



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



AFRICA WINNER 2014

The enterprise will establish a plastics recycling plant to produce secondary raw materials for the plastics industry in Morocco and abroad. It seeks to improve health and safety for waste workers, particularly those involved in waste collection.



Recycling for Environmental Recovery, Morocco

BUSINESS MODEL

The enterprise will create a value-added chain from recycling plastic waste. It will produce a range of secondary raw materials for the plastics industry such as HDPE, LDPE, PP, PS and PET resin pellets, to supply domestically and to lucrative export markets. Additionally, a co-operative will be established to benefit waste collectors.

Existing plastic recycling efforts are small-scale and of poor quality. In contrast, this enterprise uses automated recycling processes. A waste collectors' co-operative will ensure health and safety training, and higher returns for their work.

ENTERPRISE FAST FACTS

Location	Central Morocco
Year founded	2011
Sector	Waste management
Product/Service	Recycled plastics (HDPE, PVC & PET)

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Social impacts:

- Employing mostly women, therefore improving the livelihoods of women and families.
- Improving the health and safety of waste workers and collectors, thereby improving the welfare of their families.
- Offering summer vacations for 20 children whose mothers work in recycling plant.

Environmental impacts:

- Reducing plastic waste.
- Decreasing greenhouse gas emissions: for every tonne of recycled PET, 2.3t of carbon dioxide is reduced.
- Educating schools and the community about recycling and environmental protection.

Economic impacts:

- Creating jobs for women, who will comprise 80 % of the enterprise's employees.
- Stimulating the economy by establishing a value chain from recycling plastic waste and producing secondary raw materials for the lucrative plastics industry.
- Lowering imports of resins.

” It creates jobs and improves work and living conditions for the people working in the informal sector.

Scaling up activities:

- Require funds to obtain a lorry and small modes of transport for waste collectors, for example scooters or bicycles with trailers.
- Seek funding to acquire additional land, about 2,350 m², to allow for planned expansion.
- Establish a waste collection network.
- Provide training to waste workers and collectors concerning health and safety risks associated with the informal industry.
- Establish a co-operative of waste collectors.



” The main activity is to collect, sort and recover plastic waste (second-life products) as secondary raw material for the plastics industry.



Partnership

• **Recycling for Environmental Recovery** is a business that manages the enterprise, as its principle investor.

• The **Institute for Research and Development (IRD)** is a French research and development body that provides grants, expertise in the areas of project, networking, financial and technical assistance.

• The **National Centre for Science and Technology (CNRST)** is a Moroccan research institution that is providing funding and expertise as well as improving access to public and private sector networks.

• **Fondation Banque Populaire** is a non-profit organisation that helps to establish new businesses through research funding and other support.



The 2014 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are largely supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

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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