



# LUSAKA INTEGRATED SOLID WASTE MANAGEMENT COMPANY LIMITED

## BRAND PROFILE



**PLOT NO. 2020  
ALONG CHURCH ROAD  
LUSAKA, ZAMBIA**

# ABOUT US

Lusaka Integrated Solid Waste Management Company (LISWMC) was incorporated in the year 2018. The company became operational in August 2022. It was established under the provisions of the Solid Waste Regulations and Management Act no. 20 of 2018. The company is in the process of taking over all solid waste management functions from Lusaka City Council.

Our team is led by a Board of Directors with management headed by the Chief Executive Officer (CEO). The team has been carefully assembled ensuring that members are capable, fully qualified, skilled, experienced and equipped to adapt and understand the ever-changing environment. Our diverse team is built to think outside the box and driven to always find a solution to Client needs. It is founded upon team work while at the same time values such as integrity, probity, collaboration, excellence, efficiency and passion are woven and engrained in our DNA. We have a unique combination that provides a balanced approach and where necessary a measured and subtle approach which enables delivery of timely and efficient service to our clients.

Lusaka Integrated Solid Waste Management Company Limited prides it-self in being a creation of statue whose mandate is to sustain regulations and management of solid waste services effectively in order to have a green, healthy and clean environment.



Our Vision Statement: A Clean, Green, Safe and Prosperous City of Lusaka.

# MISSION



LISWMC Mission is to minimize and optimize solid waste management, in full compliance with the Zambian legislation for the benefit of the residents of Lusaka and the population of Zambia.

- ⇒ In working towards achieving our Vision, Lusaka Integrated Solid Waste Management Company will minimize and optimize solid waste management, in full compliance with the Zambian legislation for the benefit of the residents of Lusaka and the population of Zambia.

# VALUES

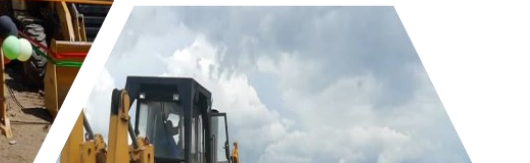
- ◆ **Integrity;** We build and strengthen our reputation through our customer's trust, in alignment with our promises and actions.
- ◆ **Probity;** Maintaining accountability and fairness
- ◆ **Collaboration;** Team spirit, healthy work environment, with external stakeholders. We value the diversity of talents, perspectives and experiences of others and we seek to treat one another the way we want to be treated. Respect is earned not given.
- ◆ **TEAMWORK;** We powerfully work together as we can achieve better results through unity.
- ◆ **COMMITMENT;** We are responsible, respect each other, dedicated to safety, care for our environment and manage our business ethically.
- ◆ **ENVIRONMENTALLY FRIENDLY;** We are eco-friendly, nature- friendly and green. We encourage the three (R) which is reduce, reuse and recycle.

# OBJECTIVES

- ◆ To promote and implement an integrated waste management system that is safe, accessible, adequate and affordable in all parts of the City.
- ◆ To facilitate for the efficient participation of the private sector in the entire waste management value chain.
- ◆ To regulate the quality and standards of waste management and other related services offered to customers and clients in the City.
- ◆ To raise public awareness and mobilize citizen's engagement in the provision of high quality waste management services; and
- ◆ To operate in a sustainable way, waste disposal sites, material recovery facilities and recycling centers in the City.
- ◆ To ensure that solid waste management services are accessible, sufficient, affordable, safe and acceptable on a non-discriminatory basis.
- ◆ To facilitate private sector participation in the development and provision of solid waste service zone.
- ◆ To hold public inquiries on proposed tariff's







# Our Logo



## EXPLAIN

The man at the center demonstrates him throwing trash in the bin. As a company, this is what we encourage: the containment of waste in bins and bin liners.

The three Rs arrows in green are a demonstration of the recycle component that we encourage as waste regulators. The three 'Rs' stand for Reuse, Recycle and Reduce.

The outer cycle in yellow evokes happiness, youth and optimism, but it can also seem attention-grabbing or affordable.

# OUR COLOURS

**W**HITE

evokes cleanliness, virtue, health or simplicity. It can range from affordable to high-end

**G**REEN

evokes stability, prosperity, growth and a connection to nature

**Y**ELLOW

evokes happiness, youth and optimism, but can also seem attention grabbing or affordable.

**B**LUE

is used extensively to represent calmness and responsibility.

We're on the web!

<http://www.liswmc.com/> and on <http://www.facebook.com/AskLISMC?mibextid=ZbWKwL>