# 

# 

# **MABAKIMALI: ALL WASTE ARE WORTH VALUE**

**Abstract**

Tanzania is loosing between 350000 and 400000 hectares (915,000 acres) of forests every year, a significant portion of it for business i.e furniture. According to Tanzania Forests Services Agency, a government agency responsible for monitoring the country’s forestry activities. This is an alarming rate, and there is no clear strategy for replacement such as sectoral efforts to plant trees. Studies has show that around 60% of the furniture produced in the country is sold in Dar es Salaam,which is the most business city with access to wood and plastic furniture use which has proven to not be an alternative (at least to think of majority of Dar es Salaam residents). Dar es Salaam city alone is consuming around 300,000 tons of lorries everyday which pauses a major threat to the future of environment in Tanzania.

Our innovation goes beyond making furniture to a waste management and environmental conservation. We consider natural environment conservation and protection as a cornerstone for the future of humanity. We are passionate in environmental conservation and we use our social media and other platforms not only for customer acquisition but also advocate for environmental conservation and how young people can use adaptive innovation available online to create sustainable solutions for environmental challenges and to create more decent job opportunities in Tanzania, Africa and worldwide.

After Identifying the key challenge, Mabaki Mali Enterprises decided to simple Eco-friendly products. We decided to name our products (TAIRI SAMANI), which is a recycle low cost furniture, garden decorations, storage made out of waste tires.

In Tanzania 70% of population (motorcycles, cars, aeroplanes, bicycles, lorries, buses) use automobile as means of their transportation which produces 15,000 tons of waste tires in the environment. In decades upto wood has been a major source of furniture business. To a large extent this has put more pressure on deforestation and climate change impacts. Therefore, its an alternative source of (TAIRI SAMANI) targets both the middle and low income level. It is a way to fight against climate change as described goal of SDG 13 "Climate Action" States Take urgent action to combat climate change and its impacts” and SDG 15 "Life on Land" States Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss on achieving Sustainable Development Goals.

**Introduction**

MABAKI MALI ENTERPRISES “All Waste Are Worth Value” was found on 4th August, 2017 but registered on 26th February, 2018.

It is a social enterprise company from Tanzania based on collecting of wasted tires into various design like furniture and garden decorations. It deals with recycling of waste tires into furniture and garden decorations. Currently, we are planning to channel into making school desks.

Mission is to provide answers for safe and smart waste disposal and recycling.

Vision is to work so as to fulfill our mission without wasting environmental, financial or people resources such as deforestation which affects the land degradation and ecosystem in Tanzania.

Aim to build a low-cost waste collection infrastructure turns into eco friendly products such as furniture while raising general awareness on the importance of recycling for environmental sustainability. And social welfare gained from reduction in pollution by going around the community for collection of tires in offices, garages, streets and markets. And fight against diseases like malaria towards the community.

Team Members

Irene Missanga Muja --Founder

Consolata Lihepa -- CoFounder

Irene Mosha -- Administration

Timothy John Massaga -- Production Manager

Missanga Muja -- Logisitics

Gradeline Minja -- Project Manager

**Business Purpose (The motivation on your business)**

My first exhibition of Business Entrepreneurship; I had a display of a table, sofa and flower pot from waste tires. The guest of honor Mr January Makamba (Minister of Environment) at a distance his eyes spotted my products and came straight to my booth. His eyes was overwhelmed to see Sofa tire, he sat on it, bought the product and posted on his social media pages. My heart was full of joy and attracted people with orders. Interviewed with different journalists like Deutsche Welle and got covered in local newspapers as a result my products became hot cake in town.

**Problem Statement**

Mabaki Mali is into making indoor and outdoor furniture made from waste tires; we are planning to start a new production line of recycling tires for school desks because of the current high demand of school desk. Moreover, this model tackles three very critical challenges in Tanzania which are waste management, deforestation and poor learning conditions in both primary and secondary schools.

**Solving the Problem**

Millions of students join primary and secondary schools yearly. Thus, it increases production of wooden desk which loses 915,000 trees while 85 % of waste tires ends on land (TAFORI, 2017). Tire-dawati innovation promotes education by making school desks from waste tires so as to solve environmental pollution and deforestation.

**Current Milestone**

Since the inception of the social enterprise in 2018, Mabaki Mali has surpassed several important milestones. Mabaki Mali has:

* Cleaned up more than 500 tires from piles and properties across the city.
* Achieved approximately 200kg collection per month.
* That 0.5 tons in 12 months turns into furniture and garden decoration worth 3,500,000 revenue
* Stimulated few people into jobs creation in the city.
* Ensured that minimum burnt tires are reduced or dumped to landfills.

**Next Milestone**

I am planning to achieve 5T collection per month. That is 60 Tons per year and turns into furniture worth 30,000,000 TZS (13,043.478 USD) revenue. This will be achieve in 5 years’ time.

**Marketing Strategy**

Our marketing team helps to deliver the finished product to the market through cooperates which have social responsibility programs, massive participation in exhibitions, social networks, marketing and distribution through school equipment and stationery distributors.

**Product/Service Strength (state what differentiate your product/service from others)**

Unlike most of the waste management and recycling companies in my country, our company does not only collect waste and send them to the mini warehouse at home. We do recovery wastes, sorting and recycling of tire wastes so as to reduce landfill stress to the environment. However, we started to recycle the tires and sold the products to individuals, right now we are scaling up to manufacture our furniture products for the primary and secondary schools due to insufficient of school desks. The Eco-friendly furniture like school desks which will be the best alternative from wood furniture yet sustainable products in the education industry.

**Business Threat**

Government Policies wants to start charging tax for e-commerce business which is going to constraint limit online entrepreneurs with double taxes (physical and media) payment. Then, cultural attitude of people using waste tires as furniture and not wood because people don't believe of the end product. Next, long procedures of getting export permit is stressful which involves tips and connections which aint friendly for entrepreneurs. Lastly, procedures of taking loan for the capital aint user friendly for entrepreneurs, which constraints access of capital to purchase unique machinery technology to advanced production.

**Differentiating Factors (What differentiates us)**

With this initiative of recycling tire waste, we were able to create a source of livelihood for the poor, help solve the school desk shortage in schools, and at the same time care for the environment in the community.

**BUSINESS IMPACT GROWTH**

Job Creation

Currently we have trained up to ten homeless people since inception and this people have started utilizing the skills and knowledge gained in their various localities.

Encouraging the Economy

We are changing the inclination from being a consuming nation to a producing one. We believe Tanzania can start looking inward and start making money from unused materials.

Waste Management

Most of our raw materials are recycled products. We make use of waste materials and turn them into exquisite piece thereby helping to reduce wasteful usage, help the ozone layer and protect the environment.

Poverty Alleviation

We patronize local artisans and help them to build their businesses thus helping the less privileged and the needy.

**MABAKI MALI FOCUS ON SDG GOALS**

SDG 3: GOOD HEALTH & WELL BEING

Aim to substantially reduce the number of death and illness from hazardous environmental pollution and contamination. By providing a comprehensive health protection equipments in collection of waste around the communities.

SDG 4: QUALITY EDUCATION

Aims to ensure all learners acquire the knowledge and skill needed to promote environmental sustainability through our environmental literacy and education efforts

SDG 8: DECENT WORK AND ECONOMIC GROWTH

To promote sustained, inclusive and sustainable economic growth and productive employment and decent work for all.

Aim to impact youth, women and girls to get adequate knowledge and skills that will help to generate income.

Aim to provide resources and raw materials such as trainings that are required as inputs for the production of goods and services so as job creations

Aim to improve global resources efficiency in consumption and production; and endeavour to decouple economic growth from environmental degradation.

SDG 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE AND SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

We are committed to provide appropriate infrastructure and innovation to drive economic growth in cities we operate.

We also working to reduce the adverse per capital environmental impact of cities by paying special attention to environment quality and municipal waste management.

We can’t achieve sustainable development without transforming the way we build and manage clean environment in our urban cities.

SDG 13: CLIMATE ACTION

Aim to reduce carbondioxide emissions by the way of landfilling and waste management in order to aid the reduction and reduce the effects of climate change.

With continuous increase in greenhouse gas emission by way of landfill waste and resource management, aiding the reduction in the effects of climate change.

SDG 15: LIFE ON LAND

To protect, restore and promote sustainable use of Terrestrial ecosystem, sustainably manage forests, combat Desertification and Halt and Reserve Land Degradation and Halt Biodiversity Loss.

Aim to save the Earth from cutting down the trees. Deforestation cause soil erosion. Environmental is owe to ourselves and the next generation too.