



# THE COMPANY PROFILE

**Committed to zero-waste!**

Gulberg Greens, Islamabad, Pakistan

**2024-2025**

[www.weclean.pk](http://www.weclean.pk)

# CEO STATEMENT



## **Ali Ahmed Sahi**

CEO COMPANY

*At the core of my journey is a deep passion for making our communities better. Seeing the mess around us, I decided to start WeClean with a simple goal: to rid our neighborhoods of waste. We're not just another company; we're on a mission, driven by new ideas and teamwork. Whether it's dealing with household trash or industrial waste, we're all about finding better ways through technology and learning. We're always pushing ourselves to be greener, teaming up with others to make big changes in waste management. It's not just about picking up trash — it's about making sure our world stays beautiful for the long haul. And as long as there are places that need a hand, WeClean will be there, committed to building a cleaner, brighter future.*



# TABLE OF CONTENTS

1

About Company

2

Vision & Mission

3

Milestones

4

Our Services

5

How We Work

6

Our Projects

7

Our Creative Team

8

Get In Touch



## ABOUT COMPANY

WeClean is a distinguished waste management enterprise, specializing in household, commercial, and industrial sectors. Founded upon the core tenets of ecological preservation and community well-being, our company stands as a beacon of commitment to these principles. Today, WeClean diligently advances its mission, tirelessly working to fulfill its pledge.

Far beyond the mere task of waste collection, WeClean serves as a nucleus of innovation, perpetually exploring novel techniques and methodologies in pursuit of sustainability. With a remarkable achievement of reintegrating over 90% of waste into the economic cycle, our endeavors span diverse avenues—from the production of animal feed to compost manufacturing and the conversion of waste cooking oil into biodiesel.

The satisfaction of our clients stands as a testament to our unwavering dedication and meticulous work ethic. At WeClean, we remain steadfast in our pursuit of excellence, driven by a resolute commitment to waste management practices that safeguard our planet for generations to come.

# VISION & MISSION



## Vision

Our vision at WeClean is to spearhead a transformative era in waste management practices by fostering innovation and raising awareness among communities. We aspire to be at the forefront of revolutionizing how waste is managed, envisioning a future where sustainable solutions are embraced and implemented widely. Through our relentless pursuit of innovation, we aim to inspire positive change, ultimately leading to cleaner, healthier environments for current and future generations.



## Mission

At WeClean, our mission is multifaceted and deeply rooted in our commitment to environmental sustainability and societal well-being. We are dedicated to the effective management of solid waste, employing strategic approaches to maximize efficiency and minimize environmental impact. Central to our mission is the reintegration of the maximum amount of waste back into the economy, thus contributing to resource conservation and circular economy principles. We strive to provide invaluable services that not only meet but surpass the needs of our clients and communities, driven by a relentless pursuit of excellence and a steadfast commitment to our core values.



# MILESTONES



## **Conversion of Waste Cooking Oil into Environmentally Sustainable Biodiesel**

WeClean is spearheading the conversion of waste cooking oil, sourced from our clients, into environmentally sustainable biodiesel. Through collaborative efforts with esteemed academic institutions, we are pioneering innovative techniques to repurpose waste cooking oil, thereby reducing environmental pollution and promoting sustainable energy solutions.



## **Generating Compost**

WeClean is dedicated to maximizing the value of organic waste by generating high-quality compost through advanced composting processes. By harnessing the nutrient-rich properties of organic waste, we produce compost that enriches soil fertility and promotes sustainable agriculture practices, contributing to environmental conservation and resource efficiency.



## **Providing Feed to Stray Animals**

As part of our commitment to social responsibility, WeClean consistently provides animal feed derived from organic waste received from our clients to the CDRS Benji Project. By repurposing organic waste into nourishing feed for stray animals, we contribute to their welfare and support initiatives aimed at improving the lives of vulnerable communities.



## OUR SERVICES

At WeClean, we're dedicated to providing unparalleled waste management services while championing sustainability initiatives. With a focus on skillful waste management, we assist our clients in achieving their environmental goals with trust and commitment. Our passion drives us to continuously enhance their journey towards sustainability, making WeClean a trusted name in the industry.



### Waste Collection and Treatment

WeClean efficiently collects waste from our clients and employs rigorous processes to segregate organic, recyclable, and non-recyclable components. Through our meticulous approach, we ensure optimal waste management practices, prioritizing sustainability and environmental responsibility. By expertly sorting materials, we contribute to reducing waste and promoting recycling efforts. Trust WeClean to handle your waste with precision and care, advancing towards a cleaner, more sustainable future together.



### Composting

At WeClean, we go beyond waste collection by processing organic waste into valuable resources. Through innovative methods, we transform organic waste into high-quality animal feed and compost, contributing to a circular economy. Our commitment to sustainability drives us to reintegrate these components back into the economy, minimizing waste and maximizing resource efficiency.



### Biodiesel Production

At WeClean, we recognize the environmental impact of waste cooking oil, which is why we convert it into sustainable biodiesel. Understanding the significant role of the transportation sector in greenhouse gas emissions, we are committed to reducing our carbon footprint through innovative and sustainable practices. By repurposing waste cooking oil into biodiesel, we contribute to cleaner air and a healthier environment.



### Community Services

At WeClean, we prioritize our community responsibility by raising awareness of the detrimental impacts of waste pollution. Through strategic use of our social media platforms and partnerships with national and international organizations, we actively engage in spreading knowledge and promoting sustainable practices. Additionally, we regularly organize clean-up drives in our local vicinity to proactively address environmental concerns and foster a cleaner, healthier community.

# HOW WE WORK

At WeClean, our operational ethos revolves around cultivating a sustainable living environment through steadfast commitment. As a premier waste management company, we prioritize the implementation of environmentally-friendly practices within our domain. Our mission is to foster positive waste management strategies that promote ecological balance and preserve our planet for future generations.

1

At WeClean, our initial phase of waste management begins with efficient **waste collection**. Leveraging a dedicated team of lower staff members, including sweepers, door-to-door collectors, drivers, and others, we ensure the seamless and timely gathering of waste from our clients. Through meticulous manpower deployment, we guarantee the swift collection and responsible disposal of waste, underscoring our commitment to maintaining a clean and sustainable environment.

2

In the second phase of our waste management process at WeClean, we meticulously **segregate waste** into distinct categories, including organic waste, recyclables, and non-recyclable trash components. Through careful sorting, we ensure that each type of waste is processed appropriately, maximizing resource recovery and minimizing environmental impact. Our advanced processing facilities further refine these components, facilitating their transformation into valuable materials or energy sources.

3

At WeClean, the culmination of our waste management journey involves the successful **reintegration** of over 90% of waste back into the economy. Guided by our steadfast motto of "Committed to zero-waste," we prioritize the sustainable utilization of recovered materials, fostering a circular economy model.

Through our diligent efforts, we not only mitigate environmental impact but also contribute to the efficient utilization of resources, exemplifying our dedication to a cleaner, more sustainable future.







## OUR PROJECTS

### Islamabad Serena Hotel (ISH)

We are proud to announce Islamabad Serena Hotel as one of our esteemed clients. Renowned as Pakistan's sole 5-star deluxe hotel and an esteemed member of the Leading Hotels of the World, it offers more than just luxurious accommodation. A visit to Serena Hotel Islamabad is an immersive experience in the rich cultural tapestry and vibrant heritage of Pakistan's capital. Embracing sustainability in hospitality, Islamabad Serena Hotel aligns with our shared commitment to environmental responsibility. WeClean is privileged to contribute our services towards realizing its vision for a brighter, more sustainable future.

### KhanaBadosh Glamps Kumrat

Nestled in the scenic hills of Kumrat, KhanaBadosh epitomizes hospitality amid natural splendor. WeClean proudly joins hands with KhanaBadosh to preserve the pristine beauty of our tourist destinations and enhance environmental sustainability. Through this partnership, we are committed to fostering cleaner surroundings and promoting responsible tourism practices. Together, WeClean and KhanaBadosh strive to ensure that our cherished natural landscapes remain unspoiled for generations to come.

### Jinnah Garden Islamabad

WeClean takes pride in effectively managing household waste for over 2000 households in Jinnah Garden, Islamabad. Additionally, we have established a dedicated facilitation center within Jinnah Garden to ensure the sustainable processing of waste. Through this collaboration, WeClean and Jinnah Garden are jointly advancing sustainability initiatives within housing societies, setting a precedent for responsible waste management practices and environmental stewardship in the region.

### Capital Enclave Islamabad

WeClean proudly oversees the effective management of household waste within Capital Enclave Islamabad, demonstrating our commitment to sustainable waste solutions. Through our collaboration with Capital Enclave, we aim to advance sustainability initiatives within residential communities. By implementing innovative waste management practices and fostering environmental consciousness, WeClean and Capital Enclave collectively contribute to creating greener, more sustainable living environments.

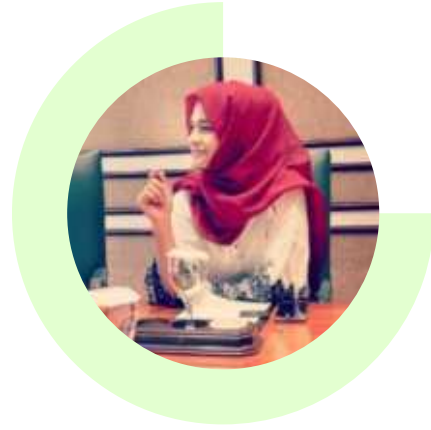
# OUR CREATIVE TEAM



**Hameed Ullah**

DIRECTOR

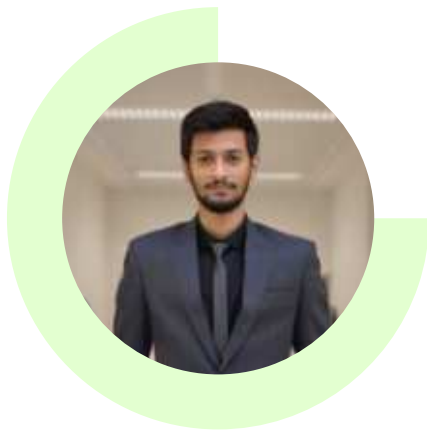
Hameed Ullah's extensive experience in waste management enriches the operational efficiency of WeClean, as his insightful expertise fosters effective solutions and sustainable practices.



**Maria Ajmal**

RESEARCH MANAGER

Maria Ajmal is a dedicated Research Manager committed to pioneering innovative waste diversion strategies, leveraging research, community engagement, and stakeholder collaboration to minimize landfill usage.



**Muhammad Uzair**

MEDIA MANAGER

Muhammad Uzair serves as an adept liaison, effectively connecting, communicating, and advocating waste management solutions across various media platforms for WeClean's initiatives.



**Muhammad Shoab**

COMMUNITY MANAGER

Muhammad Shoab harmonizes the company's objectives with client requirements, fostering efficacy in external relations and ensuring alignment with organizational goals.



## GET IN TOUCH

For comprehensive waste management solutions tailored to your needs, reach out to WeClean today. Our dedicated team is equipped to handle all aspects of waste collection, segregation, processing, and reintegration, ensuring sustainable practices and a cleaner environment. Contact us now to discuss how we can streamline your waste management processes and contribute to a greener future.



+923345001244



contact@weclean.pk



www.weclean.pk



Office 123, Luxus Mall &  
Residency, Gulberg Greens,  
Islamabad

