

Annual Report 2022

We-Recycle Mauritius





Table of Contents

Message from The President	pg 3
About We-Recycle	pg 4
Our Managing Committee	pg 5
2022 at a glance	pg 6
Collection	pg 7
Education	pg 9
Community Outreach	pg 11
Advocacy & Partnerships	pg 16
We-Recycle in the Media	pg 19
Acknowledgements	pg 21

Message from The President



Dear Oui-Recyclers,

2022 saw a much-improved operating environment for We-Recycle. Many Covid 19 restrictions were lifted, tourist numbers were back to near pre-covid level, the economy had a rebound with a GDP growth of 7.8%. We streamlined our decision-making processes and had a more unified and common purpose, with a supportive Managing Committee.

The combined effect of the above contributed to PET collection jumping from **8.2** tons in 2021 to **35.5** tons in 2022, Other Plastics from **2.8** to **5.1** tons and Cans from **1.3** to **1.8** tons. Other contributing factors were the increase in our collection points from **70** to **100+** due to our expansion in the Savanne District with the full operation of a second truck in 2022. The increased educational and advocacy activities also had an impact on the volume collected. The persons sensitized through our educational and advocacy activities shot up from **1,900** to **20,000** in 2022.

These excellent results in 2022 occurred due to our dedicated staff, our contractors, educators, our collaborators/partners, our volunteers and of course the strong financial support from our sponsors and the direction and leadership from our Managing Committee.

We continued to forge strong collaboration with the Black River District Council, Savanne District Council, EcoVadis, Polytechnics Mauritius, UTM, Odysseo with the Plastic Fisherman Campaign, The Coca Cola Company and Phoenix Earth with the World Without Waste Campaign, the Scouts Association, the Girl Guides and the many participating schools. These collaborations assist us to amplify our message on the importance of Re-cycling, the danger of plastic pollution and the mission of keeping our island clean and green.

We continue to participate in various consultations organized by the Government, UNDP, various inter-governmental forums, MCCI and the SigneNatir platform of Business Mauritius.

I look forward to an even better 2023. We will be having a Strategy Session in mid-2023 which should guide our work going forward in view of the changing environment and impending legislation from the Government.

Antoine K. King

About We-Recycle

We-Recycle was founded as an NGO in December 2016 with the mission to educate, to collect for recycling and to help shape policies, legislation and recycling programs that will help keep Mauritius clean and green.

We remove recyclable plastics (PET, HDPE, LDPE and PP) and aluminium cans from the solid waste stream so that less waste ends up in landfill and ultimately the ocean, resulting in a cleaner environment with less unsightly and unhealthy litter strewn around the island. Operations in 2022 have been focused in the West, South and Center of Mauritius.

We-Recycle believes passionately in teamwork. This belief is reflected in the way we work collaboratively with Government, Local Authorities, Private Sector, Youth and Community Groups to achieve our mission and make a difference.

We-Recycle is a registered NGO with the Registrar of Associations and with the National Social Inclusion Foundation.



VISION STATEMENT

A sustainable future where recyclable waste is managed responsibly, and recycling becomes part of the Nation's DNA.

MISSION STATEMENT

To educate, to collect for recycling and to help shape policies, legislation and recycling programmes that will keep Mauritius clean.

VALUES

Passion | Team work | Professionalism | Collaboration | Making a Difference

CODE OF ETHICS

Always do what is right, treat others with respect and ensure our actions reflect our core values, for our actions shape the views others have of us, hence making it important that we can always own our actions ethically and responsibly.

CODE OF PROFESSIONAL CONDUCT

Be inclusive | Be considerate | Be respectful | Be secure at work |
Be able to associate freely | Be labour and compensation compliant

GOVERNANCE

The Managing Committee comprising volunteers are responsible for managing the activities of We-Recycle. Committee members meet every two months and as necessary. Financial Statements of We-Recycle are independently audited.

Our Managing Committee



Antoine Kon-Kam King
Founder & President

Antoine is the Executive Director of Antela Consulting and was a Director of Planning, Finance and Administration at UN-HABITAT. He is a Chartered Accountant and has an MBA from the London Business School. His main areas of expertise are finance, donor relations, strategic planning and organizational development, and has worked in London, New York, Beijing, Nairobi and Mauritius.



Rajiv Gujjalu
Treasurer

Rajiv is the Managing Director of Medscheme International and has a Master's in Investment and Finance. He has been working in the financial services industry for the past 23 years in Mauritius and Canada.



Elaine King
Founder & Secretary

Elaine is a Chartered Secretary and has an MBA from the University of Newhaven. She has more than 25 years' experience in finance and managed the Climate Change Global Environment Facility-funded projects of the United Nations Environment Programme (UNEP).



Denis Li Kam Wa
Vice-President

Denis is a Consultant Gastroenterologist at Wellkin Hospital, part-time lecturer and clinical module coordinator of gastroenterology Masters 1 course at the University of Mauritius. He qualified as a Doctor of Medicine from the University of Lyon.



Eric Barry
Assistant Treasurer

Eric was the Senior Partner and founding member of Attorneys Barry, Botha & Breytenbach Inc, South Africa specialising in commercial, property and litigation. He earned his LLB from Natal University.



Anantha Krishnan
Assistant Secretary

Krishnan has over 36 years' experience of international development work and was the Head of the Youth Programme in UN-HABITAT responsible for youth empowerment initiatives. He has an MSc in Social Analysis from the University of Bradford.



Alicia Molina
Managing Committee Member

Alicia has a Master's in International Relations specializing in human rights, international cooperation and humanitarian aid. Her experience is in education as the Program Director for IE Business School, Spain.

2022 at a glance



PET bottles
collected for recycling



2022 35,440 kg

2021 8,234 kg

2020 5,714 kg

Other types of plastics
collected for recycling



2022 5,074 kg

2021 2,820 kg

2020 3,355 kg

Cans
collected for recycling



2022 1,814 kg

2021 1,250 kg

2020 136 kg



+ 100 collection points in
Black River, Savanne and
Plaines Wilhems



2 collection
trucks



+ 15
ambassadors



+ 19,950 persons
sensitized

Collection



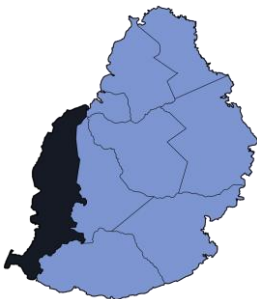
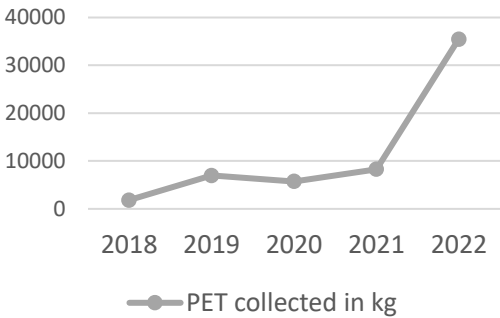
We-Recycle continued to collect from the public eco-bins of the Black River District Council, the eco-bins sponsored by Phoenix Beverages Ltd in Black River and secondary schools in Plaines Wilhems, and from various facilities such as restaurants and recreational facilities in Black River.

Our second truck was put into operation in 2022. We expanded our collection points to Savanne, acting as a sub-contractor to empty the Savanne District Council public eco-bins. We further secured additional collection points in Black River, Savanne and Plaines Wilhems during the year.

We-Recycle also owns 7 recycling collection stations, which were, in 2022, placed mainly in gated residences, tertiary institutions and filling stations.



PET: 5-year growth

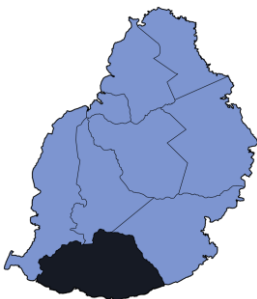
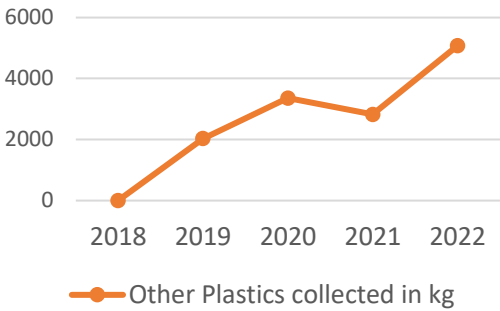


Black River

+ 60 collection points

- Public eco-bins
- Gated communities
- Restaurants
- Recreational Facilities
- Tertiary Institutions

Other Plastics: 5-year growth

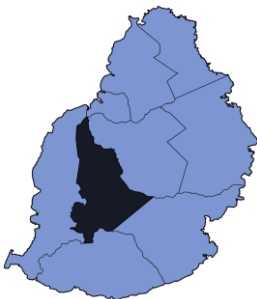
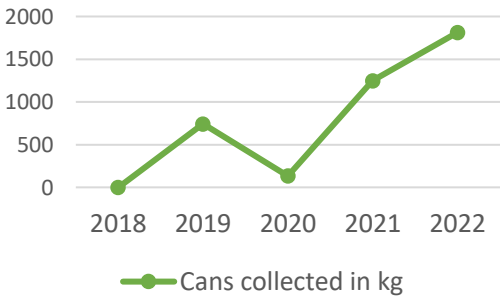


Savanne

+ 45 collection points

- Public eco-bins
- Recreational Facilities
- Community Centres
- Social Welfare Centres

Cans: 5-year growth



Plaines Wilhems

+ 10 collection points

- Corporates
- Secondary Schools

Education



During the year, We-Recycle deployed its signature learning workshop *Oui Recycle!* in companies and secondary/tertiary education institutions.

We-Recycle also received funding from the National Social Inclusion Foundation to adapt and deliver learning workshops in primary schools of Black River and selected schools in Savanne. A pool of dedicated educators has been recruited and the workshops will be deployed in early 2023.



Secondary Schools

- Adventist College
- Imperial College
- La Gaulette State Secondary School
- Westcoast International Secondary School
- Le Bocage International School

Tertiary Education Institutions

- Polytechnics Mauritius Ltd
- Curtin University

Companies

- Mauriplage Investment Co Ltd
- Amaris Consulting Ltd
- Rennel Ltd (Fedex)
- Les Moulins de La Concorde Ltee
- Reynaud Les Halles
- Voila Bagatelle
- Heritage Awali
- Heritage Le Telfair
- Veranda Tamarin
- Veranda Paul et Virginie
- Veranda Pointe aux Biches
- Veranda Palmar Beach
- Sanne (Mauritius) Ltd



Community Outreach



We-Recycle's community outreach activities help support the environmental initiatives of our corporate collaborators both internally with employees and externally with customers; sensitize local communities on why, what, where and how to recycle in Mauritius; and promote active participation by members of the public in keeping our environment clean and green through awareness raising on correct sorting/proper use of recycling bins, including organizing cleanups both inland and on the beach.

World Oceans Day celebration with Odysseo 11th June 2022

We-Recycle was invited to participate in Odysseo's first community outreach event to celebrate World Oceans Day 2022. Odysseo hosted a beach clean-up and awareness event in Flic en Flac based on the Plastic Fisherman educational initiative.

19 guides from The 3rd Girls Guides Company of Port-Louis joined We-Recycle as volunteers. Participants focused particularly on collecting the small pieces of plastics on the beach which were then assembled to represent different marine animals. Through these spontaneously created pieces of art posted on social media, the initiative seeks to call the attention of the public to the dangers microplastics pose to the marine environment.



Earth Day celebration with Polytechnics Mauritius Ltd 28th April 2022

We-Recycle celebrated Earth Day 2022 with the launch of a contest between students from the IT and Tourism clusters of Polytechnics Mauritius on the theme "One (or more) digital technology solution(s) to help an entity to reduce, reuse or recycle plastics in view of coping with plastic pollution".

24 students registered for the contest. Working on this competition enabled students to gain knowledge on the issue of plastic pollution through research done for their presentation. Several of the teams consulted industry professionals, which led them to gain further insights on environmental issues. Students delivered their presentations in front of a jury of 3 persons: Meetali Bhadain, Scientific and Regulatory Affairs at The Coca-Cola Company, Vania Meemea, HR Executive at Spoon Consulting Ltd, and Harsheenee Aujayeb, General Manager of ESG Intellis Solutions Ltd.

The winning team, comprising 2 students from the Tourism cluster, won a cash prize of MUR 30,000 sponsored by Spoon Consulting Ltd, a company specialising in providing IT and back office services related to ERP technologies as well as cloud technologies and business applications.

World Environment Day celebration 3rd & 6th June 2022

We-Recycle hosted a series of activities over several days to commemorate World Environment Day 2022. The celebration kicked off with a collection activity inside Pailles industrial zone in collaboration with Renne Ltd (Fedex), on 3rd June 2022. Employees of the company first received awareness training on plastic pollution from our NGO, and some 15 employees went the extra mile to sensitize their fellow corporate neighbours on the need to divert recyclable plastic wastes from the landfill. We-Recycle and Renne Ltd thus collected some 60 kg of PET bottles on that occasion.

We-Recycle was part of Le Bocage International School's Impact Week whereby students, staff and parents engage into environmental and social activities. Our NGO delivered awareness sessions on plastic pollution and organized site visits of recycling companies for the participating students. The collaboration culminated with the delivery of a small presentation on waste recycling and pollution by students within the premises of Odysseo to the visitors on 3rd June 2022.

The commemoration closed with a competition on 'Sustainable Living' among 5 colleges, namely BPS College, Adventist College, Sir Abdool Raman Osman SSS, Phoenix SSS and Sodnac SSS, on 6th June 2022. The competing teams had to identify one lifestyle that is not sustainable and its negative impact on the environment; propose an alternative and demonstrate its positive impact; and find a way to engage their school in changing to the more sustainable option. The jury members were Stephan Cupidon, Senior Manager of The Coca-Cola Company; Shirin Gunny, CEO of Made in Moris; and Elaine King, Board Member of We-Recycle. Students could also interact with Vincent d'Arifat, Director of Precigraph Ltee and Kewin Kotadoo, Director of Graphitag Ltd, who were invited to share with the audience their experience in their respective companies for working towards sustainability. The competition was won by Phoenix SSS while Adventist College was runner-up.



World Clean Up Day 2022 at Le Morne 17th September 2022



We-Recycle partnered with Westcoast International Primary School and the NGO Project Rescue Ocean Maurice to celebrate World Clean Up Day 2022. More than 60 volunteers, including parents and their kids, teachers and staff, and NGO members, signed up and participated in cleaning the public beach and part of the Le Morne trail track at Trou Chenilles.



Students from Westcoast Secondary School delivered a little presentation on lifespan of different wastes in nature, while We-Recycle provided explanation on the different types of recyclable plastics and briefed participants on the clean-up activity and safety measures. A total of 205kg of trash was collected, of which 55kg recyclable wastes.

In parallel to this clean up, the We-Recycle truck was made available to other citizen clean-up initiatives at Le Morne. Our team picked up an additional 192kg of recyclable wastes collected by i Care i Clean and the Club Suisse de Maurice, for their clean-up activity at The Green Village.

Celebrating the 50th Anniversary of 1st Savanne Scouts 7th August 2022

Goal: To raise awareness with village inhabitants, brochure provided to villagers on what plastics to be set aside for collection

Other Partners: Village President and District Councillor of Riviere-des-Anguilles

Impact: 68 kg of PET, 20kg of cans, 28 kg of other plastics collected for recycling



"Ensam Cont Plastik" with Veranda Hotels 23rd July & 17th November 2022

Role: To organize Veranda team for set up of collection campaign and collect recyclables during events

Other Partners: Village Councillors and local forces vives in Pointe-aux-Biches and Palmar

Impact: 67kg PET bottles & 10.5kg of microplastics in the north and 33kg of PET bottles in the east collected for recycling



"Say No To Plastics" with Sofap Ltd 19th August 2022

Goal: To inform on how to sort wastes at home and bring to the company for collection by We-Recycle

Other Partners: Sofap employees

Impact: 26kg of PET bottles & 1 kg of other plastics collected for recycling

'Le Geste Vert' Campaign with Espace Maison 17th & 24th September 2022

Goal: To promote recycling of PET bottles, used batteries and light bulbs, and We-Recycle's mission to raise public awareness on the dangers of plastic pollution

Other Partners: Students from Le Bocage International School & Polytechnics Mauritius

Impact: + 700 persons reached

Sustainability Forum by JCI City-Plus and UTM 4th November 2022

Goal: To sensitize students on recycling principles, dangers of pollution and urgency to adopt recycling and upcycling practices in their everyday lives

Other Partners: B.E.M. Recycling, The Good Shop

Impact: +100 students

Clean-Up at Corps de Garde with delegates of The Coca-Cola Company 4th August 2022



Goal: To organize a local community action service for employees as part of its Jamii Deeds initiative

Other Partners: Mission Verte, New Invaders, volunteers

Impact: 116 kg of waste collected, of which 33kg were PET bottles sent for recycling

Odysseo @The Beach July – December 2022

Goal: To communicate the detrimental impact of microplastics on the marine ecosystem via social media through the Plastic Fisherman project at cleanups organized at Balaclava, Trou-aux-Biches, Anse-la-Raie, Poste La Fayette, Belle Mare, Ilot Mangelie

Other Partners: Mission Verte, Precious Plastics, From Trash to Music

Impact: +400 participants



Awareness in local communities

Door-to-door sensitization campaigns 14th May, 26th November & 5th, 16th, 26th December 2022

We-Recycle carried out sensitization campaigns in Britannia (Savanne) and Tamarin, Cascavelle, Beaux-Songes, Gros Cailloux and Albion (Black River) to raise awareness with the local community on the proper use of the district council eco-bins, the need to divert plastic wastes from the landfill and the dangers of plastic pollution.

Those awareness campaigns were successful thanks to the help received from village councilors and the volunteering efforts of students from Polytechnics Mauritius, The University of Technology Mauritius, as well as We-Recycle's collection team.



World Without Waste Campaigns with Coca-Cola 29th & 30th January, 26th & 27th February, 25th March 2022

We-Recycle participated to the World Without Waste Campaigns by Coca-Cola and PhoenixEarth initiative, together with the NGOs Mission Verte and New Invaders. The awareness, collection and clean-up campaigns were deployed in the North, Centre, East and South of Mauritius.

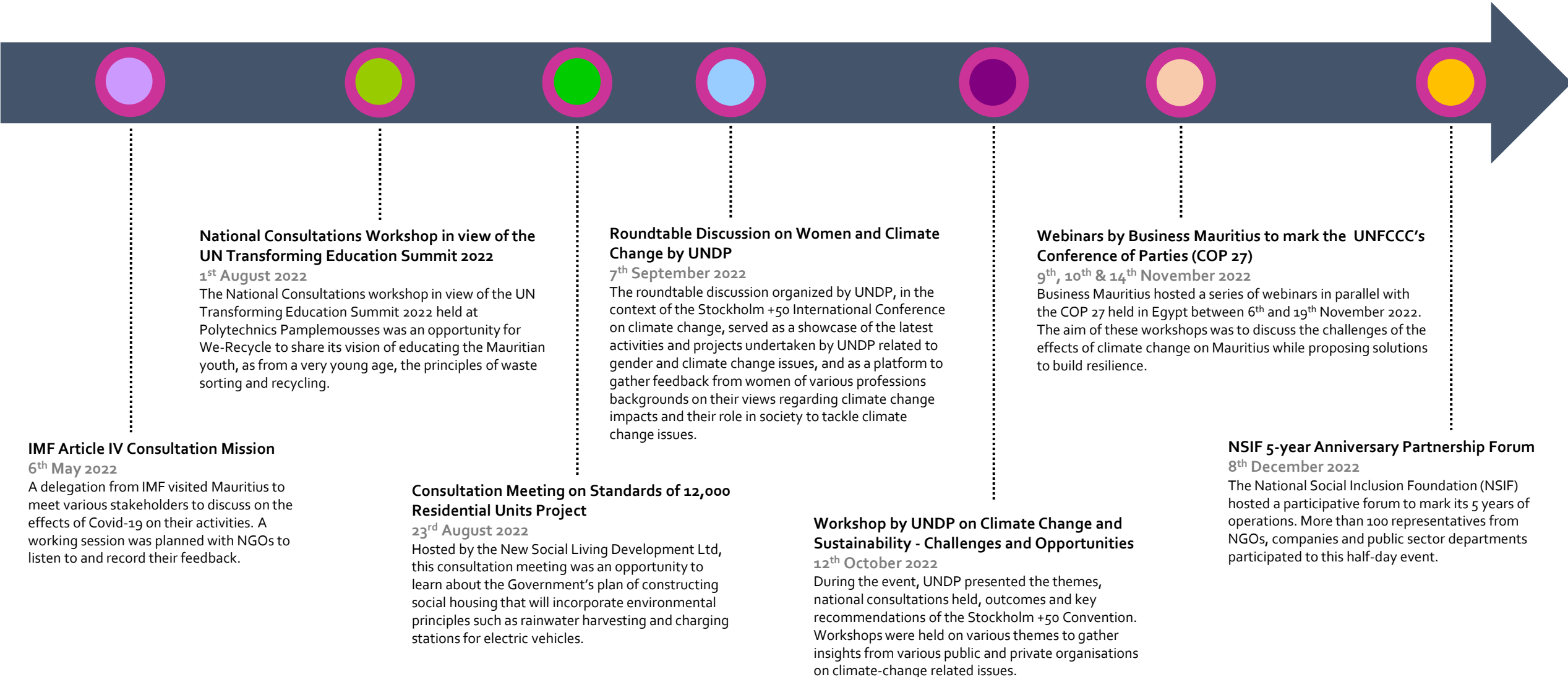
For the March campaign, We-Recycle organized active collections in the 5 secondary schools in Plaines Wilhems which received a recycling collection station from Phoenix Beverages: BPS College, Adventist College, Sir Abdool Raman Osman SSS, Phoenix SSS and Sodnac SSS. 159kg of PET was collected.



Advocacy & Partnerships



Participation to workshops, seminars, conferences



Talks to the Youth

Talk at Bel Air State Secondary School 28th January 2022

We-Recycle's President, Antoine Kon-Kam King, was invited to be the Guest Speaker on the topic of recycling and the impacts of plastic pollution on the environment. The 24 Higher School Certificate students attended as part of their course on EcoTourism and Sustainable Tourism. On that occasion, the students also made presentations on EcoTourism, Sustainable Tourism and Protection of the Environment.

Talk to The 3rd Girl Guides Company of Port-Louis 19th February 2022

We-Recycle's Senior Projects and Operations Officer was invited to address 53 Guides from the 3rd Girl Guides Company of Port Louis on the occasion of the 2022 World Thinking Day Programme set by the World Association of Girl Guides and Girl Scouts (WAGGGS). This year's theme focused on 'Our World, Our Equal Future' which revolved around the essential role women play in protecting the environment. The talk highlighted the work of We-Recycle in terms of collections for recycling and on ways to take action in the constant fight against climate change. The session proved Interactive, with the Girls Guide enquiring on careers in sustainable development and the place of women in this professional field.

Workshop for participants of the National Leadership Engine of Flacq 20th October 2022

We-Recycle's Senior Projects and Operations Officer was also invited to facilitate a workshop organized by young professionals participating to the National Leadership Engine Programme and based in Flacq. The talk revolved around the dangers of plastic pollution, sustainable consumption and the need for our island to divert recyclable wastes from the landfill.

Partnerships



Collaboration with Ecovadis (Mauritius) Ltd

We-Recycle has signed a partnership agreement with Ecovadis (Mauritius) Ltd for the NGO's learning workshops to corporates. During 2022, employees of Ecovadis (Mauritius) Ltd have volunteered as trainers to help We-Recycle deliver its educational workshops on plastic pollution to corporates. This partnership has enabled We-Recycle to plan and deploy an increased number of learning workshops to companies, and to count on a pool of dedicated trainers who are already very familiar with sustainable development, recycling, and the issues of plastic pollution and climate change.

Collaboration with Polytechnics Mauritius Ltd

Following the successful collaboration with Polytechnics Mauritius for the Earth Day Competition in April 2022, Polytechnics Mauritius Ltd initiated talks with We-Recycle to officialise a partnership. A Memorandum of Agreement was thus signed on the 14th October 2022 between the two parties, in the presence of the Black River District Council President Mr. Ludovic Labeaute.

The partnership will allow We-Recycle to raise awareness on waste recycling within the institution's campuses and to benefit from the help of volunteering students for community outreach activities, while Polytechnics Mauritius will benefit from We-Recycle's expertise on sustainable development. Prior to the signature, a group of students and staff from Polytechnics Mauritius carried out a 2-hour door-to-door awareness session in Bambous 1.



We-Recycle in the Media



Investors' Mag
Quarter January-March 2022

AUDIENCE REACH

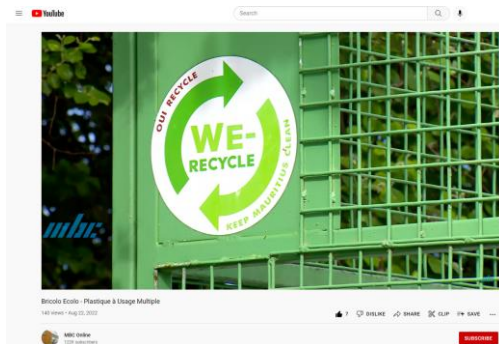
Printed version: **+3,873** reach
500 printed copies on Facebook



MBC TV Bricolo Ecolo
22nd August & 21st November 2022

AUDIENCE REACH

Mondays at 20h30 (peak time):
 More than **150,000** viewers



<https://www.youtube.com/watch?v=FuhzhkdmxGU>

5-PLUS Dimanche
26th June – 2nd July 2022

AUDIENCE REACH

Printed version:
65,000 printed copies



Radio One – Le Club du Midi
13th September 2022

AUDIENCE REACH

Airing on Facebook Live:
 more than **1,700** views

Airing on Radio:
2nd radio in terms of
 listening audience
 (Kantar survey Sep 2022)

<https://www.facebook.com/Leclub.miguelhermelin/videos/590286592736766>



TOP FM Radio Live
Korek Pa Korek – Li Bon Koner – 12th August 2022

AUDIENCE REACH

Airing on Facebook Live:
 more than **3,700** views

Airing on Radio:
 Opportunity To Hear (OTH) of **1,800,000** weekly



<https://www.facebook.com/topfmmauritius/videos/837744693858093/>

Le Mauricien
16th September 2022

AUDIENCE REACH

Printed version:
38,000 printed copies

<https://www.lemauricien.com/actualites/magazine/world-cleanup-day-demi-journee-de-nettoyage-au-morne-samedi/513599/>

World CleanUp Day : demi-journée de nettoyage au Morne samedi



Dans le cadre du World CleanUp Day 2022, une demi-journée de nettoyage aura lieu ce samedi 17 septembre au Morne Kite Lagoon. L'événement débutera à 8h30 et se terminera à 11h50.

Project Rescue Ocean Maurice, WE-RECYCLE et Westcoast International Primary School se joindront à l'élan planétaire afin de changer les mentalités sur la préservation de l'environnement et la lutte contre la pollution à Maurice.

Pour Stéphanie Jacquin de We-Recycle, avoir des familles qui se réunissent dans le cadre du CleanUp Day démontre non seulement que les parents se sentent concernés par la pollution, mais qu'ils veulent aussi transmettre cette prise de conscience à leurs enfants.

« Pour cette activité, nous avons le plaisir de collaborer avec Westcoast International Primary School et Westcoast International Secondary School en nettoyant une partie de la plage du Morne, lieu hautement symbolique dans le district de Rivière-Noire. Lors de la première partie de notre événement, We-Recycle et Project Rescue Ocean sensibiliseront le public présent aux dangers de la pollution sur la vie marine, ainsi que les différents plastiques pouvant être collectés pour le recyclage. Nous procéderons par la suite au nettoyage et à la pesée des déchets ramassés », a indiqué Stéphanie Jacquin de We-Recycle.



Acknowledgements

We-Recycle would like to express its sincere appreciation to the sponsors below for the CSR funding received in cash:

MAJOR SPONSORS

The Coca-Cola Foundation
The MCB Ltd
The National Social Inclusion Foundation

OTHER SPONSORS

Spoon Consulting Ltd
Jubilee Allianz Mauritius Ltd
Medscheme International
Sir Jean Etienne Moilin Ah-Chuen Foundation
Prochem Ltd
Ace Refiners Ltd
Goodwill Distribution
Taylor Smith Foundation
Canal Plus Contact Ltd

Get in Touch

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14923

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A17000027

CSR ACCREDITATION NUMBER
NCSRF/2018/0046

MRA Registered Charitable Institution
<https://www.mra.mu/index.php/taxes-duties/charitable-institutions/10-taxes/43-char-w>

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We-Recycle, Mauritius



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