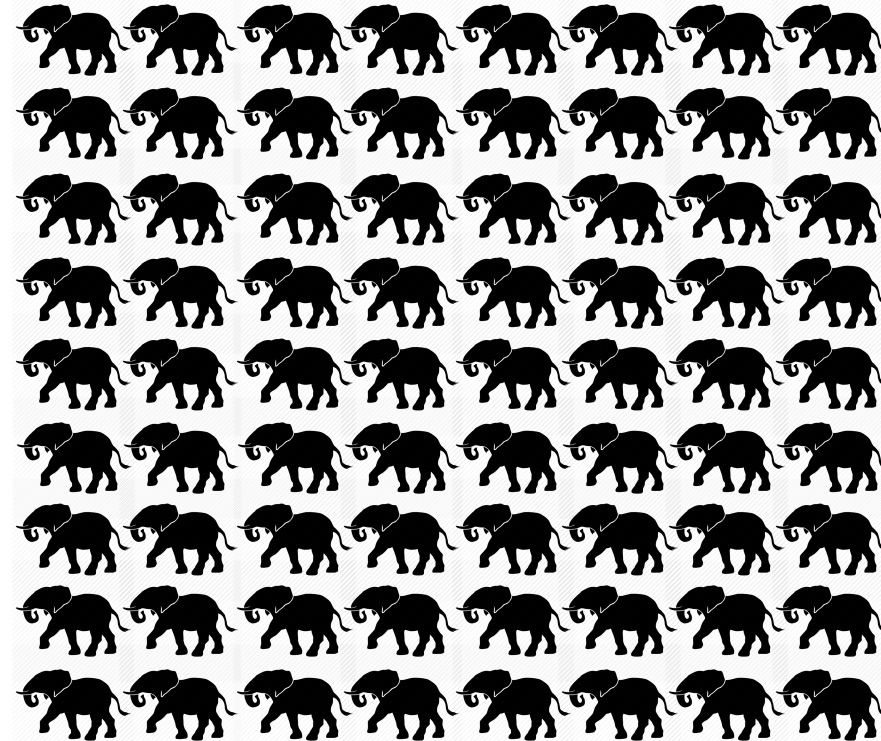
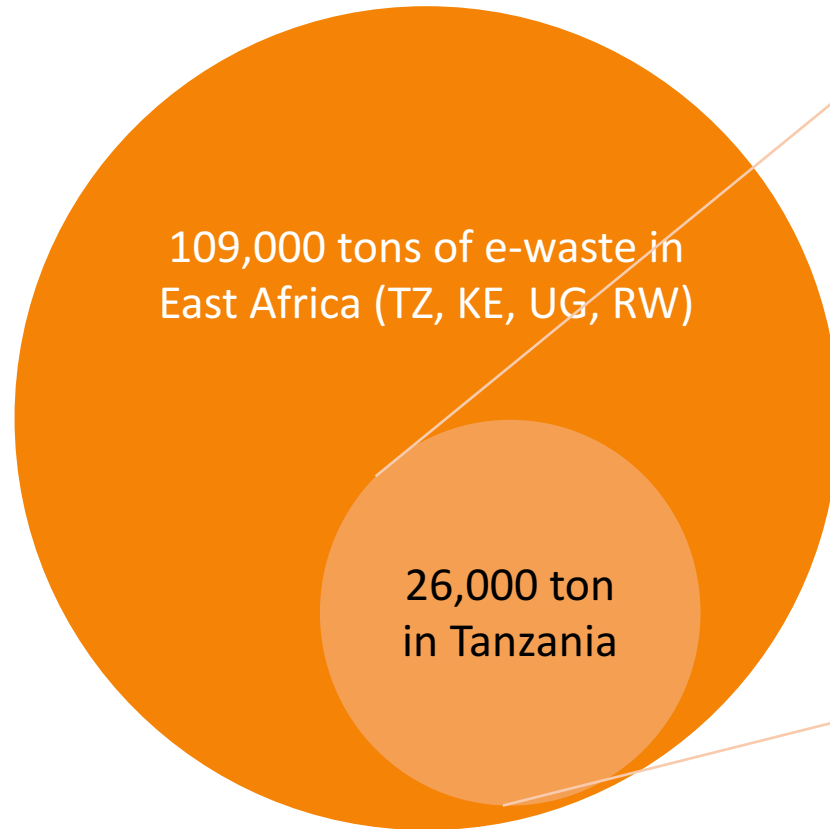




**PRESENTS:**

**A practical perspective to  
e-waste recycling in East Africa**

## The size of the problem



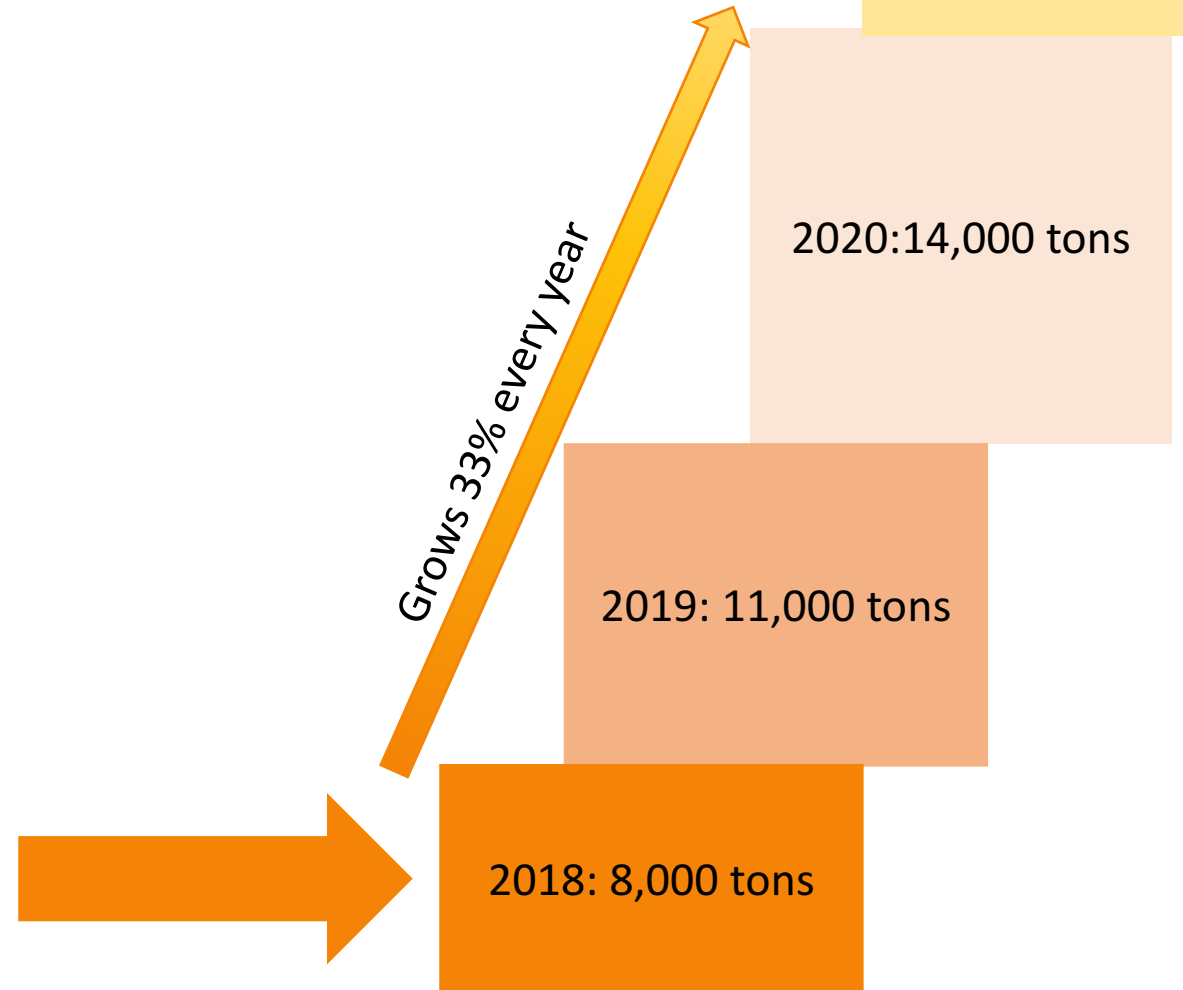
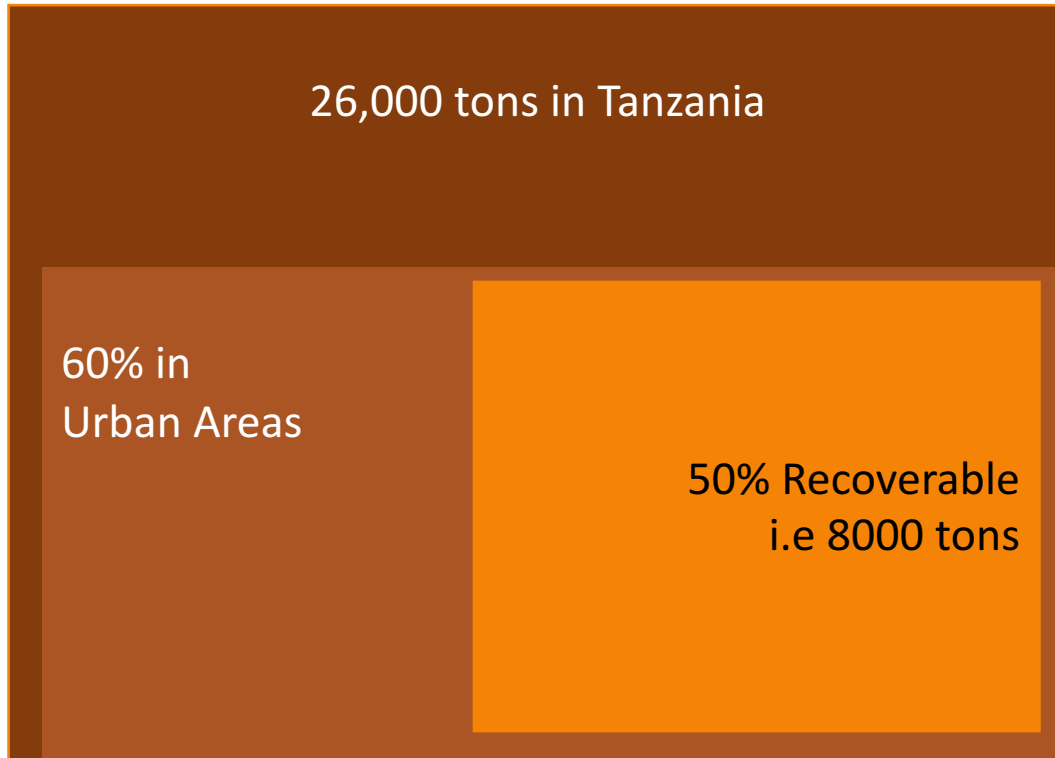
**In 2018, the amount of e-waste generated in Tanzania will be more than the weight of all the elephants in the Serengeti**



e-waste is a **problem**...

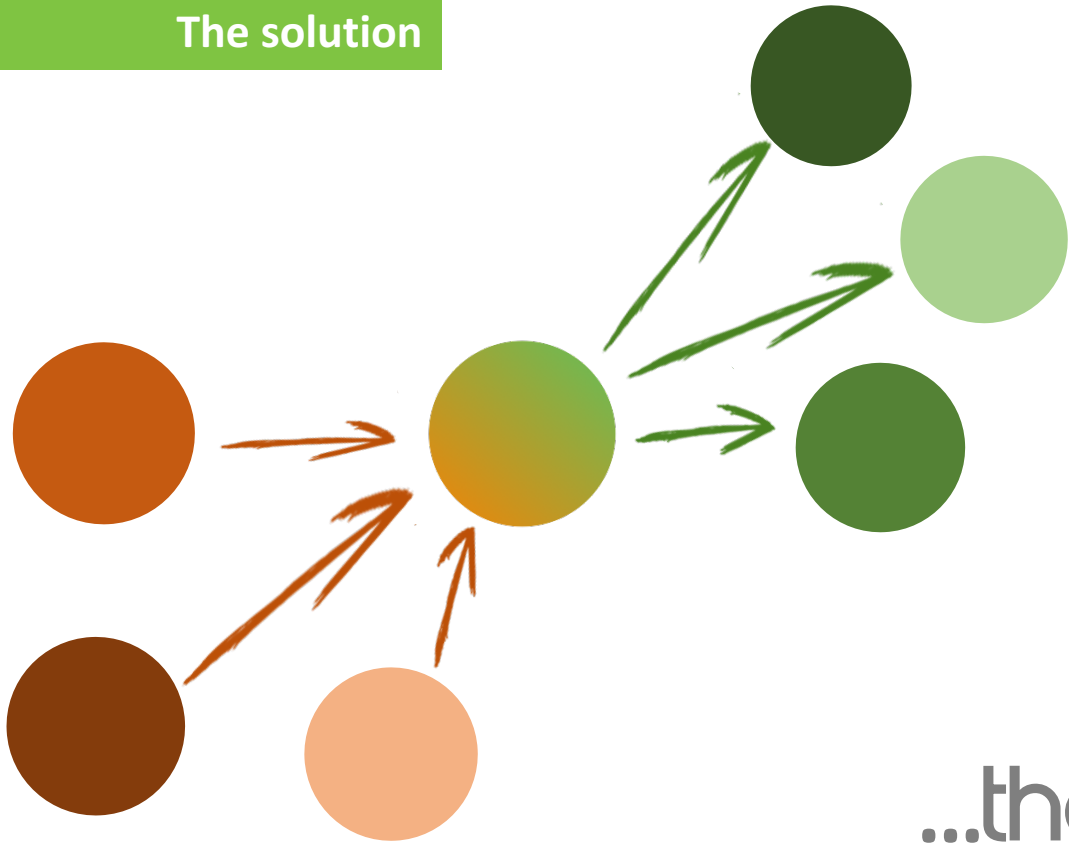


# 2018



... that keeps getting **worse** ...

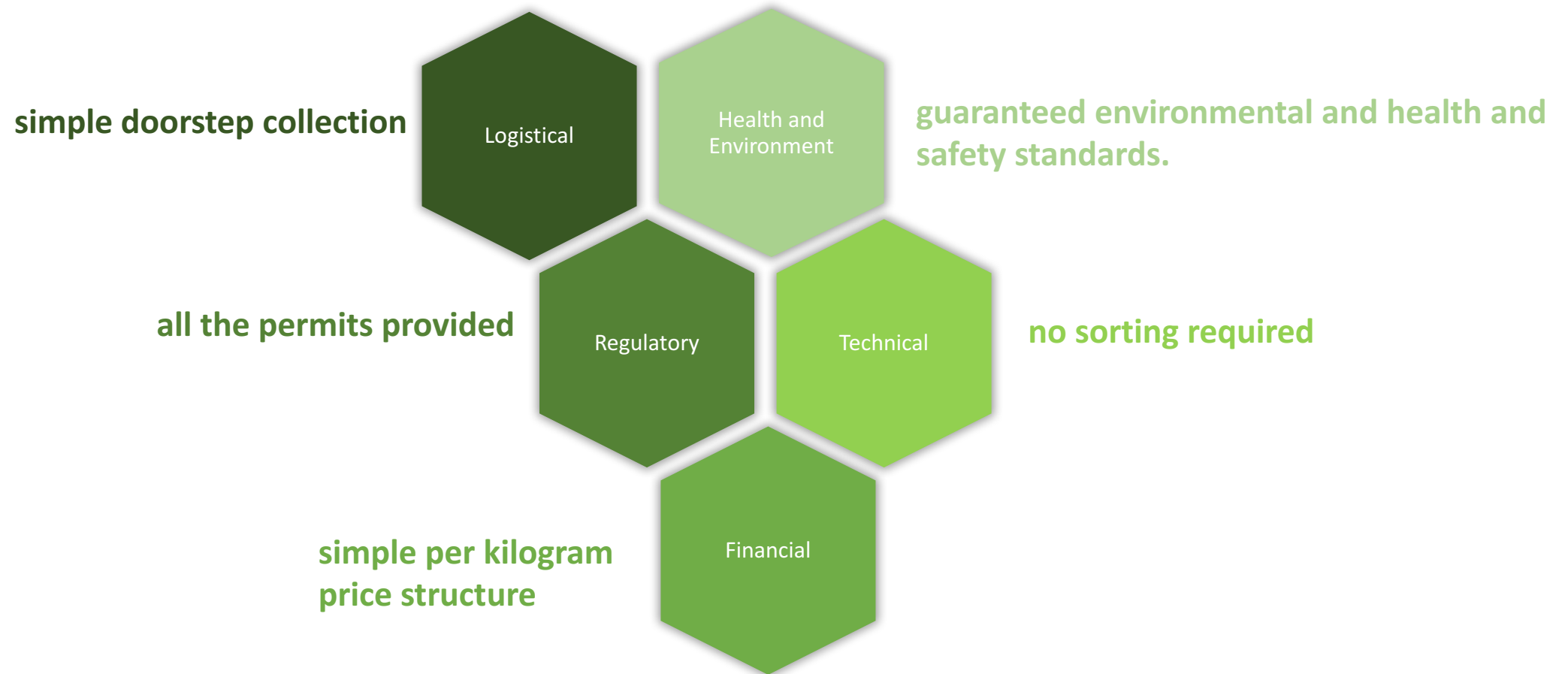
The solution



...the **solution** is **phenix**

environmentally responsible and easy recycling solutions  
for technology distributors and users in East Africa

...phenix is Easy. Green. Safe.



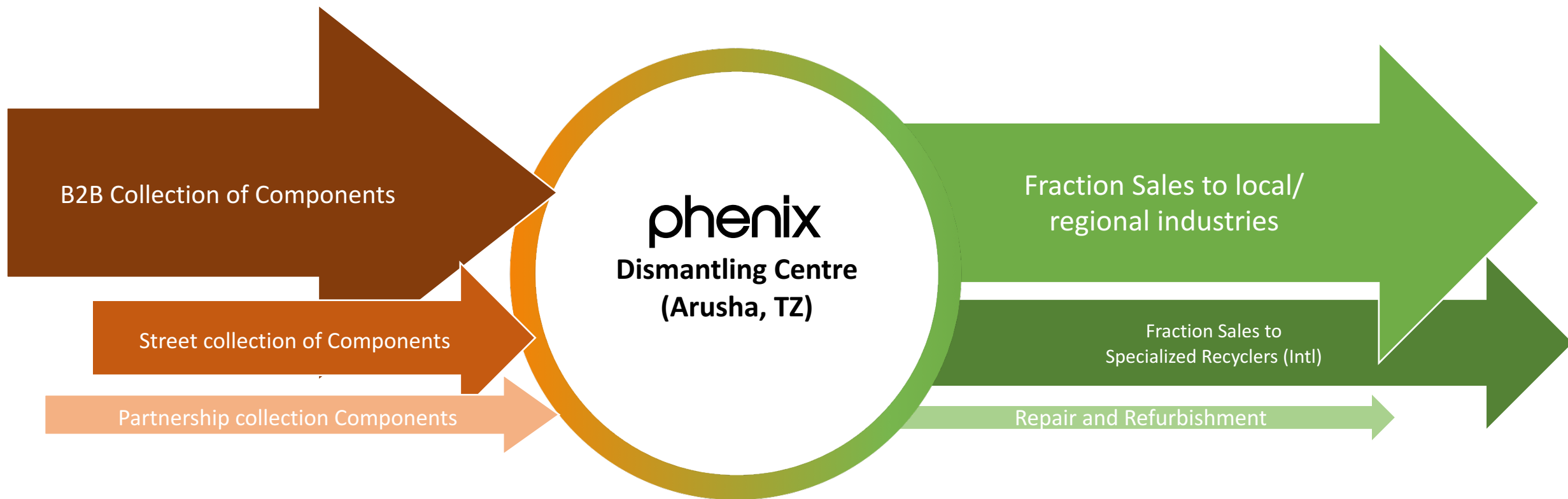
# The Network

*Working partnerships including regional influencers and international technical experts*

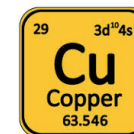
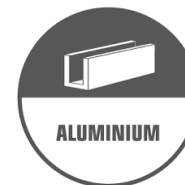
current and future



# The Model



Mixed e-waste components



Mixed fractions



# Practical Challenges

Systems vs. Volume vs. Weight

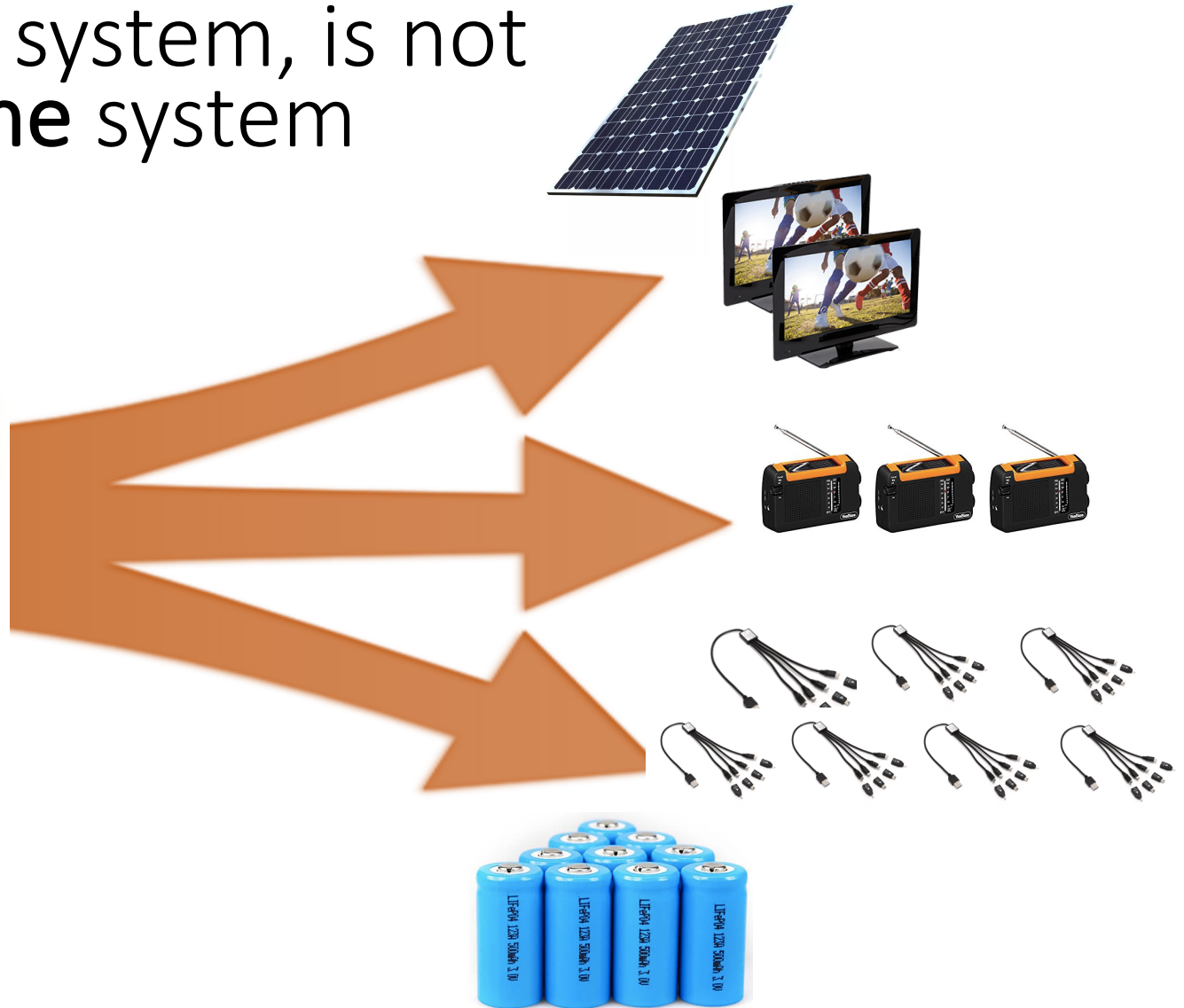
Transboundary Collections

Perception of Value of components

When **one** system, is not just **one** system



New: 1 system sold



How long till disposal?

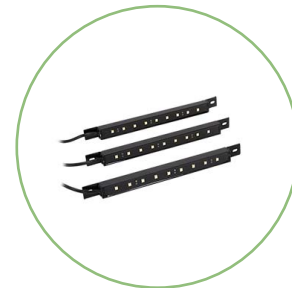
# Technical vs. Commercial Lifespan



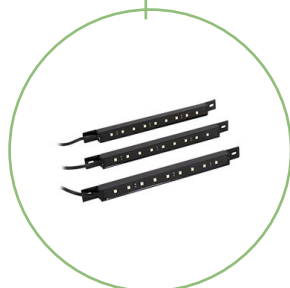
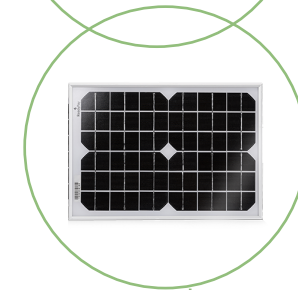
1 New System



Charging Cables



LED Lights



LED Lights







## How much is it worth?

# How much will you pay me for my waste?



| Component        | Approx Value (USD) per kg | Weight (kg) | Approx. Total Value (USD) |
|------------------|---------------------------|-------------|---------------------------|
| Plastic Casing   | 0,07                      | 0,15        | 0,01                      |
| Lithium Battery  | - 1,50 USD                | 0,70        | -1,05                     |
| PWB              | 0,25                      | 0,15        | 0,375                     |
| Dismantling Time | -3 USD/hour               | 5 mins      | -0,26                     |
| <b>Total</b>     |                           | <b>1 kg</b> | <b>-1,27 USD</b>          |

## Competitive Landscape

|   | Geographical Reach |    |    |    | High HSE standards | Strict stock control to protect brand risk | Regulatory Representation and Advocacy | Commercially Viable business model |
|---|--------------------|----|----|----|--------------------|--|--|------------------------------------|
|   | TZ                 | RW | UG | KE |                    |  |  |                                    |
|    | X                  | X  | X  | X  | X                  | X  | X                                      | X                                  |
|    |                    |    |    | X  | X                  |  |  |                                    |
|    | X                  |    |    |    |                    |  |  |                                    |
|  |                    |    | X  |    |                    |  |  |                                    |
| Rwanda WEEE Centre  |                    | X  |    |    | X                  | X  | X                                      | tbc                                |

# Where does your waste go?

*Decision criteria and why asking the right questions is key to your business.*

- Brand risk exposure
- Regulatory Requirements
- Environmental and Safety impacts
- Cost



Thank you for  
listening

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Arusha, Tanzania