



**“Innovention 09: Brands, Innovation & Circular Economy”**

# My Journey



*We must transform every element of our take-make-waste system: how we manage resources, how we make and use products, and what we do with the materials afterwards.*

*Hence the need for a sustainable business approach that creates long term stakeholder value by embracing and managing risks derived from economic, environmental and social developments. It is an approach about strategy, value creation and development of an enterprise, corporation and organization.*

***Sustainability is important to make sure that we have and will continue to have what is needed to protect and preserve our environment***



In developing and transition economies, the shift towards material use reduction is under way, but there is room for further development in Africa without endangering societies or the environment.

Our Innovative solution entails the continuous application of preventive environmental strategies at the core ... either in the processes, products and services to increase efficiency and reduce risks to communities and the environment.

MOTTANAI is a Pan African Sustainability Initiative with a primary focus towards a ZERO Waste practice.

My name is Oluwaseun

Sustainable Waste  
Management is my  
passion



addresses three sustainability  
dimensions individually and  
synergistically:



ENVIRONMENTAL PROTECTION

Minimize the impact on nature

PRODUCTION EFFICIENCY

Improve productive use of natural resources

SOCIAL ENHANCEMENT

Support communities and reduce risks

# Waste is natural human activity on a daily basis

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- It has been estimated that on average 0.71kg of waste is generated per person per day;
- The amount of waste generation differs between regions and countries. The daily waste generation is much higher in developed countries than countries in sub-Saharan African countries;
- According to World Bank in 2016 , 2.01 billion metric tons of municipal solid waste (MSW) were generated in 2016 with a projected increase of over 70% before 2050.



**2.01 billion**  
metric tons of Municipal solid  
waste are **generated** annually.

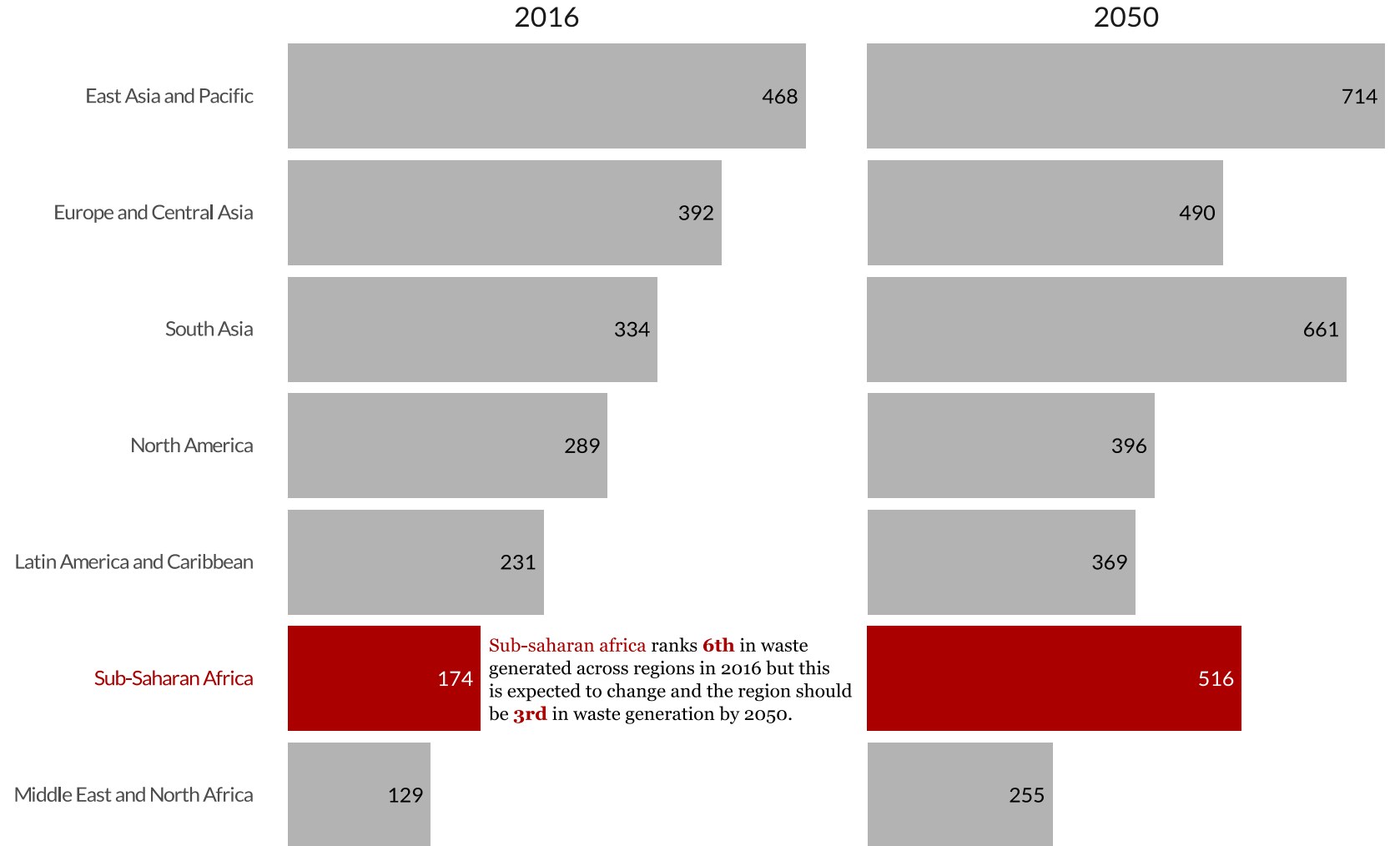
Source: World Bank | 2016



Waste generation  
is expected to  
increase  
substantially on  
the African  
continent

## Waste generated in Africa to increase significantly by 2050

Sub-Saharan Africa Municipal waste estimated to be 516 million metric tons in 2050

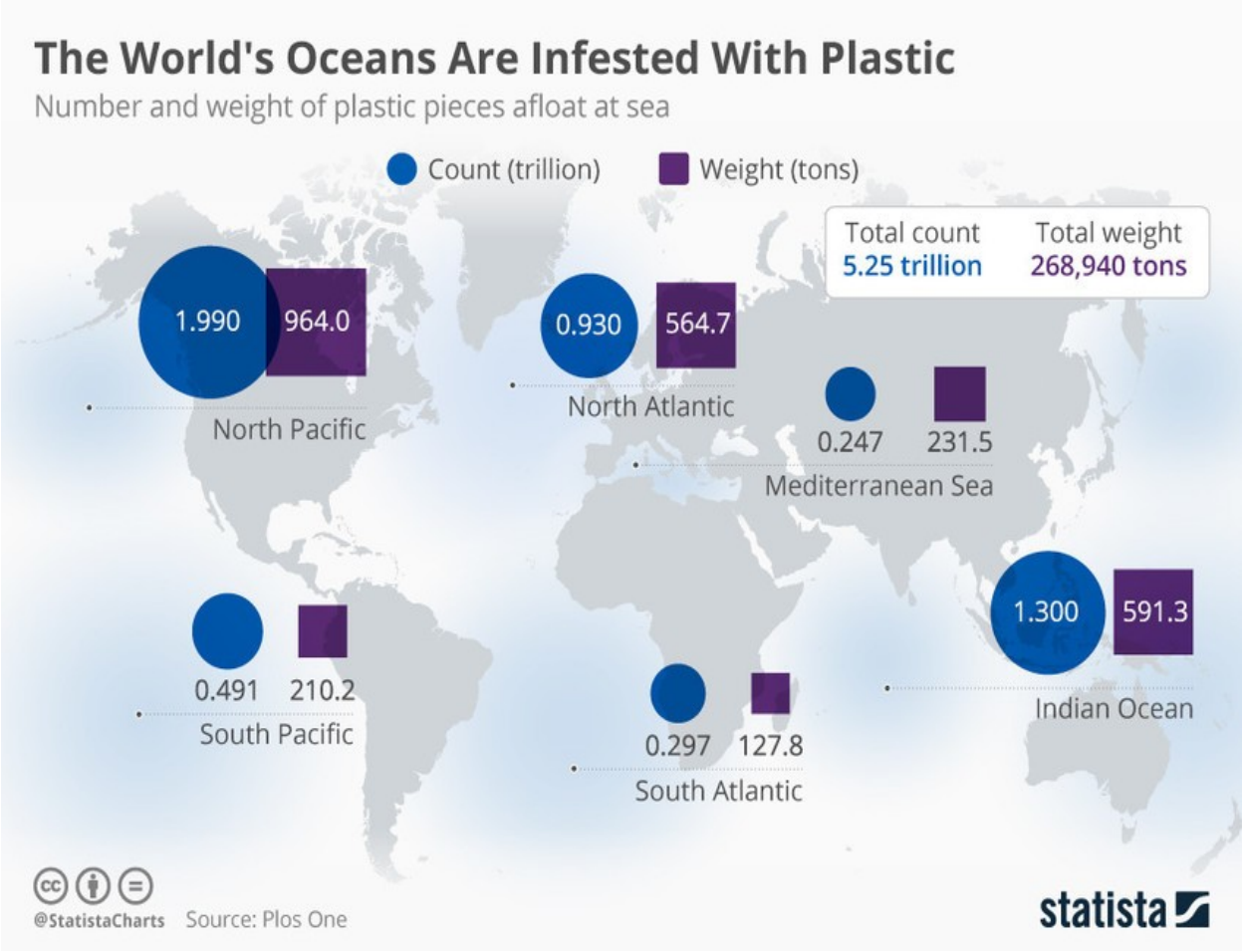


Waste generated (in millions)

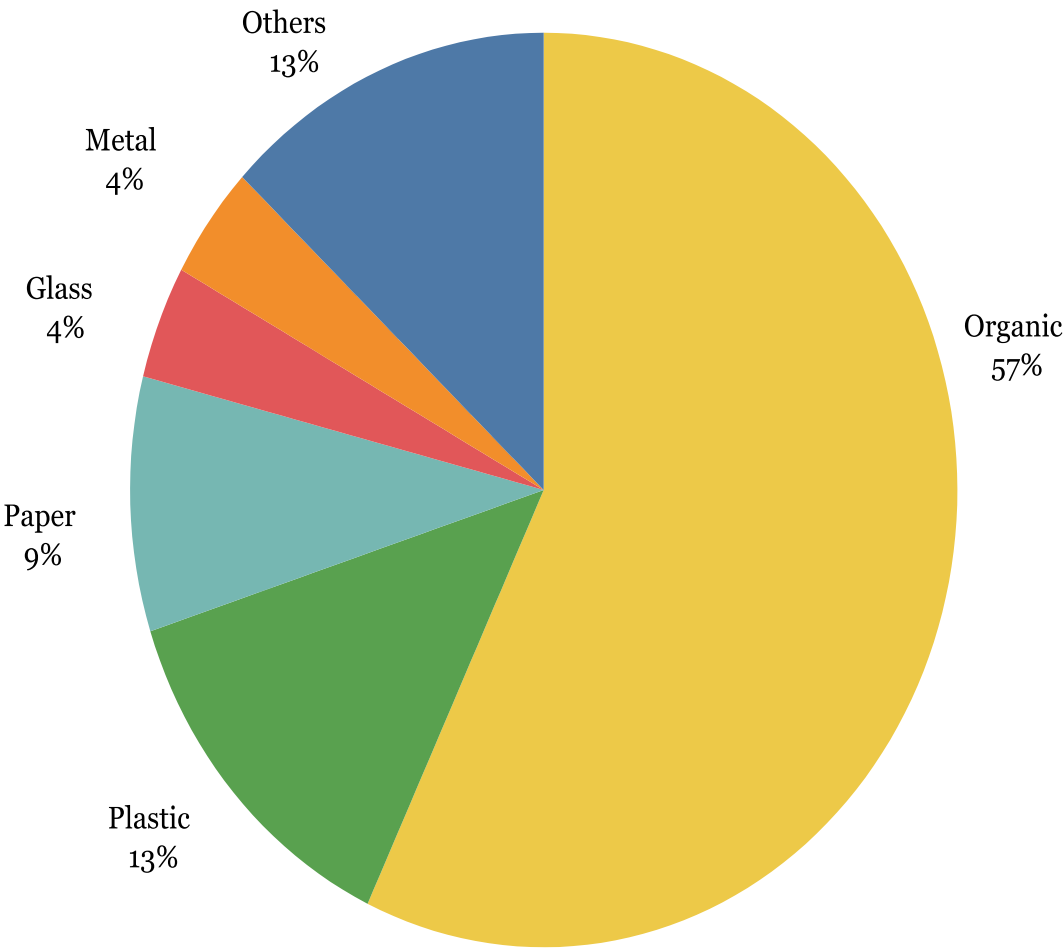
Source: World Bank | 2016

# Consumption ? Heaps of often , toxic waste

A significant chunk of the waste is generated in Africa. On average, 57% of waste generated in Africa are organic waste. However, 43% accounts for packaging materials which is mostly dominated by plastic waste.



Organic waste account for 57% of Municipal solid waste (MSW) in Africa  
Paper, Plastic, Textile, Glass, Metal et.al are wastes that can be recycled

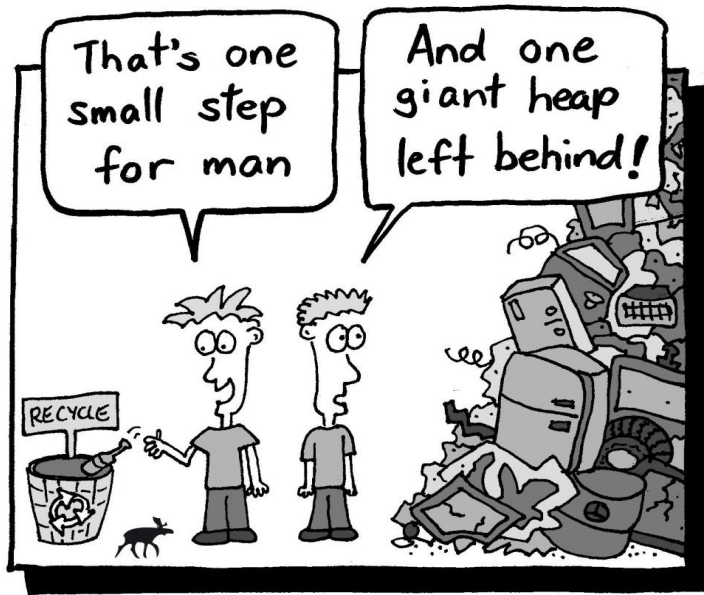


Source: World Bank | 2016

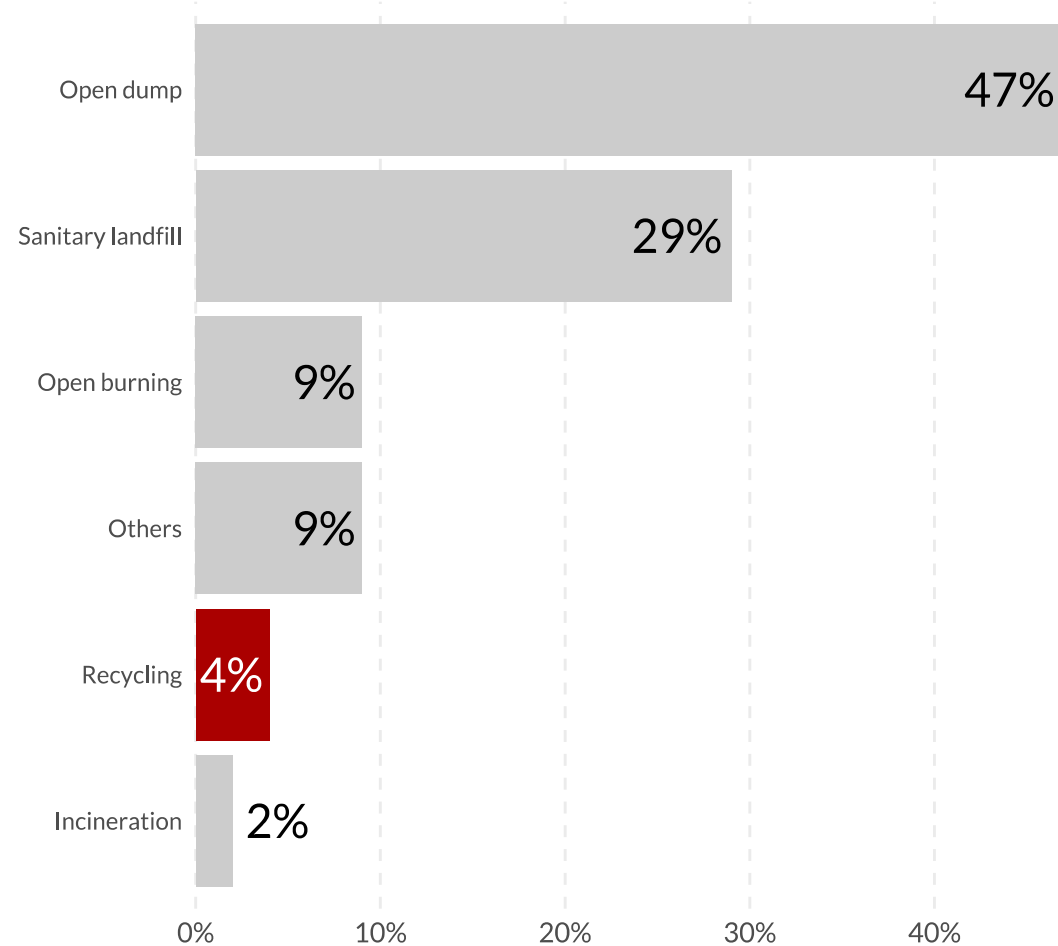
## WHAT A WASTE !

# 4%

of waste generated  
**are currently recycled in Africa.**  
This is way below 80% that are recyclable.



Municipal Solid Waste Disposal Method



Source: UNEP | 2018

### Waste of

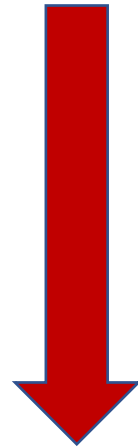
- Resources
- Economic value
- Business opportunities
- Environment as a resource: Soil / water / air

# OPPORTUNITIES

Annual waste generation is expected to increase by 70% from 2016 levels to 3.40 billion tonnes in 2050.

## CURRENT REALITY

4%



of waste generated  
**are currently recycled in Africa.**  
This is way below 80% that are recyclable.

Preliminary calculations suggests that diverting waste toward reuse, recycling and recovering can inject an additional \$8 billion into the African economy annually.

## OUR TARGET

More than  
80%



of waste generated  
in africa **can be recycled.**

# Our Business Model

## Service

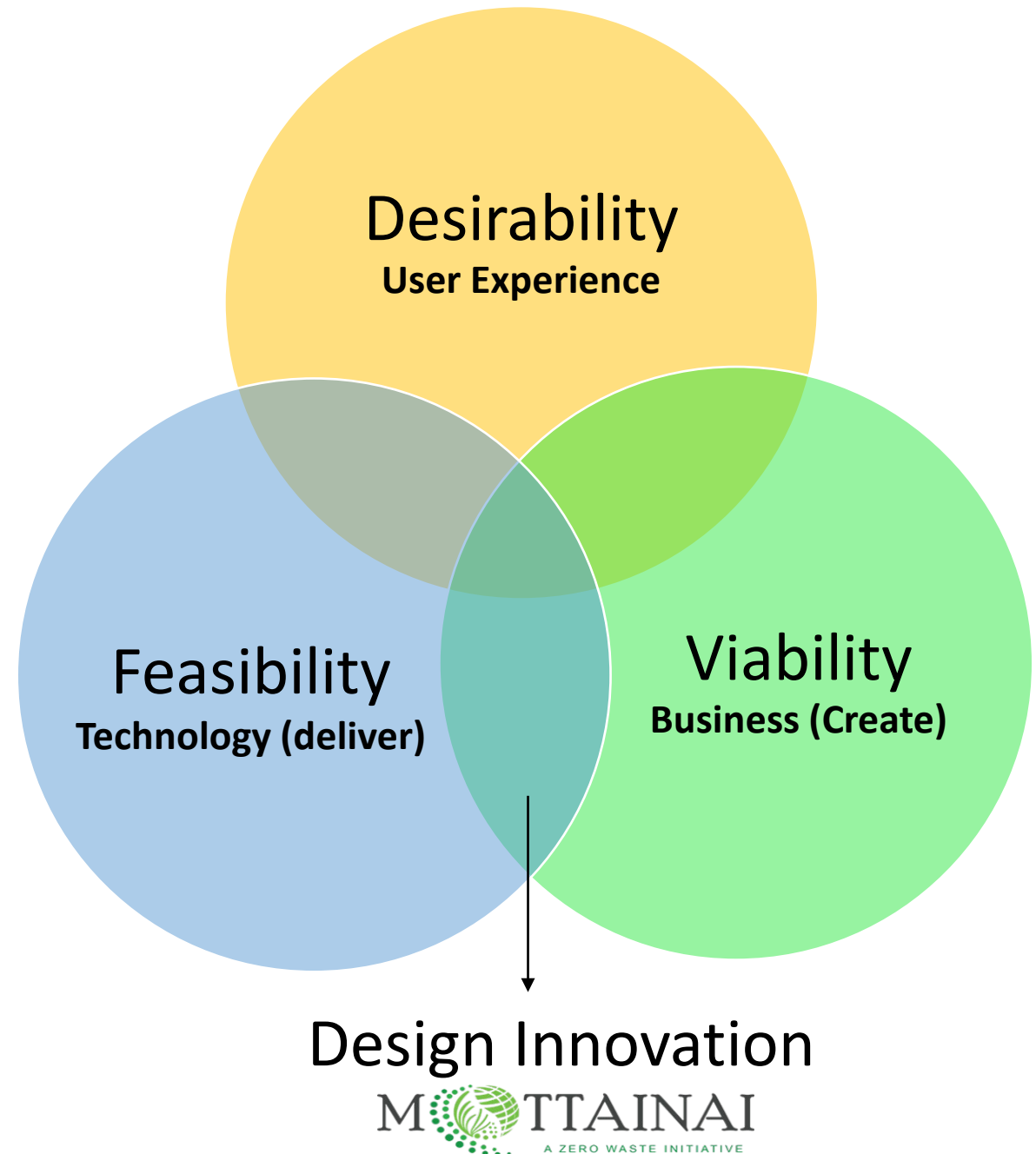
- Driving efficiency in an industry by promoting locally adaptable recycling model. This enables us to do the right thing for our customers – reduce their waste and recycling costs, save them time, and help them meet sustainability goals by keeping more trash out of landfills.

## Technology

- In leveraging technology, we are creating smarter tools every day to enhance our ability to provide a superior experience and give our customers the visibility they need to make better decisions.

## Sustainability

- Showing care for the environment and being conscious of the impact our choices have on our communities. Our goal is to become a zero-waste organization.



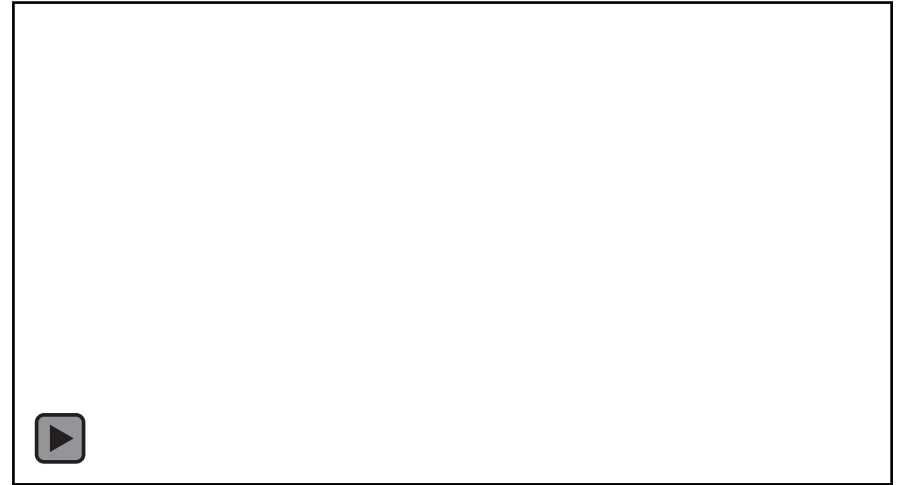
# MOTTAINAI APP



Our software drives sustainable environmental solution waste creators and a clever business approach for waste management and government . It also interface with the consumers, waste generators, formal and informal recycling sectors as well as off takers.



Novelty of this “On Demand smart APP” is that it is able to handle the process dynamically and cost effectively.

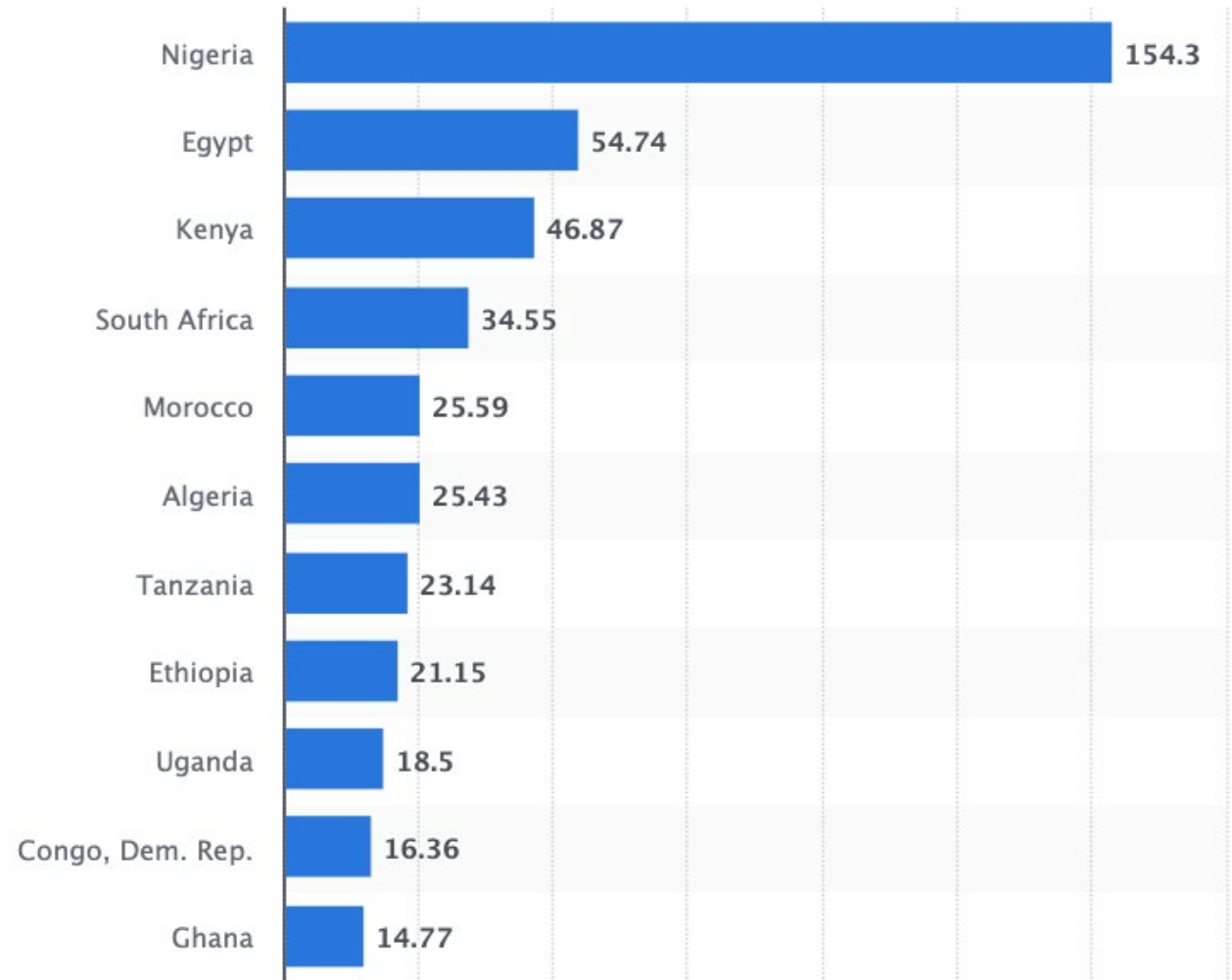


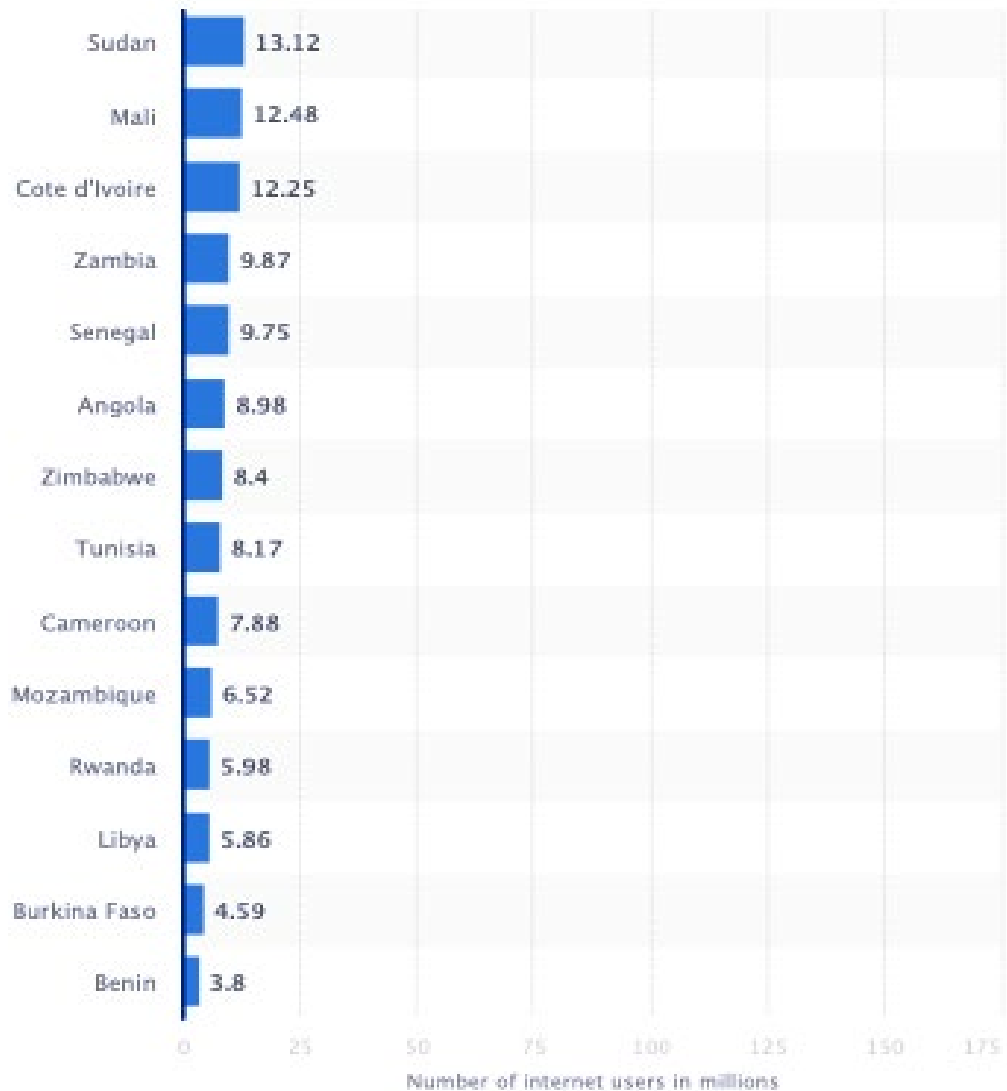


# Current Market Value in Africa

N.B Nigeria has the largest internet users . With more than 40% of the region's population under the age of 17- 25 young consumers are the primary source of growth and have better access to technology and finances for the foreseeable future.

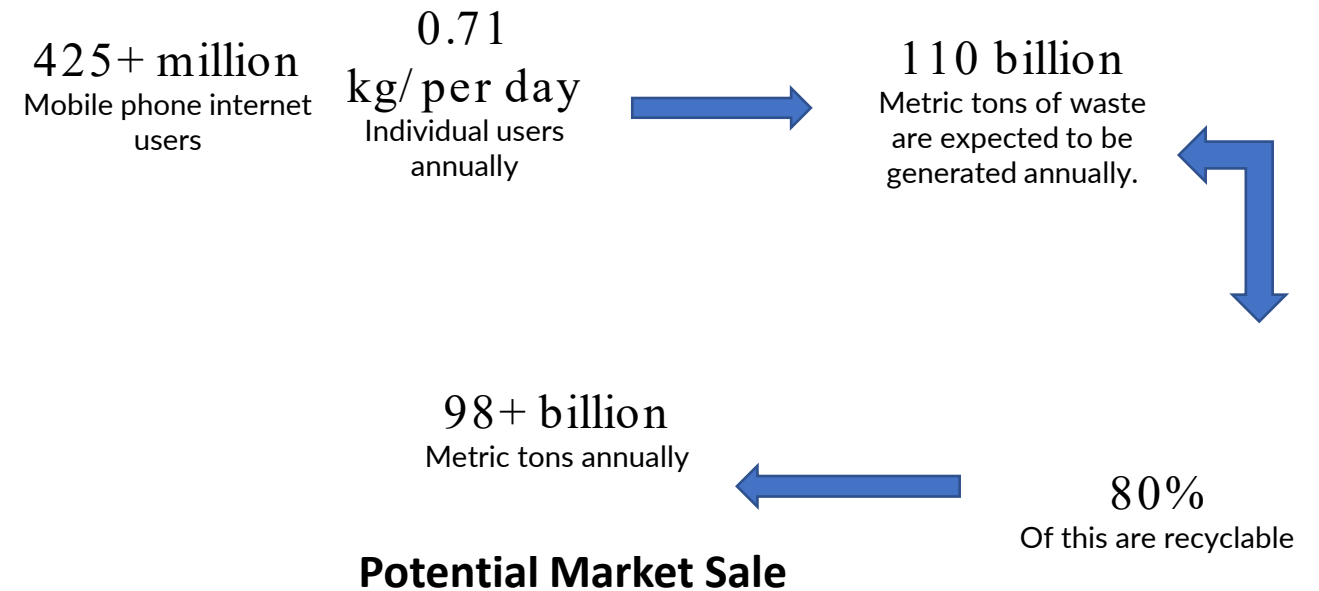
Number of internet users in selected countries in Africa as of December 2020, by country





# MARKET POTENTIAL

As at the end of 2020, over 425+ million people subscribed to internet mobile services in Sub-Saharan Africa, representing 74% of the region's population that have access to a mobile phone.



Waste resource recovery and reuse can be introduced back into the economy to create jobs as well as support economies within the vulnerable communities

# LET'S SIGN YOU UP

# - Thank You!!!

