



MEDITERRANEAN SEA
CIVITAVECCHIA | BARCELONA | CIVITAVECCHIA
28-31 MAY 2016

Il sogno verde

The green lean compacting machine

Lorna Rutto (Ecopost)

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BMW

ELECTRICAL
CONTROL PANEL
(ECP 3 - BMW)



EcoPost
Sustainable Living

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EcoPost
Sustainable Living

Eco-friendly products from recycled plastics & agricultural waste that provides a waste management solution, hundreds of Jobs, while saving forests

presentation
by

Lorna Rutto
Change Maker, Social Entrepreneur,
World Economic Forum, Young Global Leader
CEO, EcoPost Limited



**10,000 Metric Tonnes of Waste Generated Daily,
With no proper system of waste collection, it litter the streets
and overflow in dumpsites**



46% of Kenyans live below the poverty line, earning less than a dollar a day, Some have to scavenge in dump sites to survive.



The situation is so bad that it has been described as one of the worst humanitarian crises in the city (UNEP).



**Globally, forests are rapidly declining due to pressure from increased population and need for building materials.
Kenya has now less than 2% Forest cover.**



Vision:

To have a Green Africa Free From Poverty

Mission:

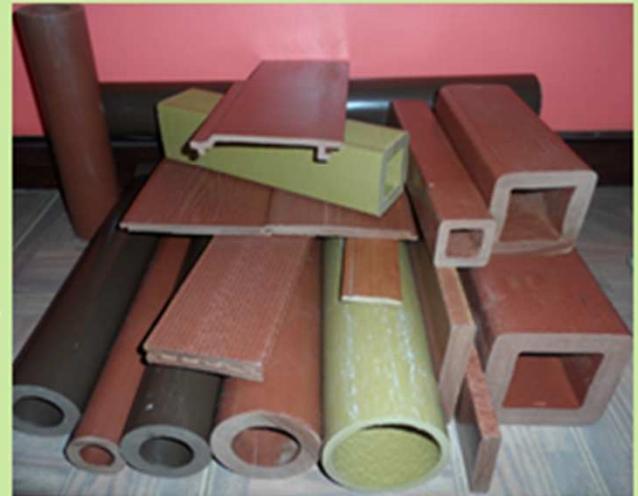
**To create sustainable jobs for people in the
Marginalized Communities while Conserving the
Environment**

THE SOLUTION

Convert the waste to



Plastic Posts



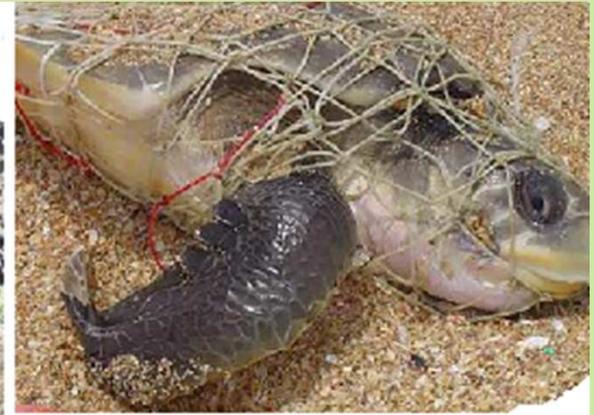
& Lumber



We work with the youths and women in the marginalised areas who collect, sort and prepare the plastic waste for EcoPost to recycle.







EcoPost recycles most waste, even discarded fishing nets that traps and kills the marine life



Wood chips



Wood powder



**Waste plastic
(recycled plastic)**



Crushed Plastic



Mixer

Mixed Material



WPC Pelletiser

WPC Pellets



WPC Extruder



WPC Profiles









We process the waste to manufacture strong, sturdy, durable profiles for fencing, signage, support beams and building low cost housing.



The posts are sold to home owners, farmers and even wildlife institutions.

They are strong, durable profiles, even huge animals like elephants cannot break them



**Sign companies also need the profiles
since metal sign posts are normally stolen &
sold to metal scrap dealers**

EcoPost Solution



FROM THIS ..



TO THIS ..



NOW TO THIS ..



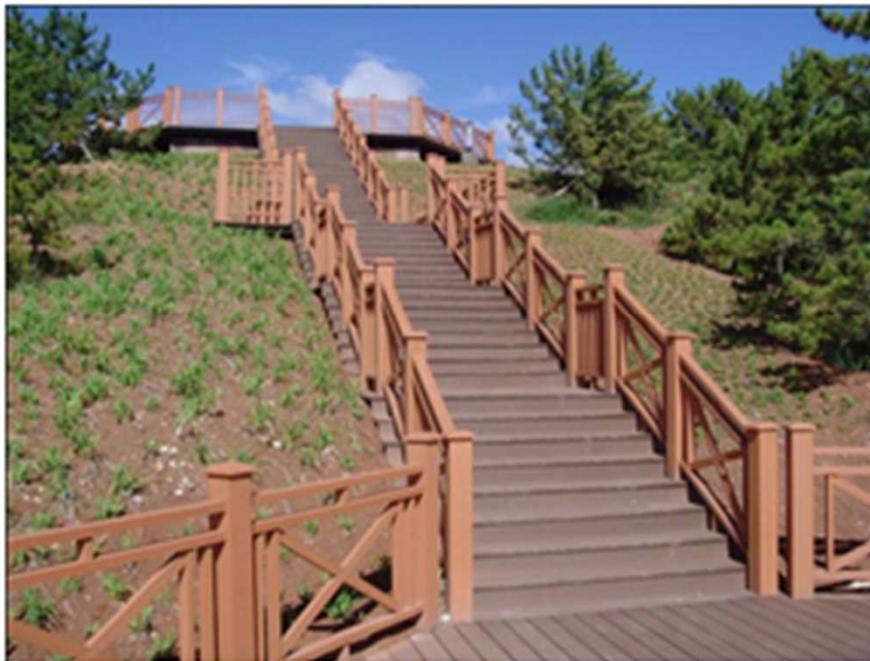
EcoPost products are eco-friendly, durable and more affordable than chemically treated timber, metal or concrete products.

They are currently being used by the UN to set up refugees camps & building low cost housing in slum areas to help combat the housing problems in Africa.

EcoPost Solution



EcoPost profiles are used to provide affordable, strong and sturdy building materials.





**EcoPost has so far withdrawn 2.5 Million Kg of Plastic waste.
We've sold 100,000 posts thus saving 400 Acres of forest
further mitigating climate change.**



EcoPost has created 40 direct & over 2000 income opportunities

Expansion into other regions will create an additional 10,000 job opportunities for the youth and women groups in marginalised areas



Saved 450 acres of forests by providing a direct alternative to timber further mitigating climate change

5 YEARS FROM NOW...

- **20 million people will enjoy better health due to cleaner environment, improved livelihoods, preserved forests and mitigated climate change due to this initiative.**
- **We plan to save the planet approximately 50 million trees and prevent 6 million kgs of CO2 emissions.**
- **In future, we will train more than 50,000 people, micro franchise and solidify our partnerships with various stakeholders in order to replicate our business model and help reach millions of people at the Base of the Pyramid.**
- **We aim to create more income opportunities, increase our socio-environmental and economic impact put a dent on poverty.**

Challenges



There's tremendous demand for Ecopost products which the company cannot meet.

Technical challenges to do with production machines and availability of enough skilled personnel have slowed down growth.

Having adequate working capital is sometimes challenging & raising funds from local banks is really difficult and their interest rates are too high.

Thanks to our partners

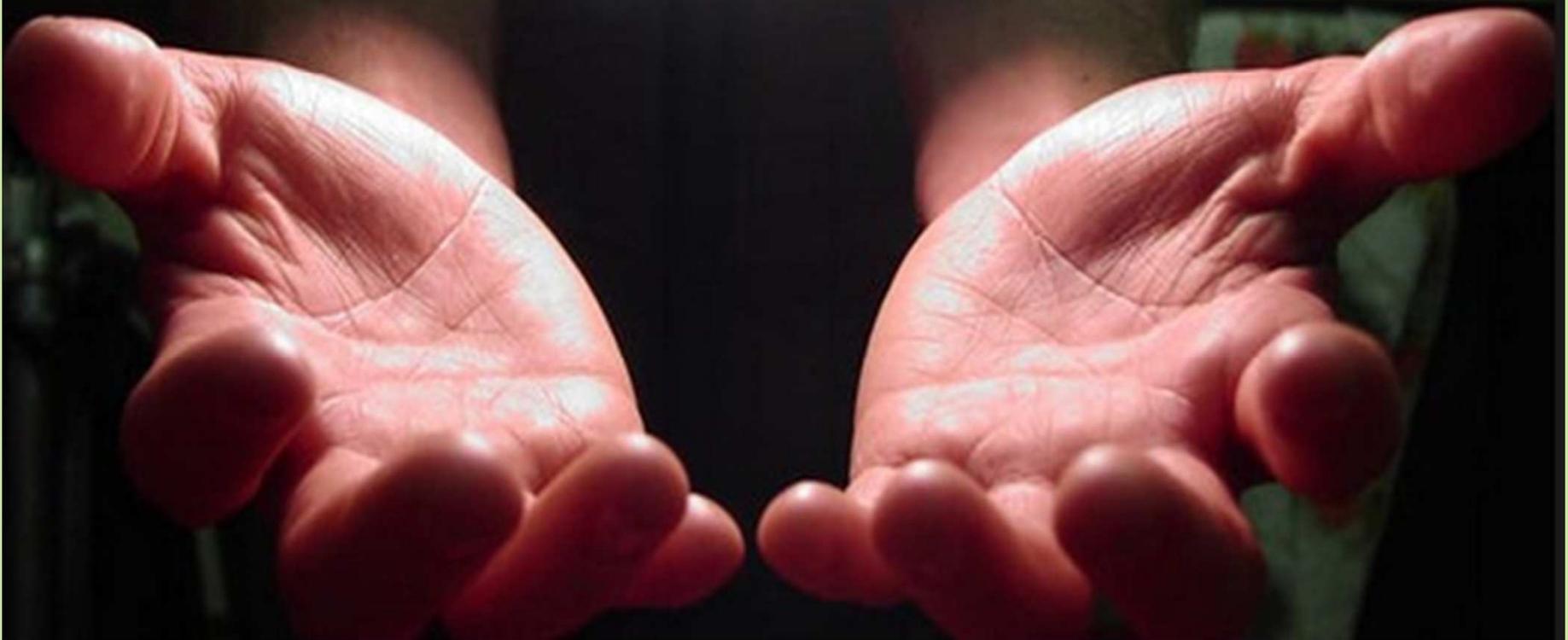
We truly appreciate our Partners like OPEs Foundation, Blue Haven Initiative among others who provide us with:

**Investment and Capital Advisory,
Technical Support,
Market Exposure,
Networking Opportunities etc**

**This enables Ecopost to continue increasing
it's socio-environmental & economic impact**



The future belongs to those
who give the next generation
reason for hope.





**Lets join hands we work together to
conserve our environment and
put a dent on poverty.
When we preserve our environment.
We preserve our livelihoods.**

Think Future! Think EcoPost!



BE FEARLESS

Create your own world with courage.