

Tackling the Global Waste Emergency through NGO & Private Sector Collaboration

VSO and WasteAid are seeking partnerships with companies looking to:

- Immerse employees in key emerging markets
- Bring CSR initiatives, sustainability strategies and values to life
- Develop leadership skills by stretching staff in new environments



Introduction

WasteAid is a leading charity tackling the global waste emergency by empowering people to clean their communities, whilst sharing recycling skills to create jobs and income.

VSO is a global charity with almost 60 years' experience delivering employee volunteering programmes in poor and marginalised communities across Africa and Asia. VSO partners with governments, local organisations, NGOs and more importantly than ever, the private sector.

VSO and WasteAid have partnered to ask **the private sector to deliver community-led solutions to the waste management crisis.**

The Need for Private Sector & Community Collaboration

As an example, communities in Navrongo and Bolgatanga, Ghana, suffer an almost total lack of formal waste management. This has serious negative health and economic impacts on the local population.

WasteAid has partnered with the Navrongo-Bolgatanga Catholic Diocese to tackle these issues and has already increased community awareness of poor waste management causes and provided education and training in recycling skills.

But the project needs an injection of expertise, energy and resource from the private sector to:

1. **Provide technical skills to improve waste collection and disposal:**
Waste is openly dumped and accumulates in uncontained areas with grave consequences for environmental and public health.
2. **Help local organisations develop their skills and capacity to deliver waste services:**
Business development expertise is needed to help develop recycling enterprises and end-markets for recycled products.
3. **Implement models of community waste management:**
New approaches to waste collection, disposal and recycling will help people in poverty increase income, develop sustainable cost-recovery systems and clean their communities.

The Win-Win-Win Model

1. Business benefits

- Companies are better equipped build innovative waste management products and services designed for emerging markets
- Companies gain business-critical insight into emerging markets
- Companies increase their attractiveness, engagement and leadership skills of top talent

2. Community benefits

- Poor and marginalised people gain access to specialist, technical and organisational capabilities
- Communities, civil society and governments gain an increased understanding of the value of private sector in waste management
- Demonstrable improvements in waste management

3. Individual benefits

- Employees gain valuable skills and knowledge to progress in careers
- 49% of employees working in VSO volunteer programmes are in more senior roles in 12 months
- 78% of the managers of employees working in VSO volunteer programmes states that their "employee shows improved attitude and motivation"