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## **Water Unite Impact joins a strong group of investors backing Mr. Green Africa, a Kenyan plastics recycling pioneer**

Water Unite Impact Investment Vehicle, a partnership between Water Unite and Wellers Impact, is pleased to announce that they are joining the ranks of a diverse group of investors, including DOB Equity and Global Innovation Fund, in the latest round of investment into Mr. Green Africa.

Mr. Green Africa, a Kenyan plastics recycling pioneer, has been boosted by a major round of investment by impact driven investors and key industry stakeholders to scale its business model across the continent.

Mr. Green Africa's mission is to turn waste into value, thereby integrating and strengthening a localized circular economy in emerging markets. This investment will allow Mr. Green Africa to build on its success and scale its business model. By improving the output quality of its recycled plastics to a food-grade standard and significantly increasing the capacity, Mr. Green Africa will contribute to a broader circular plastics economy.

The company plans to create a new sourcing stream by integrating consumers from all income brackets incentivized to deposit plastic waste back into the MGA collection systems. Mr. Green Africa also plans to increase the capacity of the production plant to process 15-20,000 MT of plastic waste in the East Africa region.

The Water Unite Impact Investment Vehicle, which has a planned capitalisation of US\$ 100 million, invests into private sector water, sanitation and plastics pollution reduction SMEs globally. The fund uses innovative funding from cornerstone investors, Water Unite and The One Foundation, raised through 'micro-contributions' on products sold by global retailers, as its foundation while concurrently leveraging institutional capital. This structure is a creative way of enabling each dollar of funding to support more than one organisation, generating social and environmental impact multiple times.

Alongside Water Unite, leading pioneers and impact investors who are similarly investing in Mr. Green Africa and their circular economy solution to plastic waste include: Global Innovation Fund, DOB Equity, The BESTSELLER Foundation, AlphaMundi Group (AMG), Minderoo and DOW.

Keiran Smith, Co-Founder and CEO of Mr. Green Africa, comments: "We are delighted to bring together and align such diverse groups of partners and investors to join this journey of Mr. Green Africa. It's a testament to the authenticity of the vision & purpose of what the company and its people stand for."

Neil Sandy, CEO of Wellers Impact, added "Water Unite Impact is delighted to be investing in a remarkable circular economy solution through Mr. Green Africa based in Kenya. Circular economy solutions are at the forefront of creating a sustainable and long-term impact. Our ethos of creating or changing systems that generate positive social and environmental impact is perfectly echoed by Mr. Green Africa's business model and mission. Their highly integrated downstream and upstream model demonstrates their potential to make a scalable positive impact for Africa's waste sector, which we are excited to be a part of."

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## **NOTES TO EDITORS:**

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## **Photos**

Found here: [Press\\_Pack](#).

## **About Water Unite Impact**

Water Unite Impact is an investment vehicle managed by Wellers Impact, an FCA regulated impact investment manager, headquartered in London with an office in Nairobi, Kenya. The vehicle provides risk tolerant financing to Small and Medium Enterprises (SMEs) operating in water, sanitation and plastics waste reduction to address the funding gap in parts of the finance landscape not met through charitable foundations, microfinance institutions, commercial banks and/or formal capital markets. For more information, please visit [waterunite.org/water-unite-impact](http://waterunite.org/water-unite-impact)

## **About Mr. Green Africa**

Mr. Green Africa (MGA), Africa's first local and circular recycling business to be a certified B-Corp company, leverages business as a force for good to realize sustainable, long-term social, environmental and economic impact through the collection, conversion and selling of post-consumer plastic waste. The technology driven plastics collection model enables waste collection at the source, integrating informal waste workers, micro-entrepreneurs and consumers into a formal value chain. To close the loop, MGA works closely with brand owners to realize their sustainable packaging goals by accessing ethically sourced, locally produced Post Consumer Recyclate (PCR). For more information, please visit [mrgreenafrica.com/](http://mrgreenafrica.com/)

## **About Water Unite**

Water Unite is a UK based, non-profit organisation that works in partnership with the private sector to raise and invest funds for clean water, sanitation and plastics recycling. Funds are raised via voluntary donations of around one cent per litre from retailers of bottled water. Started in 2018, Water Unite is supported by Co-op, Elixir UK, Britvic as well as The Rockefeller, Stone and Vitol Foundations. For more information, please visit [waterunite.org](http://waterunite.org)

## **About Wellers Impact**

About Wellers Impact Wellers Impact is an FCA-regulated impact investment manager based in the UK. The team's investment models are centred on using fair economics to pursue SDGs-aligned impact. Wellers Impact has three core business activities; real estate development in partnership with land-owning East African not-for-profits, provision of Sustainable Development Finance and Water Unite Impact. For more information please visit [wellersimpact.com](http://wellersimpact.com)

## **About The One Foundation**

The One Foundation exists to positively change lives in developing countries through a simple vision that includes: a world in which everyone has access to clean, safe water, forever. Their mission is to support sustainable WASH services to change lives in some of the world's poorest communities. For more information please visit [thonefoundation.org.uk](http://thonefoundation.org.uk)