



FOR IMMEDIATE RELEASE

Nairobi, Kenya – July 15th, 2025

Urejea and Firmbridge Sign Sustainability Partnership to Champion Responsible Upcycling in OOH Advertising

The Urejea Project, Kenya’s leading circular economy initiative focused on billboard upcycling, has signed a Memorandum of Understanding (MoU) with **Firmbridge Limited**, a full-service media planning and strategy agency, to cement a shared commitment to responsible waste recovery in the advertising industry.

The MoU was officially signed at Firmbridge’s offices in Lavington, Nairobi, on **July 15th, 2025**, marking a key milestone in sustainability-driven collaboration within the Out of Home (OOH) media space.

Representatives at the signing included:

- **Charles Keni**, Head of Sustainability, Firmbridge
- **Leese Wanjiru**, Business Development Manager, Firmbridge
- **Tracy Nasieku**, Business Development Manager, Firmbridge
- **Ndegwa “Ndegz”**, Co-Founder, The Urejea Project
- **Ngengi Kamau**, Co-Founder, The Urejea Project

Through the partnership, Firmbridge officially names Urejea as its **sustainability partner**, while Urejea recognizes Firmbridge as its **official media partner**, ushering in a new model for integrating responsible upcycling into brand communication and campaign execution.

“This partnership sets a bold precedent for how media and sustainability can intersect meaningfully,” said **Ndegz**, Co-Founder of Urejea. *“We’re thrilled to work with Firmbridge to elevate responsible waste recovery as part of everyday advertising practice.”*

“Firmbridge has always believed in purpose-led partnerships,” added **Charles Keni**, Head of Sustainability at Firmbridge. *“This collaboration gives our clients, from start-ups to established brands an accessible way to embed environmental impact into their campaigns.”*

The agreement reflects a growing demand among advertisers for traceable, community-driven solutions that address the growing problem of post-campaign billboard waste. Urejea’s unique model transforms retired flexi banners into high-quality, artisan-made products while supporting local makers and reducing landfill pressure.

The partnership between Urejea and Firmbridge serves as a timely response to global calls for more sustainable practices in the advertising supply chain; from design and media buying to end-of-life recovery.



About Urejea

Urejea is a Nairobi-based social enterprise and circular economy initiative transforming used advertising materials into functional products. By connecting waste to work, Urejea empowers artisans and brands to co-create impact through responsible upcycling.

To date, Urejea has diverted over **75 tonnes of waste** from landfills and offset more than **180,000 kilograms of CO₂ emissions**, working with environmentally conscious corporate partners like **EABL (Diageo), L'Oréal, Unilever, KFC** and **AutoXpress**, making it one of Kenya's most impactful billboard recovery programs.

As part of its social impact, Urejea also channels a portion of upcycled products, including school bags and totes to **children's homes and underserved communities**, reinforcing its commitment to inclusive sustainability.

About Firmbridge

Firmbridge is a leading media planning and strategy agency working with brands across East Africa. With a focus on insight-driven campaigns and integrated media solutions, Firmbridge empowers clients to make bold, effective, and impactful communication decisions.

For further information or media inquiries:

UREJEA

Email: ndegwa@torvaldsinternational.co.ke

LinkedIn: [The Urejea Project](#)

Instagram: [@TheUrejeaProject](#)

FIRMBRIDGE

Email: charles@firmbridge.co.ke

LinkedIn: [FirmbridgeAdvertising](#)

Instagram: [@FirmbridgeAdvertising](#)