The ONLY recycling COLLECTOR in Bucharest for small quantities of paper waste from offices by use of NON-POLLUTING transportation, cargo-bikes, and EMPLOYING socially disadvantaged people.
CHALLENGES WE FACE, IMPACT DESIRED

In Romania, only 2% of the total municipal waste is being recycled. We aim to contribute at reaching 0 paper waste at landfills.

The pollution caused by the use of > 2 million cars is strong in a weak infrastructure of Bucharest and we have a high rate of respiratory diseases compared to the European level. We aim to inspire businesses to switch to more sustainable transportation means.
There is a high need in the society (companies, individuals) to access products and services that help protecting the environment. We aim to contribute at behavioral changes at individual and organizational level for “greening the system” through offering concrete products and services.

Unemployment rate in vulnerable groups is up to 50%. We aim to be a reliable and fair employer and to provide a growing number of jobs for people in difficult situations.
Our impact business concept (started in September 2009)

Collecting paper from organizations that generate small amounts of waste (25kg-100kg).


Offering jobs (the bikers) to socially challenged people.
• The public service (through outdoor bins) collected between 70 – 200 tons/year from an area 3 times larger.

So far, we saved 1775 tons of CO2 emissions.
Business logic

3 sources of income:
1. Fees paid by clients for collection service
2. Revenue from selling the paper we collect
3. Advertising space on the cargo-bikes and co-branded campaigns

+ potential in the future: delivery/collection of other products, environmental education for employees, bikes and paper products manufacturing, social services etc
Coverage area – present + next stage

- existing area (150 clients from estimated 10,000 registered companies)

- expansion area (1400 clients from estimated 20,000 registered companies)
Investment needed for the next stage

- **Extend the current project to the center of the city** where is a higher concentration of businesses and need for alternative transportation.

- **We would need a loan/grant of 80,000 euro** for the initial infrastructure investment and part of operational costs.

- **By the end of the 3rd year we would reach break even.**

- The business plan targets existing type of revenues from collection taxes, paper selling, advertising and sponsorships (other options could be added to reduce risk and increase profitability).

<table>
<thead>
<tr>
<th>- budget</th>
<th>Year 1</th>
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<th>Year 3</th>
<th>Year 4</th>
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<tr>
<td>Income</td>
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<td>Infrastructure investment</td>
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</table>

Estimated impact: 861 tones of recycled paper = 9000 tons of CO2 emissions saved
8 jobs created
min. 30,000 employees reached by our educational activities
COLECTAREA
hârtiei ajută mediul și persoanele defavorizate

Recicleta este un proiect deschis în cariera din România care se ocupă de colectarea deșeurilor din hârtie cu ajutorul unor cargo biciclete. Inițiativa este coordonată de o organizație din Franta și Polonia, care își propune să îmbunătățească calitatea mediului și să ajute persoanele din cariera. Care este posibilitatea de a participa și cine sunt actiuni?

DE ROXANA ACHIM

Când nu recunoști binele, faci râu!
PREMIUL III
ViitorPlus - asociația pentru dezvoltare durabilă
Recicleta

A colectat 45 de tone de hârtie cu „Recicleta”

OBSERVATOR
CURĂȚENIE CU RECICLE
Team

Cristina Simionescu – project coordinator

Teia Marina Gavrilescu – president of ViitorPlus

Gabriela Iordan – HR Manager

Gabriela Ticu – PR Manager

ViitorPlus has 7 years experience in running educational, practical, sustainable development projects and starting up social enterprises, with a yearly budget of >350,000 euro.