



SAG-SEED AWARD
WINNER 2016

SEED Case Studies



Belle Verte

Creating sustainable communities in Mauritius through a closed-loop waste management system



SEED

promoting entrepreneurship for sustainable development

Founding Partners



About SEED

SEED promotes eco-inclusive solutions of small and growing enterprises in support of sustainable development by increasing their organisational resilience in local, national and regional markets and shaping an enabling environment.

SEED was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and IUCN (International Union for Conservation of Nature) at the 2002 World Summit on Sustainable Development in Johannesburg and is hosted by adelphi research gGmbH, based in Berlin, Germany.

adelphi research (AR) is a leading think-and-do tank for policy analysis and strategy consulting. The institution offers creative solutions and services regarding global environment and development challenges for policy, business, and civil society communities.



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Imprint

Publisher: SEED
c/o adelphi research gGmbH
Alt Moabit 91, 10559 Berlin, Germany

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Suggested Citation: SEED (2018). *Belle Verte, Creating sustainable communities in Mauritius through a closed-loop waste management system*. SEED Case Study Series. Berlin, Germany.

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The findings, interpretations and conclusions expressed in this publication are those of the authors based on interviews and site visits to the enterprise and do not necessarily reflect the views of SEED or adelphi research.

Feb 2018



Acknowledgement

We would like to express our sincere appreciation to Martine Lassémillante and Paul Olsen, Irshad Bodheea (Entrepreneurship & Business Development Services at Empretec Mauritius), Zoe Rosar (Director of Institute du Bon Pasteur), Jean Michel Meriza (Ambassador of Belle Verte) and Victoria Desvaux (Waste Collection, Belle Verte) for participating in numerous hours of interviews and kindly giving us a glimpse into their daily activities, as well as to SWITCH Africa Green and the European Union for their generous support that made this case study and research possible.



About SWITCH Africa Green

The overall objective of SWITCH Africa Green (SAG) is to support 6 countries in Africa to achieve sustainable development by engaging in transition towards an inclusive green economy, based on sustainable consumption and production patterns, while generating growth, creating decent jobs and reducing poverty. The objective will be achieved through support to private sector led inclusive green growth. SAG is implemented by the United Nations Environment Programme with the assistance of the European Union.

LOCAL CHALLENGES

Poverty and Inequality

In recent years Mauritius has achieved limited, but steady economic growth. The country's GDP has doubled since 2005. Mauritius' economic and social development is evidenced in a relatively low poverty rate of 12%, and less people overall living in poverty.¹ The poverty rate is the ratio of the number of people whose income is below the poverty line, defined as half the median household income of the total population.² Despite a lower overall poverty rate, levels of poverty vary greatly from region to region. On the island of Rodrigues, the poverty rate increased to 30.8%. Additionally, rural areas experience three times higher levels of poverty than urban areas. Furthermore, gender is a determinant factor of inequality in Mauritius. Whereas 8% of male-headed households live in poverty, the percentage of female-headed households is approximately 33.8%.³ These numbers indicate that women are generally less privileged, with fewer or inadequate employment and educational opportunities; and that gender parity has not yet been achieved in Mauritius. This is despite the government's effort to promote gender equality and realize the potential of the female workforce.

Waste Management

Alongside overall economic growth in Mauritius, tourism sector growth in recent years has resulted in significant negative environmental impacts, specifically in terms of increased waste. The amount of waste in Mauritius rose by 70% - to 0.9 kg of waste generated per capita per day - between 2002 and 2009. Waste disposal is particularly problematic in Mauritius. Low recycling rates and improper waste management endanger biodiversity, human and animal health, and groundwater and landscape resources. These impacts negatively affect the tourism sector. Although Mauritius has made some progress in the area of waste disposal, potential for improvement remains. In reaction to the waste challenge, the national government set the target to recycle at least 25% of municipal solid waste.⁴

1 World Bank 2017. <https://data.worldbank.org/country/mauritius>

2 OECD 2018. <https://data.oecd.org/inequality/poverty-rate.htm>

3 UNDP 2017. <http://seeds.uno/BVSourceUNDP>

4 Republic of Mauritius 2010. <http://seeds.uno/BVSourceMauritius>

HOW THE BUSINESS WORKS

Belle Verte, located in Quatre Bornes, is an eco-inclusive enterprise, which provides innovative waste management solutions and raises awareness on the problem of increased waste in Mauritius. Belle Verte and its partners promote a circular economy using an innovative waste management system. Through partnerships with local businesses, municipalities and community groups, Belle Verte facilitates local workshops and public cleanups across the islands' beaches, rivers, and the ocean. Furthermore, the enterprise works with local artisans to create, market and sell upcycled waste materials; and collaborates with a local glass recycler to establish a recycling value chain. Through its activities, Belle Verte generates a local market for waste collectors who earn an income from recycling local waste.



Key Facts:

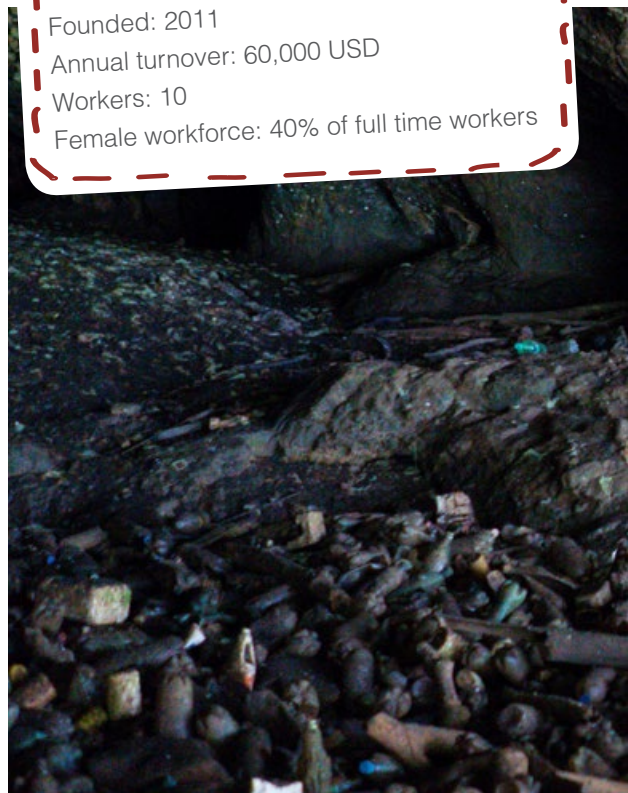
Location: Quatre Bornes, Mauritius

Founded: 2011

Annual turnover: 60,000 USD

Workers: 10

Female workforce: 40% of full time workers



Solutions to local challenges

Watch how we do it!



” The main objective of Belle Verte is to have everyone working together to create a circular economy around waste in Mauritius and close this loop. “



The power of partnerships



Research

Institute du Bon Pasteur (IBP) is a local organisation that has worked in tandem with Belle Verte from the outset of Belle Verte's establishment. IBP aims to promote inclusive business models that improve well-being and public health for Mauritians. Through its activities, IBP seeks to influence the practice of social enterprises in Mauritius. IBP provides Belle Verte with advice, business strategy support and assistance with tasks such as data processing, analysis and feasibility studies. IBP utilises an extensive local and international network to gain comprehensive business advice for Belle Verte.

Belle Verte helps IBP to achieve its goal of improving environmental health on the island, through their public cleanups, waste collection, recycling and upcycling activities. Belle Verte also provides IBP with waste data, which IBP uses to improve its services.

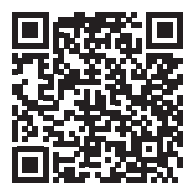


Local business

The **PLANKTON Recycling Plant** is a glass recycling facility located on the Southern coast of Mauritius. Plankton established a business and associated infrastructure that enables Belle Verte to collect glass from households and small businesses at a central facility. The glass is then crushed and recycled into alternative products that can be resold to the community. The collaboration with Belle Verte is beneficial to the PLANKTON Recycling Plant which does not have the capability or logistical means to independently organise waste collection for their recycling business.

Belle Verte delivers all glass materials that they are unable to upcycle to Plankton for recycling and eventual reuse.

Learn more about the partnership!

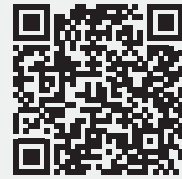
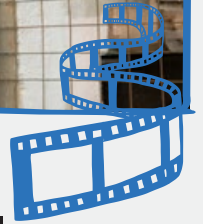




Local business

BAZ Recup sorts, and upcycles waste collected by Belle Verte and sells new upcycled products back to the community. Through this partnership, BAZ Recup ensures a steady supply of raw materials to construct products such as furniture and is able to create local income generation opportunities by employing local artisans.

Discover the partnership with SEED!



” If we all work together to clean up the island, with our strengths and weaknesses, we will do it, and much faster than we think. “

” What Belle Verte did was rather than expand themselves, they supported others to start businesses around them. “

Creating impact



SOCIAL IMPACT

Belle Verte's main social objectives are to create jobs within the waste management sector and promote environmental awareness and consciousness around waste management and responsible consumption within the community. Belle Verte aims to expand employment, directly within its business and indirectly through its partner businesses and the provision of an informal platform for local waste collectors.

Key impacts

- 10 public awareness sessions
- Completed 40 public cleanup events with over 2,000 participants
- Created 10 jobs for local artisans



ECONOMIC IMPACT

The main economic objectives of Belle Verte is to establish an ecosystem that creates a value for waste products that would have normally ended up in landfill. They aim to stimulate the waste economy, by providing a place where waste materials can be sold, recycled, upcycled and converted into saleable products. The enterprise also aims to create jobs both within Belle Verte, and their partner businesses. Through their advocacy work, Belle Verte encourages local business to include the waste management sector within their corporate social responsibility programs, which increases community exposure to their operations.

Key impacts

- Sold 12,000 USD in upcycled products during the past financial year
- Employment of 10 local workers within the business and partner businesses
- Advocated for a circular economy in Mauritius
- Incorporation of cleanup events with local businesses through corporate responsibility actions

Sustainable Development Goals

SDG 3

Good health and wellbeing

Belle Verte organises public cleanups, which remove discarded waste from streams, rivers and beaches, to benefit the local environment. Partnerships with other organisations promote healthy consumer choices and minimise landfill waste.

SDG 9

Industry Innovation and Infrastructure

Belle Verte and its partners organise island cleanups using corporate social responsibility funding from local businesses. This helps to introduce individuals and businesses to the concept of circular economy thinking, and motivates these businesses to rethink their daily operations and waste management.



ENVIRONMENTAL IMPACT

The main environmental objective of Belle Verte is to advocate for, develop and establish a closed-loop circular economy on the Island of Mauritius. The key environmental impacts of the enterprise include a reduction in the amount of waste going into landfill by increasing the amount of waste being recycled, or upcycled; influencing a behavioural change towards waste management, and removing waste from the Mauritian landscape. Belle Verte achieves these impacts through the creation of a waste ecosystem around Belle Verte, the organisation of public cleanups, and the creation of new upcycled products from collected waste materials.

Key impacts

- Removal of 25 tonnes of waste during public cleanup events
- Production of saleable upcycled products from waste materials
- Removal of recyclable materials from ending up in landfill

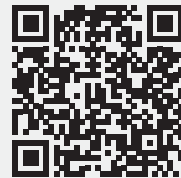


SDG 12

Responsible production and consumption

Belle Verte generates awareness of local waste management challenges, and introduces new waste management concepts to the community. Through beach clean-ups and discussions with local businesses, hotels and festival participants, Belle Verte and local partners contribute to behavioural change in waste management.

See how we create impact!



“ We need to be more respectful to our country. This is what motivates me. ”

FUTURE PLANS

- Development of a central hub for people working in green business at Belle Verte
- Increase the number of partnerships related to circular economy solutions
- Improvement of operational and administrative procedures



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SEED Case Studies Series

Demonstrating Sustainable Development on the Ground through Locally-Driven Eco-Inclusive Enterprises

Eco-inclusive enterprises, also known as green and social enterprises, have a critical role to play in achieving a global Green and Inclusive Economy, tackling the Sustainable Development Goals or implementing the Paris Agreement. By embracing the added values of social improvement and resource management eco-inclusive enterprises that have won a SEED Award are living proof that entrepreneurial partnerships between various stakeholders can create innovative and novel solutions for delivering sustainable development at the grassroots level and be economically sustainable.

Since 2005, SEED has supported over **240 Award Winners in 37 countries**. While the value of eco-inclusive enterprises in delivering sustainable development is increasingly recognised and harnessed in the development sphere, there is still very little data available on the triple bottom line impact of these enterprises and their contribution to sustainable development. The SEED Case Studies are designed to help fill that gap by generating insights for policy and decision-makers on the role of green and inclusive enterprises in achieving sustainable development, and on enabling factors that can help them overcome barriers, reach scale and replicate.

RECYCLABLE

Verre - Plastique

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Textiles

Métal


BelleVerte
pour une île propre et belle

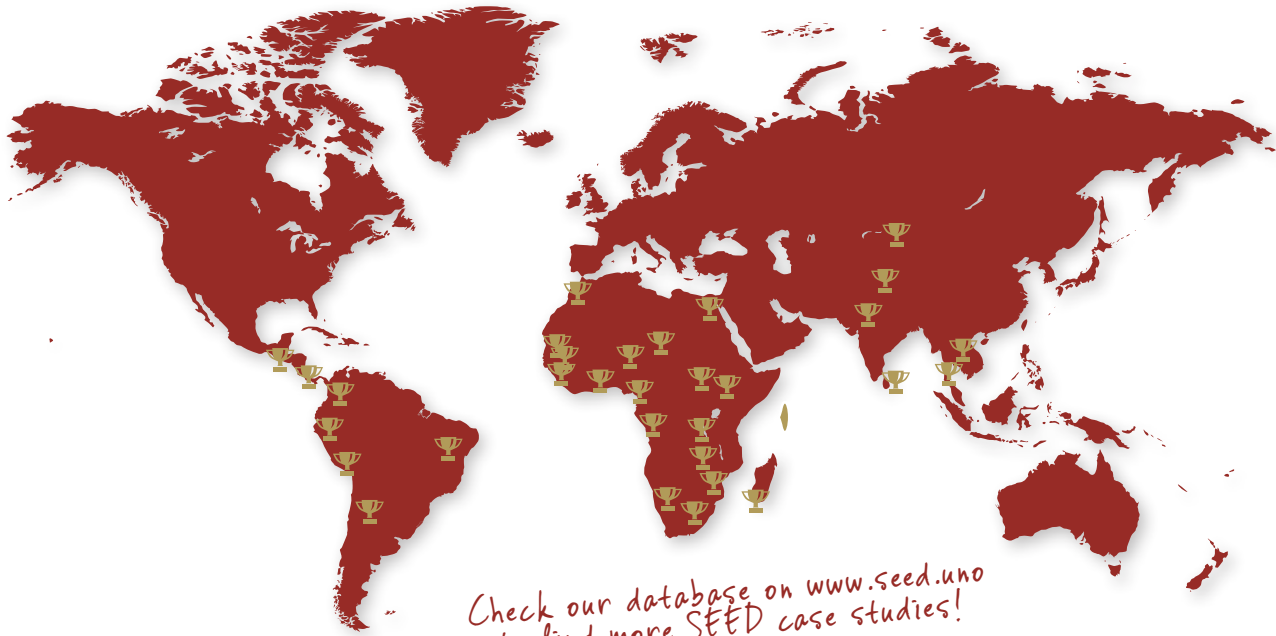
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