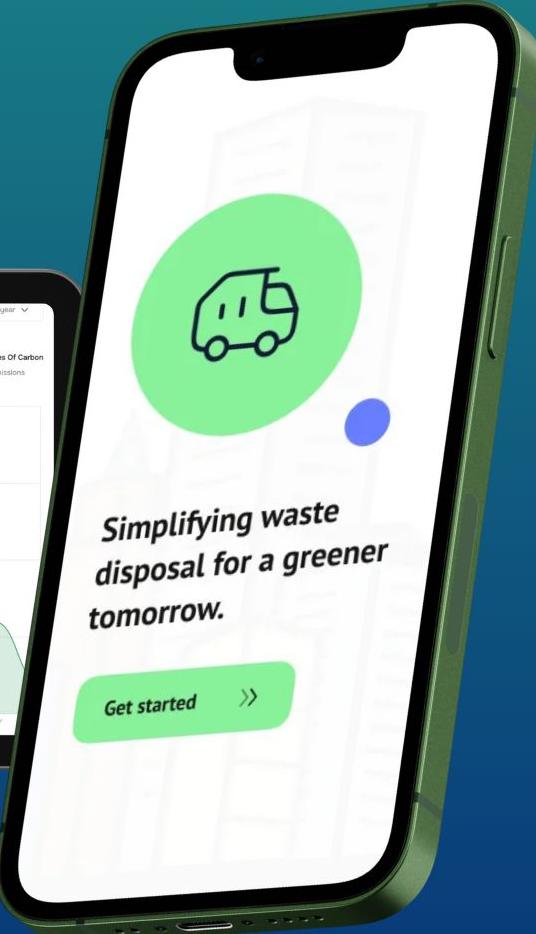




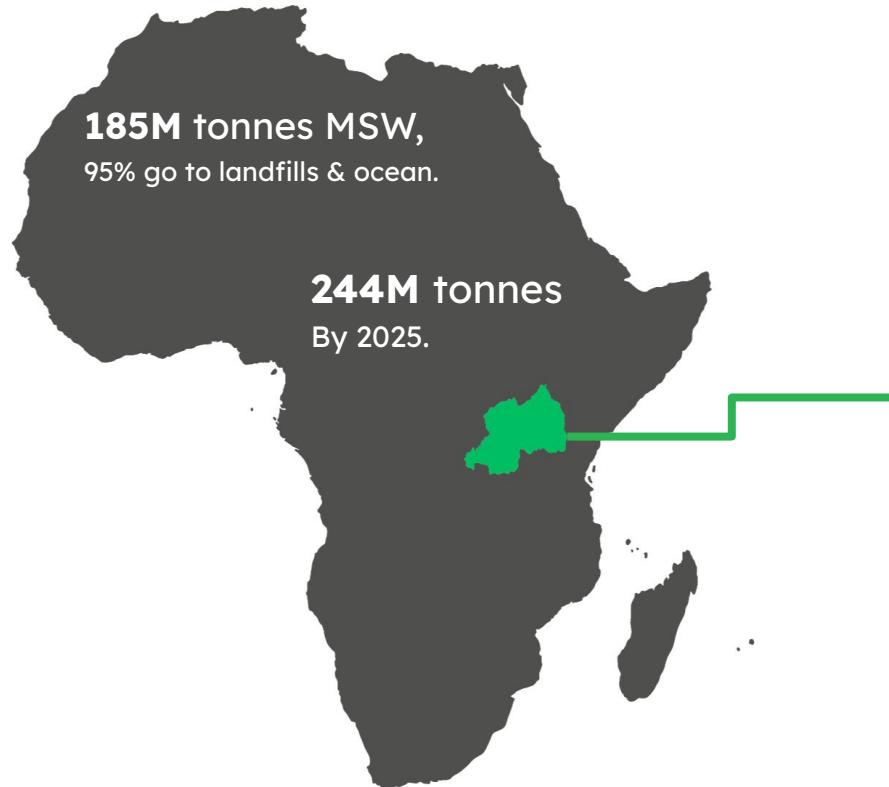
Sheba Plastic

# Optimising Waste Management through Smart Technology



# The Problem

The primary issue is the low recycling rate in Rwanda, where only 10% of the collected waste is recycled, primarily due to the prevalent mixing of waste at its source, hindering efficient recycling efforts.



**4 Million tonnes**

Rwanda generates of MSW yearly.

**90%**

The waste generated is collected.

**10%**

Is recycled, as a result of the mixed waste.

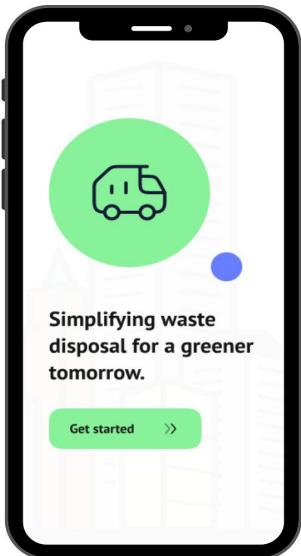
**Data**

Lack of data in waste management (Scope 3).

# The Solution



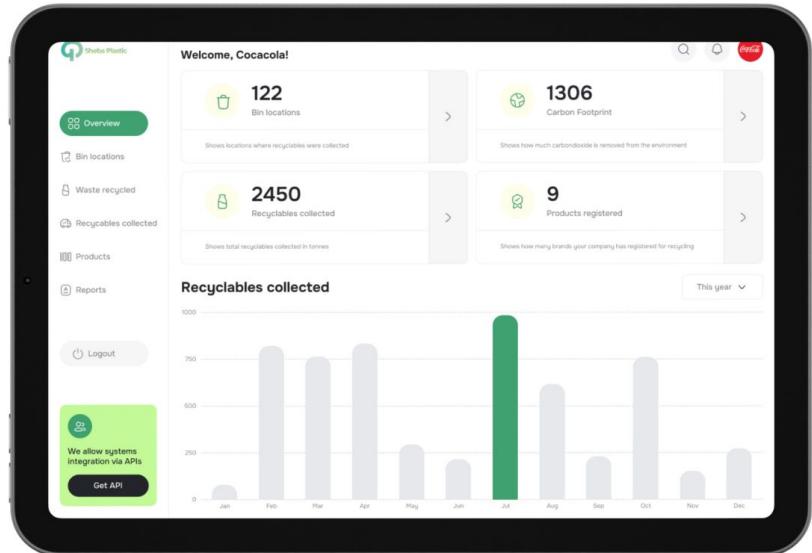
We use technology such as a mobile application, Ai integrated smart bins and a SaaS to sustainably collect and segregate recyclable waste at the source, while rewarding users with cash for their sustainable behaviors.



Mobile App

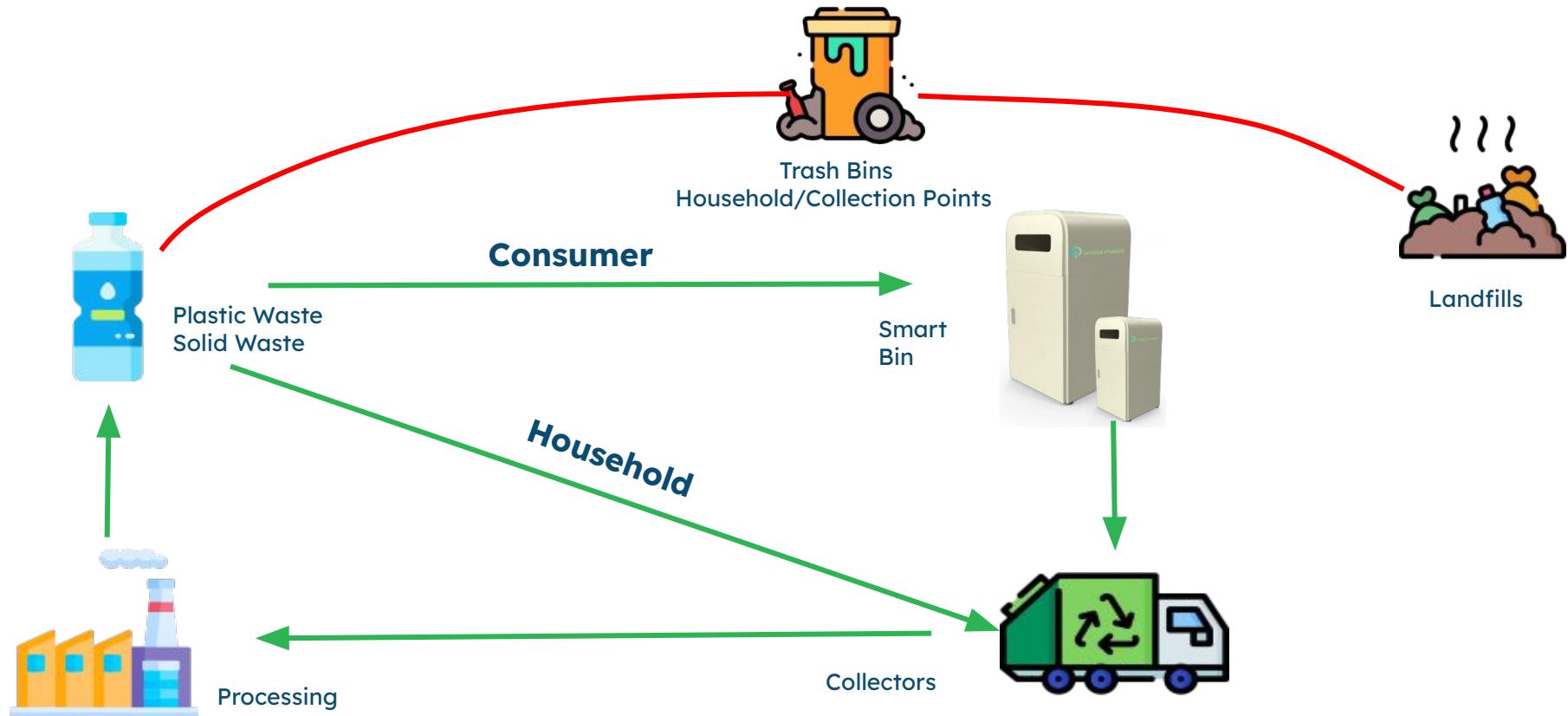


Ai integrated Smart Bin



SaaS for Data

# User Journey - Individual/Household



# Superpower

	Pricing & Cost (Free)	Target Market Consumers, All waste stakeholders across the chain	Product & Services App, Smart Bins, PaaS	Data for all the stakeholder across the chain	Incentives (Tokens)
<b>Sheba Plastic</b>	✓	✓	✓	✓	✓
Pakam	✓	✓	✓	✗	✓
Waste Bazzar	✗	✗	✗	✗	✗
Katani	✗	✗	✗	✗	✗

# Stakeholders Involved



Waste Collectors



Manufacturing  
Companies

Recycling  
Companies



The Population



Government  
Agencies

# Data Characteristics



**Barcode**

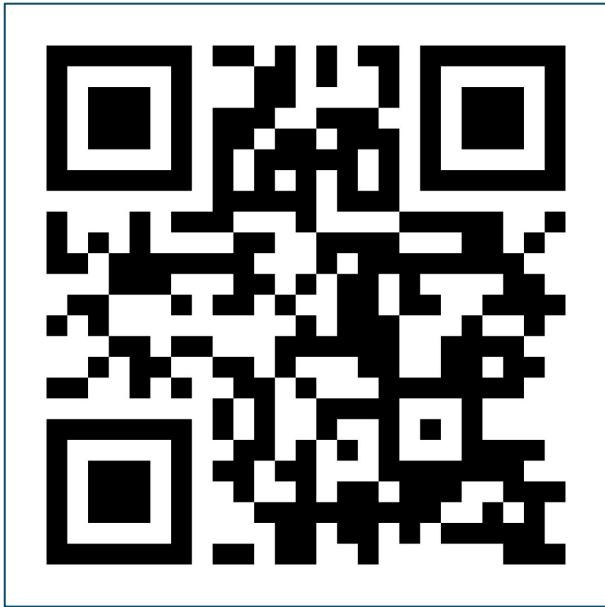
- The Brand
- The type of the packaging
- The production date
- Location it was disposed



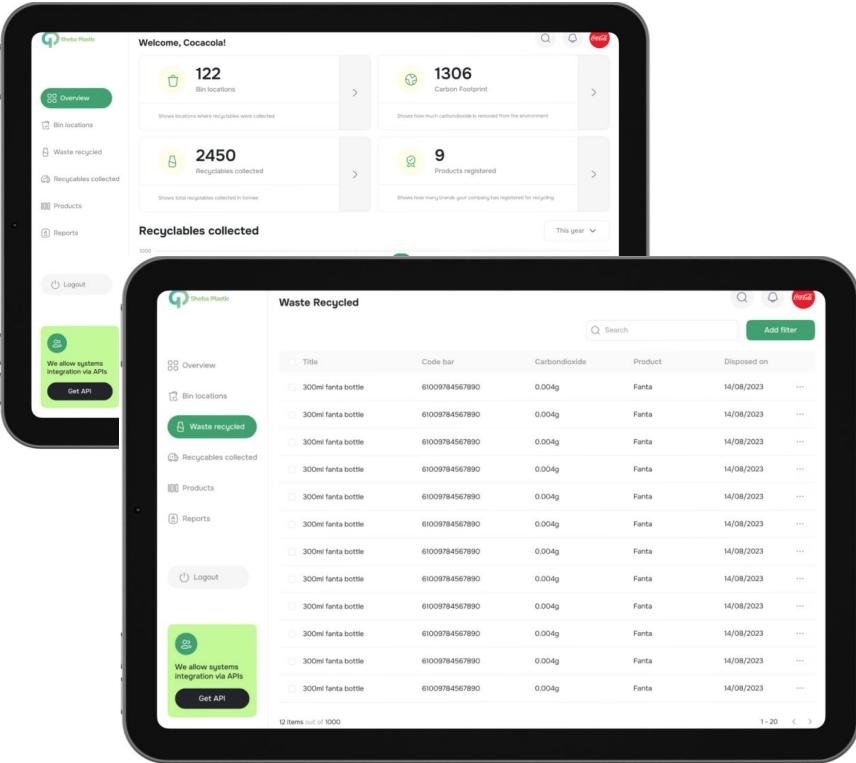
**Data**

- Customer preferences
- Carbon footprint
- Waste Collected
- Waste recycled.....

## Link to Website



**Scan me!!**



# Obstacles

- Access to barcodes
- Missing barcodes
- Same barcodes on the entire product line

# What would you do differently?





Download



Download



# THANK YOU!

[www.shebaplastic.com](http://www.shebaplastic.com)