Eco-Social Business Organization
Vision

Transforming Ethiopians’ and Africans’ low Human Development Index to greater than 0.8

Implements projects that

- Empower mammas (daily income < $2) – **Community Empowerment**
- Care for the environment – **Sustainable Environment**
In Ethiopia, 1 in 4 live in Extreme Poverty (28mln+).

In Africa, 1 in 3 live in Extreme Poverty (486mln+).
The Spirit of Mamma’s Love Project

Empowering Struggling Mamma’s

Used Paper Collection for Upcycling and Recycling

Secure Document Destruction

Handcrafted decorative products (Upcycling)
Paper Recycling

A. Collection system for sufficient and appropriate recycled fiber sources

B. Efficient and effective industrial recycling infrastructure

C. Demand for recycled content products

D. Laws, policies and incentives that favour reusing and recycling resources
Used Paper Collection System

Recycling Rates?
How are we disposing?
The recycling industries in Ethiopia

Ethiopia’s imports
Paper Upcycling

Collection system for sufficient and appropriate used paper
Paper Upcycling

Efficient and effective upcycling infrastructure

Marketable Skills Trainings

Home production
Paper Upcycling

C  Demand for upcycled products

D  Laws, policies and incentives that favor reusing and recycling resources
Community Empowerment

Ambassadorship – 1,050 mammas @ 2400ETB/month - 30 mln ETB

Primary Collection - > 10,000 Janitors – 20,000 ton @ 5000ETB/ton - 100 mln ETB - Scalable

Job creations – Considerably significant
Community Empowerment

Marketable Skills Training - 1,050 mammas @ 5,000 ETB/mamma – 5 mln ETB - Scalable

Handcrafting Artisans – 1,050 mammas - 500,000 items @ 125 ETB/item – 62.5 mln ETB – Scalable

Job creations – Considerably significant
New Life
Waste is valuable

Worthy Life
No more incineration

I can live my dream
No more damping
Economic impact

- Increased used paper collection
- Increased paper recycling
- Widespread paper upcycling

Import substitutions
- Used paper
- Paper
- Decorative products

Export
- Decorative products
- Paper
- Used paper
Mamma Nature

Landfills
Methane

Incinerations
CO₂ emissions
## Virgin Fiber vs Recycled

<table>
<thead>
<tr>
<th></th>
<th>Virgin Fiber</th>
<th>Recycled</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree</td>
<td>24 trees</td>
<td>0 trees</td>
<td>100%</td>
</tr>
<tr>
<td>Energy</td>
<td>32 million BTUs</td>
<td>22 million BTUs</td>
<td>31%</td>
</tr>
<tr>
<td>Wastewater</td>
<td>22,219 gallons</td>
<td>10,372 gallons</td>
<td>53%</td>
</tr>
<tr>
<td>Solid waste</td>
<td>1,922 pounds</td>
<td>1,171 pounds</td>
<td>39%</td>
</tr>
</tbody>
</table>
Mamma Nature

LINEAR

CIRCULAR

Raw Material  Produce  Consumption  Waste

Consumption  Recycle  Waste

Raw Material
Our Suppliers and Customers
Change - Partnership for the Dream – Action

• Suppliers
• Consumers & Customers
• Networking Partners
• Training Partners
• Financial Partners
• Land for Scale
International Mothers Day Annual Event – Gratitude for Enhanced Partnership