



Digitizing Africa's Informal Recycling Sector

Building a Fair, Transparent & Sustainable Circular Economy

The Challenge

Urban waste management in Africa faces critical systemic challenges that perpetuate inequality and environmental degradation:

- **Exploitation of Waste Pickers:** Informal waste pickers handle 90% of plastic recycling in South Africa but are exploited by middlemen who pay 50% below market rates, trapping them in poverty despite their essential environmental contribution.
- **Lack of Digital Infrastructure:** Cities lack systems to track recyclable materials from generation to processing, resulting in inefficient collection routes, low recovery rates, and valuable materials ending up in landfills.
- **Poor Access & Education:** Businesses struggle to dispose of recyclable waste responsibly while households lack accessible recycling options, leading to contamination and poor waste segregation.

Our Solution: Integrated Digital Ecosystem

Evergreen Technical Solutions addresses these challenges through two complementary platforms:

EcoCycle Exchange (B2B Marketplace)

- Multi-sided digital marketplace connecting businesses, informal waste pickers, and recyclers directly
- Eliminates exploitative middlemen through transparent, real-time pricing
- Provides end-to-end traceability of materials from source to recycling
- Optimizes collection logistics and reduces transport costs
- Ensures regulatory compliance and accountability throughout the value chain

GreenPickr (B2C Mobile App)

- Connects households with waste pickers for scheduled recyclable pickups
- Educates citizens on proper waste segregation practices
- Reduces stigma and provides waste pickers with dignified, consistent income
- Creates accessible recycling pathways for communities

Impact & Value Creation

Stakeholder	Value Delivered
Waste Pickers	Fair market pricing, elimination of exploitation, dignified work, financial empowerment
Businesses	Transform waste costs into revenue, reduce landfill fees, improve ESG credentials
Recyclers	Reliable quality-controlled supply, lower procurement costs, simplified sourcing
Environment	Reduced landfill waste, increased recycling rates, circular economy advancement

Financially Sustainable Business Model

Our model generates revenue through multiple streams while maintaining affordability:

- **Tiered Subscriptions:** Free basic access, Business (R399/month), Recycler Pro (R799/month), Enterprise (from R1,500/month)
- **Transaction Fees:** 0.5% success fee on completed deals, capped at R5,000 per transaction
- **Optional Services:** Featured listing boosts (R199), verification badges (R299), secure escrow processing (3% fee)
- **Enterprise Solutions:** Annual ESG reporting and custom analytics packages (R10,000/year)

Year	2026	2027	2028+
Status	Pilot Launch	Profitability	Regional Expansion
Revenue	R1.9M	R3.5M	R5M+
Users	150 businesses 50 recyclers 500+ waste pickers	300 businesses 100 recyclers 1,000+ waste pickers	Pan-African scaling

Award-Winning Team

Linda Kaumphawi Founder & CEO	BA Environmental Management; PGDIP Risk Management. Pioneer grant recipient leading strategy, business development, and stakeholder engagement.
Samketi Nkosi Chief Technology Officer	BSc Computer Science; BSc Honors Computer Science. Leads platform development, technical architecture, and digital infrastructure.
Khulani Ndlovu Finance & Operations	Advanced Diploma in Internal Auditing; PGDIP Internal Auditing. Manages financial operations, compliance, and platform transaction integrity.
Winnie Mabena Community Manager	Advanced Diploma in Environmental Sciences. Manages relationships with waste pickers, households, and businesses; leads community education.

Recognition & Achievements

- ✓ **YALI Digitization of Waste Management Challenge 2022** - Winner
- ✓ **Ashoka Together Towards Tomorrow 2024** - Winner
- ✓ **Bevisioneers Mercedes Benz Fellowship 2023** - Selected Fellow
- ✓ **Pioneer Grant** - Recipient (venture funding for scaling)
- ✓ **Mercedes Benz Fellowship Project Grant 2025** - Recipient

Strategic Partnerships

- **Tech To the Rescue** - Technology partnership providing pro-bono technical support
- **EmpowaYouth** - Youth empowerment partnership for workforce development
- **Ashoka** - Global social entrepreneurship network
- **Pioneer** - Scaling mentorship and venture coaching

Current Status & Next Steps

Platform Status: Beta testing phase with planned pilot launch in Gauteng (2026)

Funding Goal: Seeking R2-3M seed funding for platform completion, user acquisition, and market launch

Expansion Vision: Pan-African scaling across SADC region (Namibia, Botswana) by 2028, followed by entry into larger African markets

Contact Us

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