

Amazónico offers a collaborative recycling WebApp that incentivizes users to recycle through a door-to-door collection service and rewards scheme. The enterprise helps to formalize recyclables collection in association with waste worker groups and provides sustainable employment within the waste management sector.



SEED Low Carbon Award Winner 2018 Amazónico

## Amazónico, Colombia

### SEED LOW CARBON AWARD WINNER 2018

#### Business model

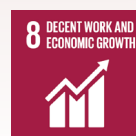
Amazónico uses innovative technology to educate and ease the recycling process in Bogotá. Through its digital platform, the enterprise educates app users with a comprehensive recycling toolkit and organises easy waste collection. Amazónico's points-based scheme rewards recycling by offering a growing catalogue of environmentally friendly products produced from the collected materials and discounts in associated brands.

The enterprise primarily targets increasingly environmentally aware citizens in Bogotá as app users, and actively works with associations of waste workers to extend formal employment opportunities and improve working conditions.

#### Enterprise fast facts

Location	Bogotá, Colombia
Year founded	2017
Sector	Waste Management
Product / Service	Collaborative Recycling WebApp

#### Contribution to the SDGs:



#### Social impacts:

- Providing formal employment opportunities for 200 waste workers in conjunction with a workers association;
- Improving health and safety conditions for formalised waste workers through the app's streamlined, door-to-door collection service.

#### Environmental impacts:

- Reducing the amount of recyclable materials that end up in landfills and waterways by collecting 900 kg of plastic, 600 kg of metals, and 550 kg of paper products during the pilot programme alone;
- Minimising the amount of ethylene, water, and energy inputs as well as CO<sub>2</sub> emissions production processes;
- Breaking the dependency on raw materials in production processes through promoting closed-loop production of sustainable products.

#### Economic impacts:

- Offering sustainable brands and app partners the opportunity to access resource inputs in the form of recycled materials;
- Marketing green products through a rewards scheme;
- Providing formal & reliable incomes to waste management sector workers.

“Amazónico aims to raise ecological awareness, not only to show to app users the significant problem of waste in our rivers, seas and landfills, but also to demonstrate how small actions can result in great changes.”

### Scaling up activities:

- Offer more sustainable products in the rewards scheme;
- Expand collection activities of recyclables to other major and mid-sized Colombian cities and increasing their recycling rates;
- Market the app to a wider pool of potential users using digital platforms;
- Raise awareness about responsible consumption, correct separation of waste, and the importance of waste management; and
- Formalise the work of waste pickers or recyclers and improve their health and safety conditions.



### Partnerships

• **Ideco** is responsible for developing the Amazónico app and providing software support for its commercial use.

• **HubBog** is a start-up incubator and accelerator that supported Amazónico with business development and networking.



AMAZÓNICO

### Contact

• Mr. Daniel Rodriguez

• [info@amazoniko.com](mailto:info@amazoniko.com)

• [www.amazoniko.com](http://www.amazoniko.com)



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### About SEED

SEED is a global partnership for action on sustainable development and the green economy. SEED was founded by UNEP, UNDP and IUCN at the 2002 World Summit on Sustainable Development in Johannesburg. SEED supports innovative and locally-driven eco-inclusive enterprises around the globe who integrate social and environmental benefits into their business models.

SEED Low Carbon Awards is an awards scheme designed to find the most promising, innovative and locally led start-up eco-inclusive enterprises making significant contributions to mitigating and/or adapting to climate change in countries with developing and emerging economies.

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