

The Smart Bag Project

A project of the Smart Ghana Initiative



Solutions for a cleaner, smarter Ghana.



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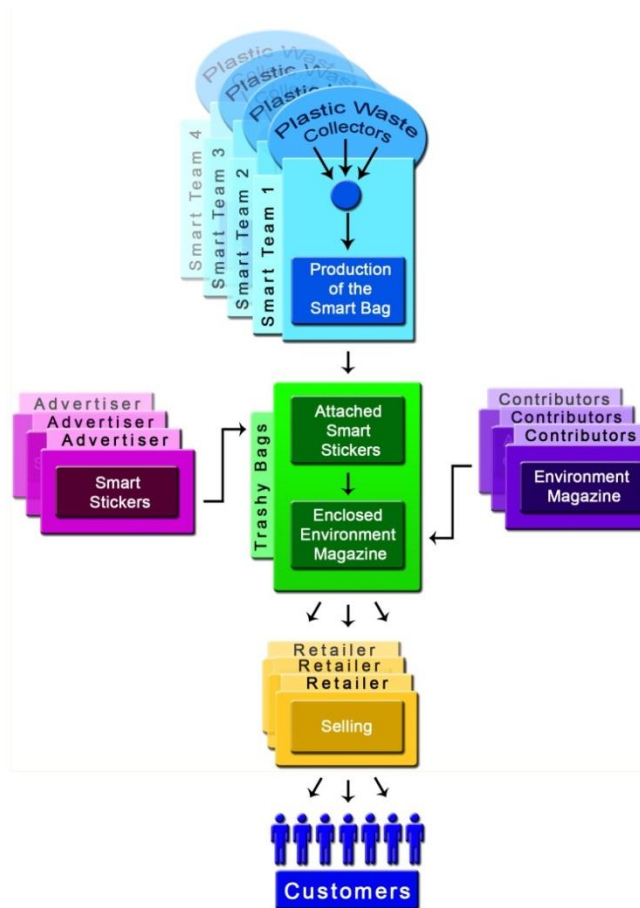
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1. Executive Summary

- 1.7. The Smart Bag Project is intended to address the serious problem of plastic waste finding its way into the Ghanaian environment due to the lack of recycling programs, civic resources and environmental awareness.
- 1.8. By introducing a cheap alternative to single-use plastic bags at retailers, the project plans to change attitudes in the Ghanaian population by encouraging them to use a reusable bag that itself has been made from waste plastic sachets that litter the environment.
- 1.9. In order to be able to produce the reusable bag in sufficient quantities, teams of unemployed youth are being trained in various locations in Ghana to manufacture the bag called the Trashy Smart Bag.
- 1.10. To further encourage the widespread uptake of the Trashy Smart Bag at retail outlets a scheme of sponsored advertising is proposed that will allow the bag to be distributed to retailers at zero cost.
- 1.11. The bags are then to be sold to shoppers at a maximum price of GHc 1.00.



Plastic Waste Problem

- 1.12. In the city of Accra alone, the plastic waste produced every day is estimated to be more than 60 tons (60,000 kg). This equates to around 2,200 tons of plastic waste every year (2,200,000 kg), of which only 2 percent is recycled.
- 1.13. Due to the lack of waste management resources and of good environmental practices amongst the general population, much of the waste plastic ends up on the streets and beaches, in the soil and especially in the gutters. This causes environmental damage and unhygienic conditions leading to increased disease in the human population.

2. Partners

2.7. Trashy Bags

- 2.7.2. Trashy Bags is an NGO and social enterprise that is based in Accra. They currently produce over 350 different styles of bag and other accessories based

on thirty product lines – all made from waste plastic sachets that are recovered from the environment.

- 2.7.3. At present Trashy Bags recycles approximately 180,000 sachets every month, of which 130,000 are water sachets. With the Smart Bag Project, we expect these numbers to increase significantly, while also helping to inform much of the public of the environmental problems facing Ghana. We hope this will inspire more action to ultimately beat the problem of plastic waste in Ghana.

2.8. French Embassy in Ghana

- 2.8.2. The French Embassy in Ghana has been supportive of environmental initiatives over the past two years. The first campaign that they initiated was Fight the Plastic Plague in which they chose Trashy Bags as their main partner. They have continued partnering Trashy Bags in 2009 and 2010 with the initiation of the Smart Ghana Initiative.

2.9. CHF International

- 2.9.2. Founded in 1952, CHF International serves more than 20 million people each year, empowering them to improve their lives and livelihoods for a better future. CHF currently has programs in more than 30 countries around the world.
- 2.9.3. CHF International has been awarded a three year grant to implement the Youth Engagement in Service Delivery (YES) project. The project will build the capacity of local youth development organisations and empower youth in urban settings by employing young people in Accra, Ghana, in the solid waste sector.

3. Aims & Objectives of the Project

- 3.7. The aims of the Smart Bag Project are to substantially reduce the plastic waste problem in Ghana and in particular address the problem of drinking water sachets that litter the environment.
- 3.8. The objectives of the Smart Bag Project are to:
- Clean the streets of Ghana by recycling plastic drinking water sachets and turning them into reusable shopping bags called Trashy Smart Bags.
 - Create jobs in Ghana by training teams of local people to collect sachets and use them to manufacture Trashy Smart Bags.

- By distributing thousands of Trashy Smart Bags, raise awareness of environmental problems among the general population and encourage the responsible recycling of plastic packaging material.

4. The Trashy Smart Bag

- 4.7. Central to the project is the Trashy Smart Bag, a reusable shopping bag produced from recycled plastic water sachets that are collected from the streets of Ghana. The Trashy Smart Bag is currently produced by Trashy Bags Project and has proven to be popular both in Ghana and abroad. It is mainly used for carrying goods purchased in shops, especially supermarkets and other food outlets.
- 4.8. Its durability and strength, convenient design and eco-friendly nature make it ideally suited to be used as a replacement bag for single-use plastic bags. Each Trashy Smart Bag is hand-made from approximately 70 individual plastic drinking water sachets that have been recovered from the streets of Ghana after having been used and then discarded by members of the public.



5. The Solution

5.7. Manufacture of Smart Bags

- 5.7.2. In order to achieve the aims and objectives of the project it will be necessary to produce the Trashy Smart Bags in large enough quantities and at a price that the general Ghanaian public can afford and will begin to use on a daily basis to replace the single-use plastic bags that are given away free in supermarkets and other shops.

- 5.7.3. Trashy Bags Project has been working with CHF Ghana International as part of the Youth Engagement in Service Delivery Project (YES), a project funded by The Bill and Melinda Gates Foundation.
- 5.7.4. Under the terms of the agreement between Trashy Bags and CHF and their partner NGOs, Trashy Bags are to offer one month of training to each team (referred to as Smart teams) of young people to manufacture Smart Bags in various local communities in Accra. Each of these Smart teams consists of ten unemployed people chosen by the partner NGOs who, after training would act autonomously and obtain the raw materials locally (water sachets), clean and then manufacture the Smart Bags. It is estimated that each Smart team would be capable of producing up to forty Smart Bags per day.
- 5.7.5. At this time three Smart teams have been trained and will soon begin manufacture of the Smart Bags.

5.8. Pricing

- 5.8.2. In order to distribute Trashy Smart Bags in sufficient numbers to make an impact it is necessary to sell the bags for a nominal fee and make them available at general food outlets and supermarkets. It is felt that for the Ghanaian market a price of one cedi (GHc 1.00) would be cheap enough for most people to consider purchasing as a reusable shopping bag
- 5.8.3. However, due to the fact that the Smart Bags are hand-made and take over forty minutes each to make, the estimated cost of the finished product is GHc 2.50.

5.9. Distribution & Sale

- 5.9.2. To achieve the aims and objectives of the project it is important that there are few impediments to the distribution and sale of the Trashy Smart Bags. In order to achieve this it is necessary to offer the bags to all food outlets, supermarkets and other participating retailers at zero cost to them, allowing them to offer them to shoppers at a maximum price of GHc 1.00.
- 5.9.3. Offering Smart Bags to the retailers at zero cost is an advantage to them for the following reasons:
- They can test the salability of the bags without cost to themselves.
 - By encouraging purchase of the Smart Bags as a reusable bag they will reduce the number of free single-use plastic bags that they currently give to their customers thereby reducing their own costs.

- Retailers will be seen by their customers as eco-friendly and having an environmental policy.

5.9.4. Point of Sale Displays

5.9.4.1. It is intended to design and have manufactured a custom display stand for the Trashy Smart Bags which would be used by all retailers near or in front of their checkout tills.

5.9.4.2. The advantages of a display stand are:

- The stand will incorporate a display board that describes the idea behind the project and why shoppers should use the Smart Bag instead of the single-use bags provided for free.
- It will enable the retailers to position the Smart Bags in a position of maximum exposure – preferably next to the checkout desks.

5.10. Sponsored Advertising

5.10.2. In order to be in a position to offer the Smart Bags at zero cost to the retailers it will be necessary to obtain sponsored advertising revenue to cover the cost of manufacture and distribution.

5.10.3. In order to offer targeting flexibility to potential advertisers it is proposed that advertising in the form of stickers (Smart stickers) displaying advertisers' logo are applied to the outside of the Smart Bags.

5.10.4. There would be four different sizes of Smart sticker, each having a different value, 25 pesewas, 50 pesewas, 1 GHc and 2.5 GHc. Thus by applying a combination of stickers to the Smart Bag it will be possible to achieve a zero cost for the retailers. For example a bag with a combination of four stickers at 25 pesewas and three stickers of 50 pesewas would bring the price of the Smart Bag down to zero.

5.10.5. Advertisers/sponsors would purchase the Smart stickers for a specific production run of Smart Bags. For example a potential advertiser could advertise on a run of 20,000 Smart Bags with a 25 pesewa sticker which would cost GHc 5,000. Alternatively for the same money they could advertise on a run of 10,000 bags using a sticker valued at 50 pesewas.

5.10.6. The following sizes of Smart sticker would be available:

GHc 0.25 – 4.5 x 2.9 cm

GHc 0.50 – 5.6 x 3.6 cm

GHc 1.00 – 7.0 x 4.5 cm

GHc 2.50 – 7.0 x 7.0 cm

5.11. Public Awareness Booklet

- 5.11.2. When the Smart Bags are displayed before purchase they will be zipped into their bases. Thus the design of the bag facilitates the containment of further printed information such as a small booklet or magazine.
- 5.11.3. The booklet would contain interesting and informative articles about the environment and other information including further advertising from the sponsors who have purchased Smart stickers.

Appendices

Appendix 1 – Background to Project

In 2008 the French Embassy in Ghana in collaboration with Trashy Bags launched a campaign in Ghana called Fight the Plastic Plague (FPP).

The campaign was intended to create awareness in the Ghana population of the growing problems of plastic waste finding its way onto the streets and into the drainage systems.

Its initial focus was to target the proliferation of single-use plastic shopping bags that are given free at supermarkets. Over a period of a few days at the end of 2008 shoppers were encouraged at the various supermarkets to purchase a reusable shopping bag made from recycled plastic water sachets. The manufacture of the bags was subsidized by the French Embassy and they were designed and made by Trashy Bags Project in Dzorwulu, Accra.

In 2009 the campaign was re-launched under a different name, The Smart Ghana Initiative (SGI), but this time supermarket staff were targeted as it was realized that they were in the frontline of grocery sales and were in a better position to influence consumer behaviour.

Results from both campaigns were limited due to lack of resources to continue them but a greater understanding of the problem was gained and a new phase of the SGI is the subject of this working document.

Phase 2 of the SGI is intended to draw on the lessons learned from the FPP and phase 1 of the SGI. In the FPP campaign a simple shopping bag was designed and manufactured by Trashy Bags and subsidized by the French Embassy. This proved to be a workable model because, at one Ghana Cedi, the price of the bag was low enough to be affordable to the general Ghanaian population.

In the past 18 months Trashy Bags has been producing a new version of the basic shopping bag called the Trashy Smart Bag which has proven very popular. The bag has a zippered base that serves as a pouch for storing the bag when not in use. It is therefore ideal for shoppers who wish to reduce their dependence on the single-use plastic bags that are given for free by most retailers.

Appendix 2 – Smart Team Analysis

Trashy Bags

Smart Bag Project

Problem:

In Accra alone the capital city of Ghana waste produced from plastic packaging is estimated to be more than 60 tons per day. That adds up to over 2,200 tons of plastic in one year. This figure has risen by about 70%. Despite this increase, it is estimated that only 2% of plastic waste is recycled. With the remaining 98% it remains a bit sketchy with ill advised practices such as burying the rubbish, illegal dumping which block drains, pollute natural water ways and burning it which causes toxic fumes to pollute the atmosphere as it's a petro chemical by-product.

Aim of Project:

To train groups of ten young adults to reuse the plastic sachets to create a saleable item *"the Smart Bag"*. Thus providing jobs and addressing the issue of land pollution.

To reduce the amount of plastic waste in Ghana that is generated by tons daily due to the necessary consumption of clean drinking water which is sold in the plastic sachets produced by over 15 water companies in Ghana.

We hope to raise Environmental awareness amount the Ghanaian public and set an example for the rest of Africa to follow in addressing this environmental problem.

This project will like to result in an efficient production of the Smart Bag to market on an international scale, mainly to groceries and green grocers to be sold as carrier bags to the public (for example supermarket chains at 1Ghana CD, 1usd, and 1pound sterling). With the help of sponsorship, funders and volunteers we hope to reduce cost of production to zero, which will enable us to recycle more and make a drastic impact on the soil pollution problems in GHANA.

Ghana Smart Bag Project

This will produce a bag, the smart bag that will be sold to the general public as a reusable bag. This bag will be made from 100% reusable plastic sachets.

Workforce

The workforce will be sourced with the collective effort with NGO addressing the issue of unemployment and environmental awareness. The NGO will select 10 young adults with a mixture of men and women. Six (6) should have the basic knowledge of sewing as the training would not include this skill training.

Trainers programme

The groups of ten will be trained for one month. They will learn how to collect the plastic sachets, clean, cut, straighten then, stitch, learn the patterns for the bags, sew complete bags, and learn how to do quality checks of entire products to be ready for sale. By the end of this process they will be able to have an efficient production line/template to produce up to 40bags per day.

Resource needed for training

They will be trained at the “Trashy Bags Head Quarters” free of charge; the excess material for training will be utilized from the workshop. The group of ten 10 will work alongside the permanent workers there to experience the intensity of producing this product. The 10 trainees will need to be given stipends for transportation to and from training to ensure the attendance is consistent. Based on the pilot programme that is ongoing it’s evident that all members need to be present at all training to ensure efficiency of production process and success programme.

What happens when training is completed?

Setting up workshop in the various community/ NGO groups (**Recommendations**)

- this process should be a collective one with the aid of the NGO and relevant sponsorship to set up operational/Fixed costs
- collection point should be set up for receiving and weighing plastic sachets (raw materials) purchased at (30p/50p) per kilo
- a scale for measuring sachets is necessary, a basic calculator
- wash are needs to be set up with basins for washing five (5) baskets for carrying dried/clean sachets five (5)
- a water tank or barrels to store water in the event of lack of supply in taps, which is quite prevalent in Ghana

- Area for drying sachets (in an environment where the floor is not tiled its recommended that there be a suspending netting system where the wet back can be placed to dry to ensure the cleanliness standards are met
- Where floor is tiled a sheet of plastic for sachets to dry on
- for a group of 10 persons 6 sewing machines are recommended with tables
- a room / section should be prepared to store finished products to prevent any spoilage on completed products/ in the rear event of theft
- in addition to a permanent water connection, there should also be a permanent electricity connection
- 1 large table for cutting
- Tools such as; 10 pairs scissors, 6 measuring tapes, patterns for bags (provided by Trashy bags)
- Mesh for drying
- Boxes for basic transporting of materials (can be sourced for free from shops or groceries by NGO/trainees)
- Heavy duty gloves for sougning the used water sachets

Some of the current cost the NGO/Group will need to cover;

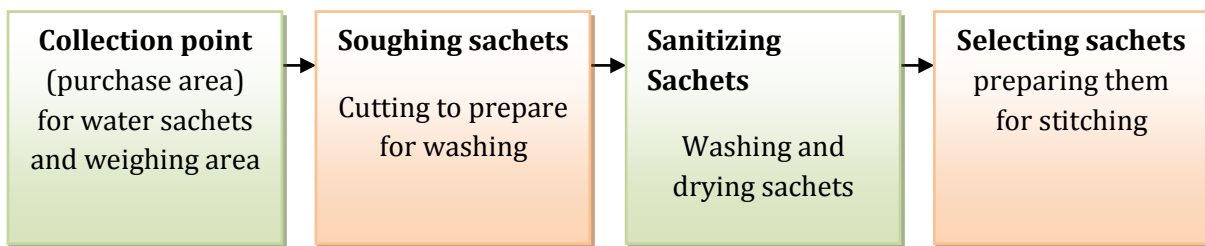
- water rate bill
- detergent/sanitizing agent to clean bags
- electrical bill
- white threads (two types for both machines)
- needles, bobbins and caps (two types for both machines)
- oil for machines
- Zips
- First aid supplies (as minor incidents can occur such as cuts from sewing needles, or scissors the most common)
- Books for keeping records of (intake of sachets, monies paid for then, attendance of workers, tally of bags produced daily etc.)
- Maintenance check of sewing machines
- Stipends/salaries for workers/ (income from bags produced)

Proposed Layout to facilitate the **“Smart Bag”** Production workshop

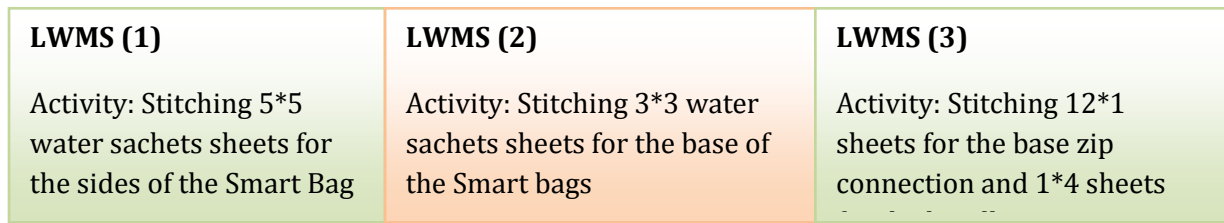
Front of workshop area

- There should be a clock and calendar (workers record their time in and our work)
- A scale for recording the number of recycled materials purchased and monies paid out for the volume received
- Records of all purchased of items should be recorded therefore trainee groups together with their facilitating NGO should work together to organize theme selves into a functional team

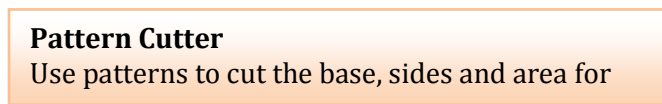
Phase one (1): Preparing the Raw Materials (plastic sachets)



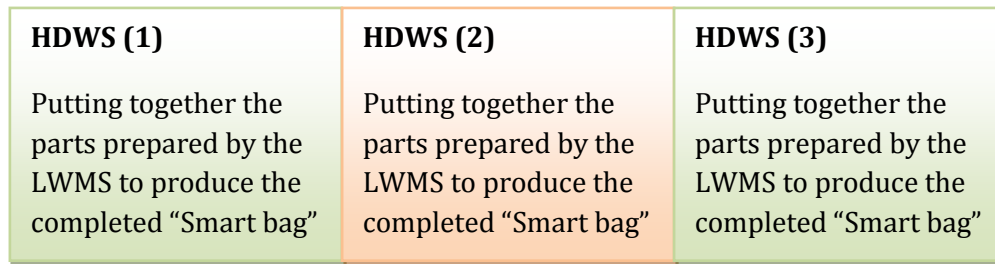
Phase two (2): Preparing the sheets of water sachets for the Smart bags on the light weight machines sewers (LWMS)



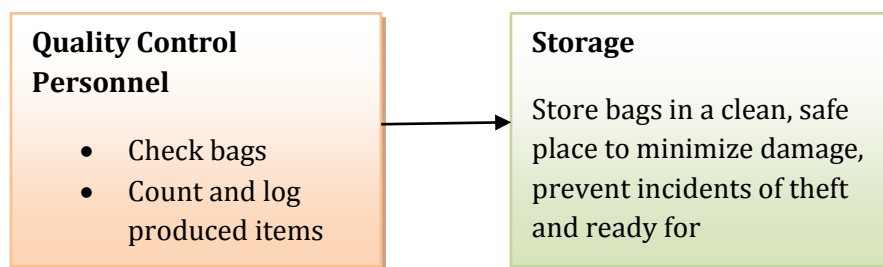
Phase three (3): The Patterns will be set by Trashy Bag, to ensure consistency and efficiency in the production and quality of the “Smart bags”



Phase four (4): two (2) or Three (3) Heavy Duty Machine Sewers (HDWS) producing the finished product.



Phase five (5): Completed products should be then checked to ensure consistency in production



These Guidelines based on the Layout from Trashy Bags Productions Manager Derik, the trainees' production team can work well, haven understood that trainees must also be trained in all aspects of the production from phase1 to phase 5 as all areas are extremely important to the quality production of a Smart Bag.

NGOs and Trainees must also understand the importance of logging data such as volume of trash reused (used water sachets), home much was paid out for it (as this can help identify the beneficiaries of recycling, or the benefits on the value chain)

- Reduction of rubbish dumped in communities
- Number of traders that sells used water sachets
- The profitability of selling the used water sachets
- Quantity purchased monthly/annually
- How many workers are employed to produce the Smart Bags
- How many Smart Bags are produced monthly/annually

These findings will help to determine the impact of recycling, and the importance it plays both environmentally and socio-economically.

All ten trainees will have a specific function they are expected to carry out, but during their training process which is key to attend daily they will realize it's important to be trained in all the different aspects of production from phase one (1) to phase five (5) to ensure maximum productivity in the event of;

- Sickness / absenteeism
- Lack of raw material (cleaned sachets for produce sheets for phase two (2) of production)
- To push production levels up where/when an order needs to be filled (all these possibilities will be taught and experienced during training)

Proposed price for purchase of Bags with the first phase of the Ghana Smart Bag Initiative, expected income once the production levels are met can reach up to a total of **\$2000.00 GH** per month.

Quantity Smart Bags	Price
1 -	\$2.5 GH
40 per day	\$100.00 GH
200 per week	\$500.00 GH
800 per month	\$2000.00GH

With this proposed rate the community groups with the initial start up help from assisting/partnering NGO and sponsorship should be able to sustain itself. After the first purchase groups can pay themselves and save the rest to reinvest in production to keep their operation functional.

Groups can develop a rate of payment after the first sale of smart bags; the following is **“possible suggestion”** for rates for workers;

Type of worker	Monthly payment per unit	Number of workers	Total
1 st phase 3 workers	1 @ \$100.00 GH	3	\$300.00 GH
2 nd phase 3 workers (LWMS)	1 @ \$130.00 GH	3	\$390.00 GH
3 rd Phase 1 Cutter	1 @ \$120.00 GH	1	\$120.00 GH
4 th phase 2 workers (HDMS)	1 @ \$150.00 GH	2	\$300.00 GH
4 th Phase 1 worker (HDMS) who is also the production manager	1 @ \$175.00 GH	1	\$175.00 GH
5 th Phase Quality control	1 @ \$120.00 GH	1	\$120.00 GH
Total		10	\$1405.00 GH

If a payment model like this is followed then there can be an estimated balance of **\$495.00 GH** for reinvestment to top up on current assets, purchase raw materials (used water sachets) and invest in new machines to increase productivity.

Things for partnering NGOs, Community groups and Trainees should consider before embarking on the Ghana Smart Bag Initiative



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The initial set up cost for any business will vary due to many issues. NGOs and Community Groups embarking on the “Smart Bag” initiative should take this into consideration. If not it can affect the project from the early stages such as;

- How do NGOs get unemployed underprivileged youths to training from their community and back?
- Can the group after the two week training have a workshop ready for them to work after the training to prevent issues such as reduced confidence or remembrance of producing the bags/ or the daily operation it involves?
- Does the group have a leader for the workshop (with proper leadership/communication skills)
- Does the group have capital/a sponsor to set up workshop, or the ability to qualify for a loan/micro credit?
- Does the group have adequate training in Business administration skills in order to;
 - organized/log information such as number of used plastic sachets
 - paying for the collection
 - logging purchase of current assets such as (soap, machine oil, etc)
 - logging attendance of workers
 - Logging production etc
- If the groups need to apply for a loan to assist with start up cost do they have support to access one or know how to write a business plan?
- Does the group of trainees/supporting NGO have a plan for collecting bags?
- Have they sensitized their local community of their aims and objectives?
- Are there groups in the community that are already engaged in collecting the plastic sachets for sale/recycle?
- Are there schools, businesses, hotels etc. that materials can be sourced from?
- Where do they access materials such as zips and thread specifically for the consistency of the bag finished appearance?
- Are trainees aware that they are addressing an environmental problem by participating in the “Ghana Smart Bag” Initiative?
- Are they aware that they already have a market for their product?

These are some of the questions NGOs/with trainee groups should ask themselves when thinking about before embarking on this entrepreneurial drive.

**Partnering NGOs, Community Groups
Ghana Smart Bag Initiative**



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Partnering with NGO or Community groups to increase the participation in the Ghana Smart Bag Initiative as it can reach more communities, find the unemployed and willing participants to be trained for this programme. Each NGO or Community group will have access to different resources to aid trainees in their professionalism to organize themselves into a productive workforce.

EACH NGO HAVE DIFFERENT PATTERNS OF PROVISIONS FOR THEIR GROUP OF TRAINEES

Ongoing Partnerships (1):

NIMCOSS

Contact Person: Yaw Duah Akuamoah Programme Manager

Tell: +233 030 2516847, Cell: +233 024 4571352

E-mail: sergioyaw@yahoo.com, info@nimcoss.com

Trashy Bags is currently partnering with Nimba Community Support Services (NIMCOSS) training 10 members to produce the “Smart Bag”. They are young adults from the Avenor Community, Accra. They are partnering as they are embarking on a project called (TRASH for CASH), with the aim of addressing unemployment and sanitation issues found in deprived communities such as Avenor.

NIMCOSS is currently monitoring their training and assisting the trainees in organizing themselves into a working group to manage their production while they are receiving their vocational training at Trashy Bags head quarters.

As part of their Trash for Cash Programme they are providing the following support for the trainees September 2010;

- Financial support for volunteers to get to and from training
- 75% Set up cost
- They are organizing training for the following
 - Book Keeping
 - Entrepreneurial Skills
 - Leadership Skills
 - To facilitate their funding application process that will cover their additional 25% through the Youth in Social Enterprise Foundation (Y-SEF) (Small grants of approximately \$500.00 GH)

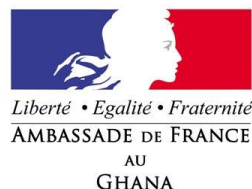
On completion of this training programme the trainees will be given certificated indicating their group effort in the production of the “Smart Bags”. They will then be equip with the skill, and also be able to train new members in their workshop as the maximum of trainees Trashy Bags can accommodate at once is 10.

Ongoing Partnerships (2):

(CHF/YCEF)



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Youth Social Enterprise Fund

Mr. Selormey (Programme Director) and Mr Anthony (Manager)

Contact: 0208197102 and 0243014234

Their programme is also partnered with the Youth Employment Service (YES) programme. They are motivated by the analysis of the 'waste value chain' and creating meaningful employment.

Value chain (Beginning with the discarded plastic)

- Trash
- Sole traders collecting trash for sale
- NGO purchases trash (approximately 20-50p GH) per kilogram
- NGO go through phase 1-5 of production to create the Smart Bags
- The Smart Bags are then purchased by Trashy Bags Organization
- Then Trashy Bags sells them on to consumers as a reusable, durable product

Trashy Bags will therefore provide training for this group in the production of the "Smart Bags", and also provide a viable market to purchase products that are of saleable quality.

The CHF/YCEF programme is currently preparing the workshop for trainees to move into, to begin work as soon as training is over. 10 of their members will be trained; with the assistance of CHF/YCEF managers they will then to organize themselves into a dynamic working group to be able to produce 40 smart bags per day.

On completion of the training of producing the Smart Bags trainees will receive certificates at this point they will be ready to organize themselves like young entrepreneurs to engage in industrious activity becoming employed and addressing an environment problem simultaneously.

Assessing Environmental Impact in the production of the “Smart Bag”

By the efforts of Trashy Bags to create the Smart Bag Initiative it has the potential to make a huge socio-economic and environmental impact, equipping people with a new skill, creating employment, encouraging the entrepreneurial spirit in communities and most significantly addressing the issue of land pollution in Ghana.

Assessing the volume of Plastic recycled or that can be recycled with production of these Smart Bags.

To produce one bag, based on the strategic layout by Trashy Bags trainer it takes a total of 75 recycled water sachets to produce a “Smart Bag” (50 for the two sides, 9 for the base, 12 for the rim and 4 for the handle).

Smart Bag Production measuring the Number of materials recycled

Annual Estimates of plastic sachets recycled (Per Trained Group)

1 bag	75 recycled water sachets
40 Smart Bags per day	3,000 recycled water sachets
200 Smart bags per week	15,000 recycled water sachets
800 Smart bags per month	60,000 recycled water sachets
9600 Smart bags per Year	7, 200, 000 recycled water sachets

Recommendations for future research Volunteer

A separate Log Book should be set up to collect data of how many plastic sachets has been collected/recycled containing the following;

- who are the beneficiaries
- Since the sachets are purchased in Kilograms then it should be recorded in Kilograms to ensure consistency in the date collection process (the template below should be ruled up in a note book, one for each month)

Template:

Water Sachets	Quantity in (Kilograms)	Purchased From	Amount Paid	Signature

- It should also log how much is paid out for this “recycled material” to assess the economic gains of this process
- Log the number of Smart Bags produced from all the trained groups per month/year
- The number of hotel, schools, businesses, etc. That take part in the collection of the used sachets to be recycled for this initiative to show (whether the environmental awareness has increased among the Ghanaian population for the importance of recycling products that are non-biodegradable
- If possible to get a formal letter/statement/report from the Ghana Waste Management authority or EPA to comment on the impact of this Initiative on the environment

These findings will help to boast the legitimacy and image of the “Smart Bag” initiative which will increase and encourage funders to support as the successes are more visible and can be easily understood by both the local and international communities as positive indicators of environmental protection, creating a socio-economic activity through social entrepreneurship with the introduction of the “Smart Bag” Initiative.

Two items that can also be marketed to a larger/international market are beach bags and beach mats made from the water sachets (patrons will not have to worry about their bags and mats being soiled from water marks as its plastic), they are both less complicated to produce and will utilize enable Trashy Bags to recycle more plastics.

Future Expectations of this Project

Trashy Bags Organization will like to market the Smart Bag on a larger scale to an international market. At present the cost of producing a bag is too high to be sold and compete within an international market which its main targets being groceries/companies like (TESCO, ASDA, The Corporative, etc. in the UK).

This project will therefore need greater support from corporations, companies, firms, Ghana's Government, larger NGOs to sponsor and help organize this large project which will result in an overwhelming reduction in waste generated by the water sachets in Ghana's landfills, beaches, drains etc.

Aims of project;

- To have long term partners
- To train many groups around the country to aid this large scale process and ensure and maximize efficiency
- To reduce participating groups cost of production down to zero through advertisement deals on the shopping bags by selling (Labels/logos to companies)
- To sell it at a price of \$1.00 GH to the local market, and for international markets \$1.00usd, £1.00, at this retail price the bags can appeal to a larger market and more plastic can be recycled.



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Appendix 3 – Trashy Bags Agreement with CHF International Ghana

MEMORANDUM OF UNDERSTANDING BETWEEN

CHF INTERNATIONAL GHANA

AND

TRASHYBAGS

1. PURPOSE

The purpose of this memorandum of understanding(hereinafter “**MOU**”) is to define the institutional relationship and commit CHF GHANA INTERNATIONAL(hereinafter “**CHF**”) and TRASHYBAGS, in furtherance of the collaboration between our two organizations for the delivery of training services in the use of thin film plastics for designing fashion accessories through our local partners.

This initiative is being supported as part of CHF Ghana International’s Youth Engagement in Service Delivery Project(hereinafter “**YES**”) funded by The Bill and Melinda Gates Foundation. CHF and Trashybags may be referred together as ‘the parties’.

2. BACKGROUND

CHF INTERNATIONAL

Founded in 1952, CHF International serves more than 20 million people each year, empowering them to improve their lives and livelihoods for a better future. CHF currently has programs in more than 30 countries around the world; across Asia, Africa, Latin America, the Caribbean, Europe and the Caucasus and the Middle East.

CHF International has been awarded a three year grant to implement the Youth Engagement in Service Delivery (YES) project. The project will build the capacity of local

youth development organisations and empower youth in urban settings by employing young people in Accra, Ghana, in the solid waste sector.

The YES project has three main objectives:

(1) conduct youth - inclusive market analysis of the solid waste management sector and facilitate participatory program design process

(2) build the capacity of the value chain actors and public and private sector providers to improve the performance, and service delivery of the SWM sector through a youth focused lens; and

3) build the capacity of local providers to offer or link youth to services supporting their role within the SWM sector.

TRASHYBAGS

Trashybags is an environmental project which employs many people from poor communities in Accra. It is a social enterprise that works to improve the environment and also the lives of people blighted by poverty.

3. TERMS OF MOU

CHF International Ghana shall under this MOU undertake to:-

- I. Resource NGO partners through sub-grants to finance the training equipment (sewing machines) for the selected youth to effectively undertake the training.
- II. Assist Trashybags to market the products through joint branding and networking with her local and international partners/networks, to the extent possible.
- III. Ensure that none of the product designs exclusive to Trashy Bags will be sold or marketed, either with or without the Trashy Bags label, except through Trashy Bags or with their express agreement.
- IV. Manufacture and supply products for Trashy Bags to the specification, quality and time scale agreed upon when an order is placed by Trashy Bags.

Trashybags shall under this MOU undertake to:-

- i. Provide skills training to selected youth, in the use of plastics derived from used drinks sachets to manufacture various products in the Trashy Bags product line to be selected by Trashy Bags.

- ii. Provide on the job coaching to trainees at their various ‘resettlement’ centers after completion of training
- iii. Arrange a buy back scheme with trainees under the YES program after their completion, with the facilitation of CHF Ghana and its local partners at prices to be agreed by both parties and subject to the specifications supplied by Trash Bags
- iv. Transfer ownership of the training equipment funded by CHF International, to the trained youth through the NGO partner.

4. DISPUTES

Any disputes resulting from the implementation of this MOU shall be resolved through good faith discussions between the parties.

5. DURATION/MODIFICATION/TERMINATION

This MOU is applicable from the date of signing until the period that any or all of the parties is/are no longer interested in pursuing the subject matter of this MOU or end of the project period. The roles of the parties can be modified upon written mutual agreement between the parties.

IN WITNESS THEREOF, the undersigned being duly authorized by the parties hereto, have signed this MOU in two (2) originals in the English Language:

CHF INTERNATIONAL GHANA,
 # 63 Adjei Tsuru Street, East Legon, Accra.
 Phone: 0302 522568

TRASHBAGS,
 C 150/14 Dzorwulu Crescent, Dzorwulu, Accra
 Phone: 0302 776060

SIGNATURE.....

SIGNATURE.....

NAME:

NAME:

DESIGNATION:

DESIGNATION:



Building a Better World



Australian High Commission

DATE:

OFFICIAL STAMP

DATE:

OFFICIAL STAMP



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