

Green the Map (GTM) recycles waste and provides a retail network for upcycled products, generating livelihoods for disadvantaged people and spreading environmental consciousness. By partnering with waste collectors, producers, NGOs and government, the enterprise contributes to tackling urban waste problems.



Green the Map, India

BUSINESS MODEL

GTM follows a two-pronged business model to market environmentally friendly products. The enterprise manufactures products from waste or organic materials, and it also offers an on- and offline marketing and sales platform for its own products and the products of other environmentally conscious producers.

Online, GTM runs its own e-commerce store and sells on other e-commerce portals. Offline, sales occur in GTM's own store as well as in other retail stores throughout India.

ENTERPRISE FAST FACTS:

Location	New Delhi
Year founded	2008
Sector	Waste Management
Product / Service	Products upcycled from waste

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Social impacts:

- Committing to fair trade and labour dignity, providing consistent wages to 15 employees, enabling them to improve their lives and the lives of their families.
- Creating a chain of livelihood from waste pickers to tailors from marginalised sections of society.

Environmental impacts:

- Preventing 2-3 tonnes of non-degradable waste from going to landfills every year, helping to alleviate New Delhi's waste management problem.
- Influencing the consumer mindset and raising awareness on the urban waste problem by marketing innovative environmentally friendly products from upcycled waste.

Economic impacts:

- Creating a market for environmentally friendly products by offering 25 vendors a platform to sell their upcycled products.
- Developing unique upcycled products by engaging with vendors and corporate partners.

” Working with waste collectors and scrap dealers across the city to collect and upcycle waste.

Scaling up activities:

- Increase the number of employees upcycling products for GTM from 15 to 30 within the next year.
- Double the number of vendor partners - enterprises whose products GTM promotes and sells through their retail channels - to reach 50 within the next year.
- Reach 50,000 end buyers or consumers of our products within the next year, tripling the number of current customers.
- Scale operations and impact by working actively with more corporates who wish to act responsibly towards their own waste and help them create beautiful and sustainable products.



Partnership

- **Green the Map** manufactures, markets and sells the upcycled products made from waste or organic materials.
- **United Sisters Foundation (USF)**, or Pinkathon is India's biggest female marathon organiser and a regular purchaser of GTM's products.
- **Haathi Chaap** uses GTM as their official distributor. Together with GTM, they create unique tags and pamphlets for customers.
- **Indigo Airlines** provides discarded aircraft seat covers as material for GTM products; the upcycled products are then sold on Indigo flights.

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About SEED

SEED is a global partnership for action on sustainable development that was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and the International Union for the Conservation of Nature (IUCN) at the 2002 World Summit on Sustainable Development in Johannesburg, South Africa. It is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. SEED identifies and supports promising small scale social and environmental enterprises around the globe, enterprises who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. For more information please write to info@seed.uno or visit:

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