



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



LOW CARBON WINNER 2014

Diseclar has developed a method to create furniture made from recycled plastic and agro-industrial waste including sugar cane pulp, coffee and rice chaff. Customers benefit from long-lasting products, while the local community benefits from job creation and positive environmental impacts.



Disecclar: Ecological design and production, Colombia

BUSINESS MODEL

Disecclar sources its raw materials from recyclers, collection points and factories. In its innovative production process the collected plastic is mixed with agro-industrial waste – such as coffee chaff, sugar-cane pulp and rice chaff – to produce ecological furniture, decks and pergolas. Disecclar's main customers are restaurants, recreational centres and retailers.

Compared to conventional wooden furniture Disecclar offers customers long-lasting products, which can be used indoors or outdoors, withstand rain, snow, cold or heat and do not rot or splinter.

ENTERPRISE FAST FACTS

Location	Cali
Year founded	2013
Sector	Sustainable consumption and production (recycling)
Product/Service	Recycled furniture, decks and pergolas

Social impacts:

- Supporting recyclers who often live under precarious conditions. 45 % of the recyclers who supply to Disecclar are single mothers who work to support their families.
- Undertaking waste management training at collection centres, and community talks to raise awareness about recycling at home.

Environmental impacts:

- Reusing 300 t of plastic and 192 t of agro-industrial waste, thereby saving 35,136 t of carbon emissions from burning waste.
- Avoiding the felling of 2,000 trees for furniture, thus retaining 17,083 t of carbon dioxide.
- Reducing energy consumption by 85 % compared to virgin material production.

Economic impacts:

- Generating 10 direct jobs in the enterprise and 300 indirect jobs for recyclers, each of whom earns USD 55.5 per month.
- Reducing the cost for customers due to the longer life-time of Disecclar's products compared to wooden furniture.

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Disecclar is a venture that makes a huge impact and offers a solution to the environmental and social issues that we are experiencing in Latin America and the Caribbean.

Scaling up activities:

- Start distribution through retail chains, as well as build relations with the construction sector.
- Raise the remaining investment of USD 500,000 needed for expansion of production and to reduce production costs.
- Export Disecclar's products to Central America, the European Union and the USA, where contacts with distributors exist.
- Replicate the model in other countries. Contacts have already been established in Costa Rica, Mexico, Panama, and Paraguay.



Winner of the Innovación Javeriana 2011 prize, Fondo Emprender 2012, Ideas de Negocio 2012 of the University of San Buenaventura, Ventures 2013, Stephan Schmidheiny Awards 2013 (Costa Rica) and Social Innovators for Development, IDB Youth (Washington D.C.) 2013.



Partnership

- The enterprise **Disecclar** designs, produces and markets the furniture.
- The government agency **Servicio Nacional de Aprendizaje (SENA)** supports and advises Disecclar on the whole production process from furniture design to waste management.
- **Campus Nova** at the **Javerian University** helps Disecclar to improve the internal process and increase our social and environmental impact in our region.



Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

The 2014 SEED Low Carbon Awards are largely supported by the International Climate Initiative (ICI) of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB).

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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