

Turning the Tide on Plastic Waste: A Sustainable Partnership in Ghana



Image: Courtesy of Trashy Bags Africa

In the vibrant landscape of Ghana, the Achimota Retail Centre and Trashy Bags Africa (TBA) have embarked on a collaborative journey to confront a pressing climate risk while actively contributing to the reduction of plastic waste in the environment. Their inspiring partnership exemplifies the power of purpose-driven initiatives.

At the heart of this remarkable alliance is Trashy Bags Africa, a social enterprise with a noble mission—to transform discarded plastic drinking water sachets that mar the streets of Accra into upcycled, eco-friendly bags. This endeavor addresses a growing predicament across Africa, one exacerbated by the absence of robust recycling initiatives and efficient waste management infrastructure.

Every month, an astonishing 200,000 plastic sachets find their way to Trashy Bags Africa, thanks to a network of dedicated individuals who derive income from their efforts. This remarkable social enterprise also provides gainful employment to over forty community members engaged in the collection, cleaning, and transformation of plastic trash into fashionable and utilitarian bags, as well as other innovative products.

The magic of TBA lies in its ability to turn waste into treasure, creating school bags, shopping bags, fashion accessories, and stationary cases that not only benefit the local community but also align with the social responsibility objectives of global corporations.

Lango Real Estate recognized the potential impact of TBA's work and, in a laudable gesture of support, offered a physical presence at Achimota Retail Centre in Accra through a complimentary kiosk. This strategic partnership was driven by a shared belief that this kiosk would serve as a beacon of awareness, shedding light on the pressing environmental risks posed by plastic waste pollution. Furthermore, it aimed to underline the invaluable contribution TBA makes to recycling plastics, with the ultimate goal of inspiring the community to actively participate in the collection and delivery of their plastic waste to TBA for recycling.

The space provided by Achimota Retail Centre to Trashy Bags is no small matter—it grants TBA access to millions of shoppers each year. The Centre went above and beyond, providing not just the premises for the kiosk but also the necessary infrastructure and storage facilities to facilitate TBA's operations. Furthermore, utilizing this premises, TBA has been able to sell bags, fashion accessories, and stationary cases made out of discarded plastics to customers visiting Achimota Retail Centre. The income generated by sold items has provided additional assistance to TBA for continued growth and development of waste recycling in the Ghanaian market.

Adding to this inspiring narrative, Junction Mall in Ghana, another of Lango's retail assets, has lent its support to this initiative by purchasing multiple bags and stationery items crafted by TBA. These products were then thoughtfully donated to school children in need of educational resources, exemplifying the ripple effect of meaningful partnerships in the community.

In summary, the collaboration between Lango Real Estate and Trashy Bags Africa serves as a testament to the boundless potential of initiatives driven by social and environmental consciousness. Together, they have set an example that underscores the importance of collective action in combating plastic waste and fostering a more sustainable future.



Image: Kiosk of Trashy Bags at Achimota Retail Centre

ABOUT LANGO REAL ESTATE:

Lango is a private real estate company focused on generating compelling and sustainable investor returns through the acquisition of prime income generating commercial real estate assets in key gateway cities across the African continent. Originally jointly established between Ninety One and Growthpoint Properties, in partnership with the IFC, Lango commenced operations in March 2018. The business has since demonstrated significant growth, emerging as a leader in the asset class in Africa, with assets on its balance sheet in excess of \$600million* and diversified across four countries. Lango ultimately aims to catalyse the capital market for real estate as an asset class in Africa and has embarked on a roadmap to list on the London Stock Exchange in 2025. *As at June 2023.

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