH 25,000. Furthermore, we want to reinforce our collaboration with local schools, other NGOs and St. Augustine University which will not only increase the awareness of our project (expected reach: 5000 people incl. community members and students) but also help to make rapid progress. At the end of the year, the TRASHEROES team shall conduct independent field research to evaluate the success of the project in terms of waste management and education of the entire community.

4. Background information of the organization

All of TRASHEROES' activities as well as the attitude of the people that work for the project are centered around our mission and the subsequent objectives. Our mission is the following: "Providing Tanzanian communities with sustainable solutions of waste disposal." Based on that, our objectives center around improving the livelihood of the community's members such as providing them with essential education about basic waste management and providing them with the necessary infrastructure to appropriately dispose waste.

The objectives are achieved under the condition of respecting our values that put the key stakeholders at the core of our processes. Therefore, we believe in serving people for the benefit of the whole community with the passion of a diverse, ethical and responsible team.

Having started in August of 2018, TRASHEROES can already present major steps that have been taken to solve the problem described above. As of now, we have installed 4 waste containers in accessible and highly frequented locations within the community of Malimbe in Mwanza. These containers are being taken care of, i.e. waste is transferred to designated recycling stations and non-recyclable materials are transferred to a municipal waste incineration plant. Moreover, we have visited several secondary schools in the area to commence with our educational workshops that have already impacted more than 200 students. Next to that, our volunteers together with the project executive have conducted several clean-up events during which we also counted on helping hands from external individuals. In December 2018, TRASHEROES became an official partner of AIESEC SAUT in Mwanza, the local branch of the largest youth volunteering organization in the world. This collaboration enables us to continuously employ international volunteers that add the necessary skills and diversity to reach our goals (see <https://aiesec.org/opportunity/1035842>).



5. The Team

Teresa Martínez Galán (l.) & Max Kückels (r.) – Founders and members of the Advisory Board



Joel Elphas (r.) – Chief project executive



TRASHEROES Volunteers

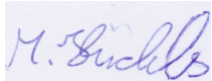




6. Conclusion

As outlined in the sections above, TRASHEROES is a project that helps the community to help itself in the long run since the empowerment of the local population to become self-sufficient with regards to waste management is a central theme in our framework. Consequently, all of our activities revolve around humans and respectively improving their livelihoods in an environmentally sustainable way. With the combination of education and the necessary waste management infrastructure, TRASHEROES believes that we can foster the development of more responsible and conscious individuals within communities that will prove to be beneficial for all stakeholders in Tanzania and beyond. Undoubtedly, a sponsorship of TRASHEROES will pay off both for your organization and the environment it operates in.

On behalf of the TRASHEROES Team



Max Kückels – Founder

Mwanza, March 10, 2019