



ADDRESSING THE ENTIRE VALUE CHAIN

Project: Dar es Salaam (Tanzania) – Hamburg (Germany) Building a composting plant for market waste in Tanzania

In the course of the project, a composting plant was planned, built and commissioned in Dar es Salaam. Here, organic waste can now be collected, processed into compost and finally marketed – creating value from waste.

One conceptual strength of the project was that it took a systemic approach and addressed the entire value chain. Besides the various activities associated with building and operating the plant, the project also included what happens before and after the waste is processed. First of all, the introduction of organic waste separation and collection at two city markets ensured that the composting plant received the necessary input. For this purpose, containers were procured and installed at the markets. Staff were hired to collect the waste, and the market staff and market users were informed and educated about waste separation. Secondly, the project also addressed the marketing of the

compost produced. As early as the project planning stage, the project partners determined whether there was any demand at all. Compost prices were researched in order to plan a cost-covering operation of the plant. The project provided advice and support on customer acquisition and marketing.

The project established a locally innovative value chain. The plant now receives organic waste from four markets and successfully markets the compost produced. Positive effects are thus generated on many levels: Less organic waste is produced at the markets. Also, the CO₂ emissions that would result in case of irregular landfill disposal do not occur in the first place. The buyers of compost (including small farmers) benefit from cost advantages, as compost is cheaper than chemical fertiliser. Moreover, the soil benefits from the use of natural fertiliser.

Success factors

- The functionality of the plant was ensured by checking in advance that sufficient waste was present and available.
- The plant can be operated sustainably because the recyclable material is marketed and used.
- To achieve this, the project measures were implemented at several stages of the value chain.

Practical advice

1. Do not see your project purely as an infrastructure project.
2. Together with your project partner, analyse the entire waste management value chain, from waste generation to the marketing of the recyclable material. Ideally, do this with joint visits to the project site.
3. Where possible, build on existing waste management processes along the chain.
4. When drawing up the plan, consider where the waste will come from and how it will get to the plant.
5. Based on that, where necessary define measures to ensure waste separation, collection and delivery.
6. Determine whether there is a need for the recyclable material, and whether a market already exists.
7. Calculate the profitability of the plant based on market prices.
8. Define measures that support marketing of the recyclable material, such as customer targeting and marketing activities (e.g. corporate design, advertising, demonstration plots).
9. Find out if people are already informally creating value from waste, and consider these activities in your project design.

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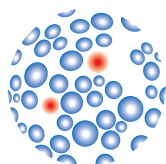
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