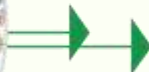




a project by **Vitor Plus**  
the association for sustainable development

only  
**2%**  
of the total municipal waste  
is being recycled in Romania.



We aim to reach at landfills



paper waste from organizations.

**CHALLENGES WE FACE**  
VS.  
**IMPACT DESIRED**  
ROUND 1



There is a high level of pollution  
caused by the use of over  
**2 million cars**  
in the undersized 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.



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.



**CHALLENGES WE FACE**

VS.

**IMPACT DESIRED**

ROUND 2

There is a high need in the society (companies, individuals) to access products and services that help protect the environment.



We aim to contribute at behavioral changes at individual and organizational level for "greening the system" through offering concrete products and services.









# OUR **IMPACT BUSINESS CONCEPT**

started in September 2009



Using an efficient and eco-friendly transport mean: cargo-bikes.

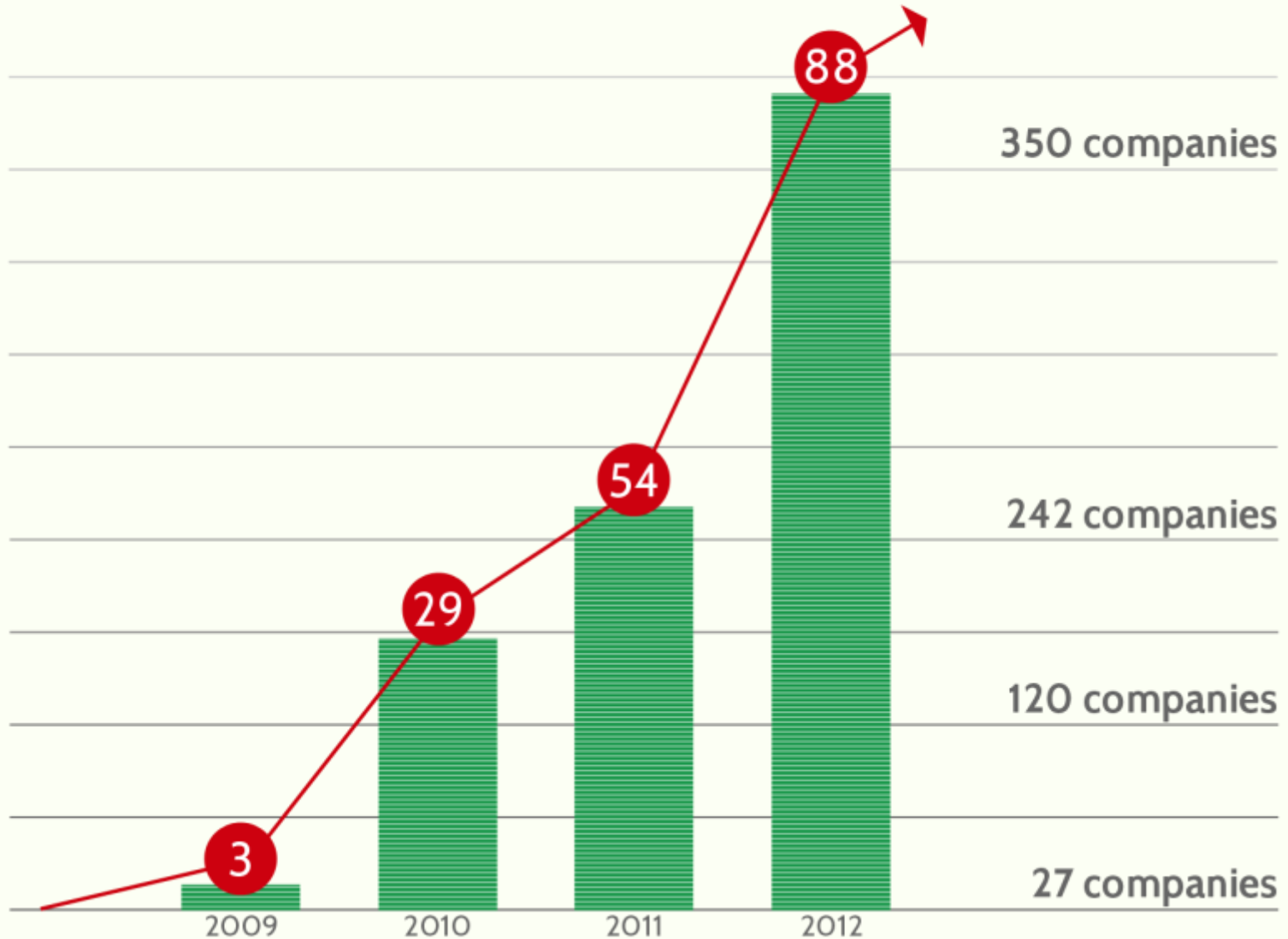
Collecting paper from organizations that generate small amounts of waste (25kg-150kg).



Offering jobs to disadvantaged people. (the bikers)



# TONS OF PAPER WASTE COLLECTED



# TONS OF PAPER WASTE COLLECTED





# TONS OF PAPER WASTE COLLECTED

PUBLIC SERVICE



~300 tons of paper waste collected from an area 3 times larger than ours, with heavy trucks.

VS.

RECICLETA



88 tons of paper waste collected in one year

So far, we saved

**1.775 tons**  
of CO<sub>2</sub> emissions



the equivalent of CO<sub>2</sub> emissions from 63 cars, generated in one year

## MEET THE BIKERS



**Alexandru Antonian. 39.**  
He has five children and is the sole provider for his family. It's his first time working legally.

**Gelu Raimond Marin. 21.**  
He doesn't have any family left, is temporarily living in a day centre.



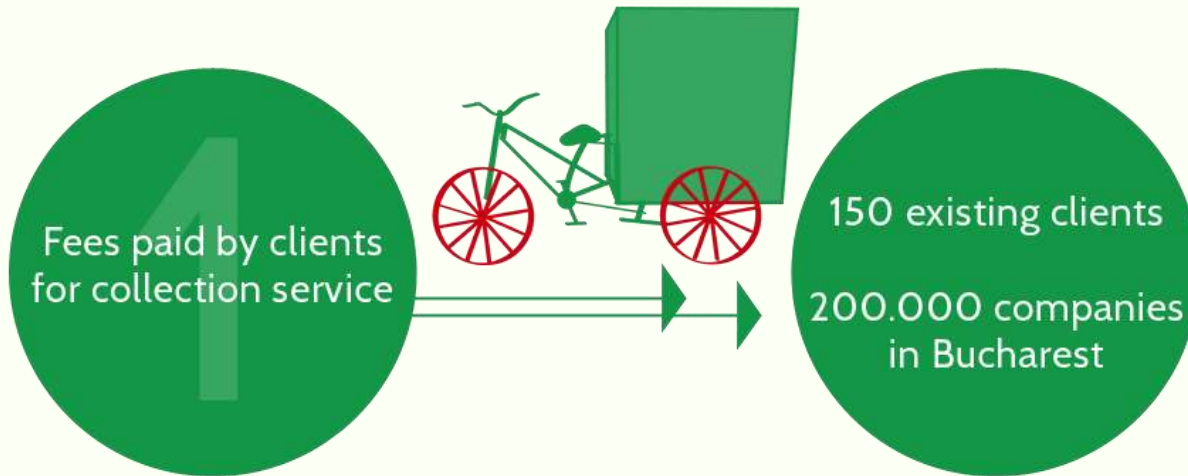


# BUSINESS LOGIC

## 3 SOURCES OF INCOME



+ potential in the future: delivery/collection of other products, environmental education for employees, bikes and paper products manufacturing, social services, sponsorships etc.

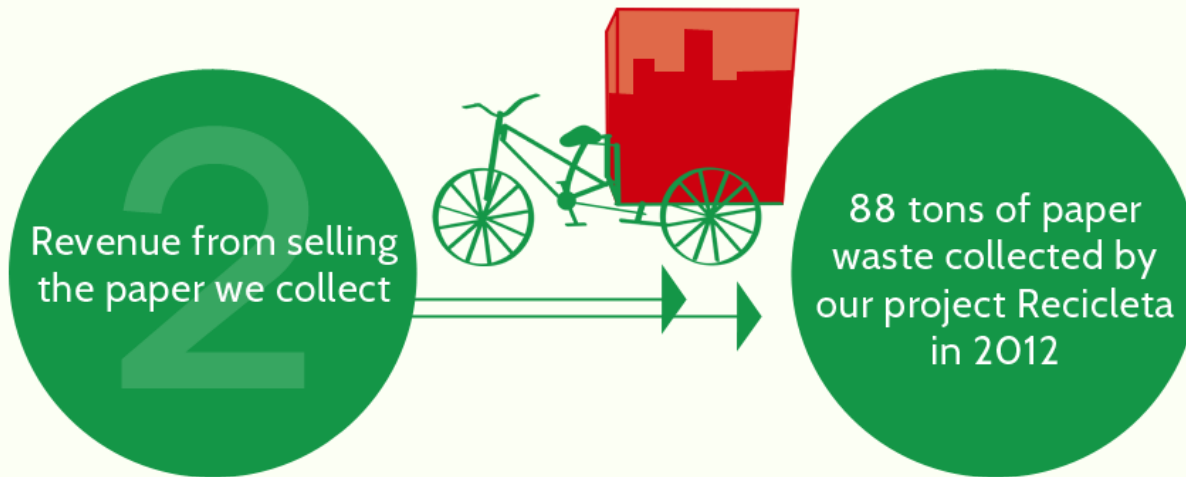


## SOME OF OUR CLIENTS



**HERBALIFE**  
Independent Distributor





**70.000 tons**  
of paper are wasted at landfills  
■ in Bucharest every year.





## OUR PARTNERS



Bucharest  
City Hall



SECTORUL 1  
MUNICIPIUL BUCUREȘTI



PRIMĂRIA SECTORULUI 2  
MUNICIPIUL BUCUREȘTI



# Recicleta, șansa la o viață mai bună



**Click**  
pentru  
**femei**



Argint", tânărul este interna  
ASTĂZI, ORA 11.00 + C

RESPONSABILITATE SOCIALĂ | **CARIERE**

## COLECTAREA hârtiei ajută mediul și persoanele defavorizate

Recicleta este primul proiect neutru în carbon din România care se ocupă de colectarea deșeurilor din hârtie cu ajutorul unor biciclete, niște mijloace de transport nepoluante achiziționate din anșa și Polonia, conduse de persoane cu o situație materială proastă. Care este povestea din spatele ideii și cine sunt actorii?

DE ROXANA ACHIM



Asociația ViitorPlus este principalul actor în această inițiativă, care a fost lansată din 2009 cu scopul de a colecta o cantitate mai mică de hârtie, acțiune fină de ajutor în special firmelor mici care nu produc cantități mari de hârtie destinate reciclării. 200 de kilograme este cantitatea minimă pe care o ridică firmele de colectare.  
Inițiativa a fost gândită încă din 2008 pentru a oferi o sursă de venit destinată autofinanțării, pentru a face schimbări în societatea în care trăim, dar și din nevoia de a colecta o cantitate mai mică de hârtie produsă de o firmă. Cu care lucru atunci în ViitorPlus s-au inspirat și au fost influențati de un ONG francez care produce cargonbiclete, sursa a plăcut din mai multe motive. Motivul este primul dintre motive: proiectul încurajează companiile mici și mijlocii să adopte un comportament responsabil față de mediul înconjurător, în plus, transportul deșeurilor de hârtie care sunt dese spre reciclare se face cu ajutorul



**CÂND NU RECUNOȘTI BINELE, FACI RĂU!**  
**PREMIUL III**  
ViitorPlus - asociația pentru dezvoltare durabilă  
pentru proiectul **Recicleta**

Redați: **Redacția** | **Redacția**

**LE DUR LABEUR DE L'INSERTION**

**LE DUR LABEUR DE L'INSERTION**

**LE DUR LABEUR DE L'INSERTION**

**LE DUR LABEUR DE L'INSERTION**

**OBSERVATOR**  
**CURĂȚENIE CU RECICLETA**

**A colectat 45 de tone de hârtie cu „Recicleta“**

**adevărul de seară**

**VĂTOR**  
**RĂȚENIE CU RECICLETA**

# INTERNATIONAL RECOGNITION FROM



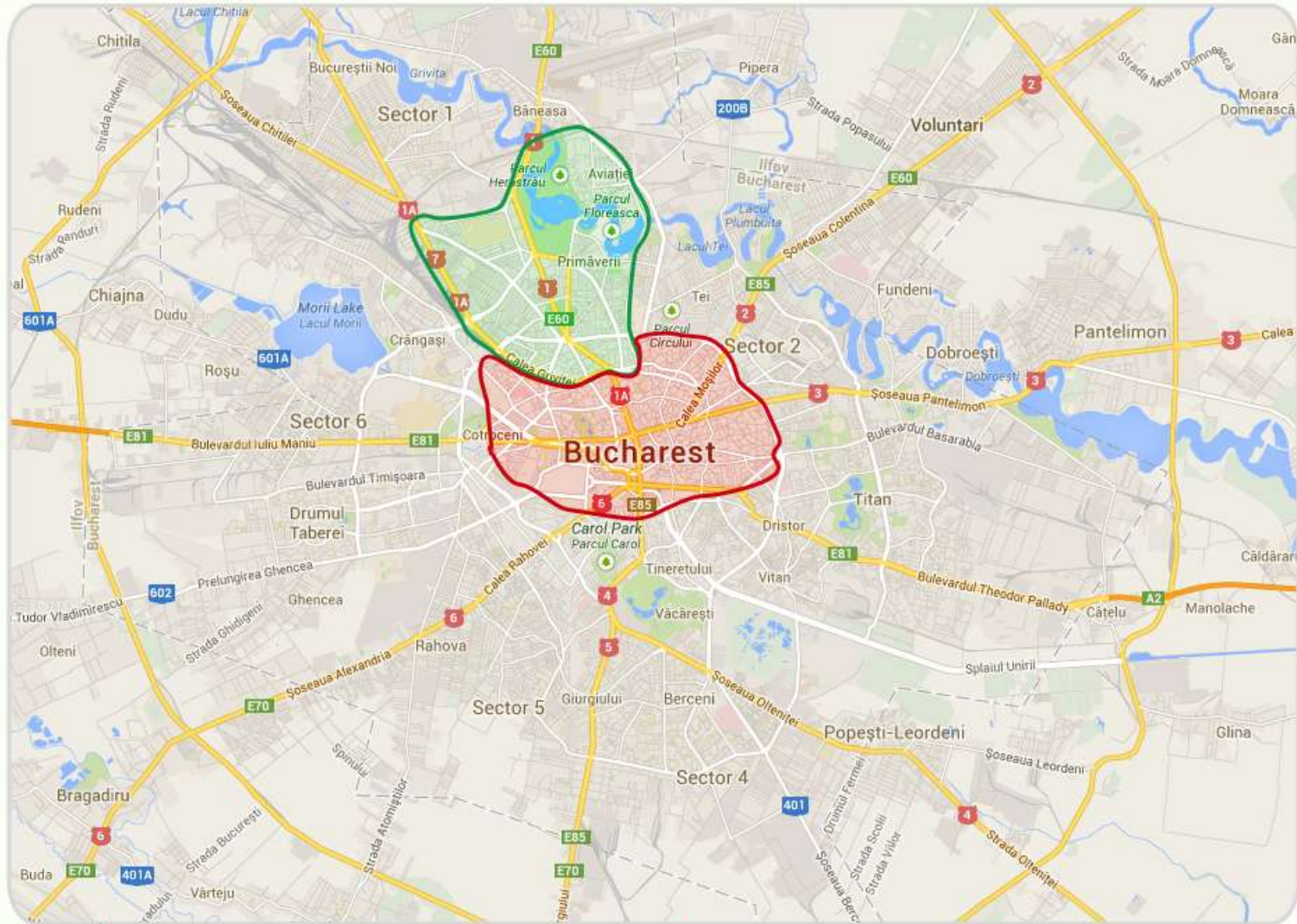
**SOCIAL INTEGRATION**.ORG  
AN INITIATIVE OF ERSTE FOUNDATION

**arte**





# NEXT DEVELOPMENT STAGE



▶ EXISTING AREA - 150 clients

▶ EXPANSION AREA - 1.400 clients

## BUDGET

	1 YEAR	2 YEAR	3 YEAR	4 YEAR	5 YEAR
Income	10.600	57.000	105.500	108.000	108.000
Expenses*	38.500	60.900	64.600	64.600	64.800
Total	-27.900	-3.900	40.900	43.400	43.200
Infrastructure investment**	44.000				

\* human resources, administrative costs, cargo-bike maintenance etc.

\*\* 4 cargo-bikes, special containers, equipment, alarm system, GPS, CRM and online orders system, sales campaign etc.

# ESTIMATED IMPACT

861 tons of recycled paper



8 jobs created

~8.000 tons of CO<sub>2</sub> emissions saved



>30.000 employees reached by our educational activities



# THE TEAM

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.



BOARD OF DIRECTORS



HR



PR



ACCOUNTING



PROJECT COORDINATOR

BIKERS



VOLUNTEERS



We aim to reach at landfills



paper waste from organizations.



We aim to inspire businesses to switch to more sustainable transportation means.

**THE ONLY THING WE TAKE WITH US  
WHEN WE'RE GONE,  
IS WHAT WE LEAVE BEHIND.**

We aim to be a reliable and fair employer and to provide a growing number of jobs for people in difficult situations.



We aim to contribute at behavioral changes at individual and organizational level for "greening the system" through offering concrete products and services.



a project by   
the association for sustainable development

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.

[www.viitorplus.ro/recicleta](http://www.viitorplus.ro/recicleta)