



Annual Report 2023



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Message from The President



Dear Oui-Recyclers and Members,

I was honoured to be taking over the Presidency of We-Recycle in 2023 and with the hard work of the Managing Committee and dedicated staff, we achieved even better results.

2023 saw further progress in the operating environment for We-Recycle. Tourist numbers are back to pre-covid level, hotels are fully booked. The economy continued its improvement with a GDP growth of 7%. The high level of tourism activity, the continued growth in the economy and our increased educational and sensitization efforts contributed to PET collection growing from 35.4 tons in 2022 to 44.2 tons in 2023, Other Plastics had a slight drop from 5.1 tons to 3.9 tons (due to some contamination at our Savanne collection points) and Cans from 1.8 to 1.7 tons. We now have 110+ collection points in the Black River, Savanne and Plaines Wilhems Districts with the operation of two trucks in 2023. The number of persons sensitized through our educational and advocacy activities went up to 24,000 people in 2023. This included about 3,000 students at Standard 5, in mostly government primary schools. This is a signature programme which we are rolling out at the National level as we get more funding specifically for that purpose.

Our Income dropped from Rs 8.4M to Rs 1.9M mainly due to it being the second year of the Coca-Cola Foundation project. We again received major funding from the MCB and the National Social Inclusion Foundation in 2023. The comparable figure to pre-Coca Cola Foundation funding in 2021 was Rs 0.5M, therefore a comparable increase to Rs 1.9M. There were an additional 5 major donors and 6 other donors which are listed on page 19 of this Annual Report 2023. We shall continue to diversify our sponsorship base in 2024 and in the coming years to put We-Recycle on a firm financial footing.

In the early part of 2023, the Managing Committee together with some stakeholders and advisors held a Strategic Retreat. Many of the Recommendations of the Retreat have been implemented, with the rest to be implemented in 2024/25. To name a few: a) MQA approval received for our signature learning programme b) professional brochures for our other shorter learning programme and our team building/advocacy programme completed c) We-Recycle registered with the Ministry of Environment as a Recycler d) we have sharpened our communication materials and our collection activity, with pro-bono assistance from SAP and DELL and mentoring from the Global Rainbow Foundation and mentoring by EY e) our media presence has increased as detailed in "We-Recycle in the Media" section of this Annual Report f) our crushing of PET project is in progress with major efforts on fundraising g) we are increasing our fundraising capability by the involvement of consultants and collaborators. These excellent results in 2023 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, 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 recycling, the danger of plastic pollution and the mission of keeping our island clean and green. An innovative partnership with the Reuse Revamp campaign has us collecting used laptops to be refurbished to be donated to disadvantaged schools and organizations. In the process, students are taught how to repair laptops and re-utilize the electronic parts. 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 2024.

Rajiv Gujjalu

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 are 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, with the National Social Inclusion Foundation and with the MRA as a charitable institution.



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



Rajiv Gujjalu
President

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 25 years in Mauritius and Canada.



Antoine Kon-Kam King
Founder & Vice 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. He has worked in London, New York, Beijing, Nairobi and Mauritius.



Sean Fourmacou
Treasurer

Sean works as Responsable Conformité at HSBC France. Starting out as Graduate Civil Engineer at the National Development Unit, Sean has worked as consultant for 1 year for various NGOs before joining HSBC Mauritius as AML Assistant Manager. He holds a BEng Civil Engineering from the University of Mauritius.



Anantha Krishnan
Assistant Treasurer

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.



Shradha Ramah
Secretary

Shradha is a strategy partner at SBM (Mauritius) Ltd. After working for 3 years at Tongling University in China, she joined the Human Resources Team of SBM in 2014 and evolved in various departments. She holds a BSc with Honours in Economic Studies, Finance and Management from the University of London.



Elaine King
Founder & Assistant 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).

2023 at a glance

PET bottles
collected for recycling



2023 44,157 kg

2022 35,440 kg

2021 8,234 kg

Other types of plastics
collected for recycling



2023 3,924 kg

2022 5,074 kg

2021 2,820 kg

Cans
collected for recycling



2023 1,702 kg

2022 1,814 kg

2021 1,250 kg



+ 110 collection points in
Black River, Savanne and
Plaines Wilhems



2 collection
trucks



+ 30
ambassadors



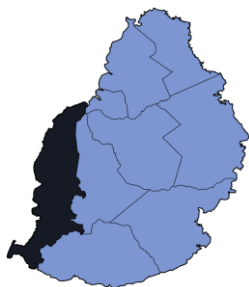
+ 23,892 persons
sensitized

Collection



We-Recycle cemented its collection from the public eco-bins of the Black River and Savanne 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.

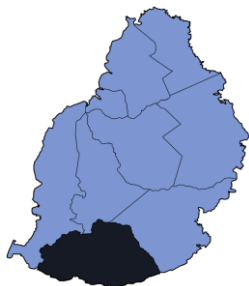
Additional collection points were secured in Ebene. We-Recycle also provided upcycled eco-bins to primary schools in Black River and Savanne, thanks to donations from Sofap. We-Recycle was donated 3 eco-bins by Coca-Cola which were placed in Black River.



Black River

+ 70 collection points

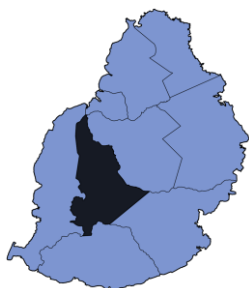
- Public eco-bins
- Gated communities
 - Restaurants
- Recreational Facilities
- Primary Schools
- Tertiary Institutions



Savanne

+ 40 collection points

- Public eco-bins
- Community Centres
- Social Welfare Centres
- Primary Schools

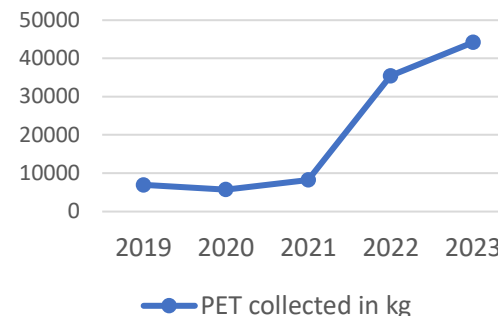


Plaines Wilhems

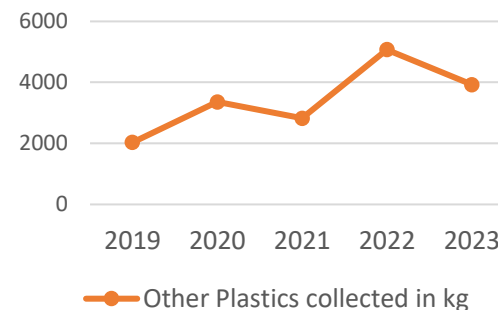
+ 15 collection points

- Corporates
- Secondary Schools

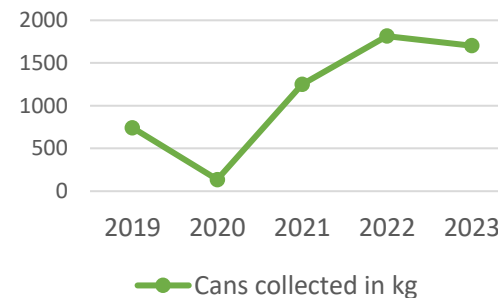
PET: 5-year growth



Other Plastics: 5-year growth



Cans: 5-year growth



Education



Primary and Secondary schools

2023 marked our entrance into primary schools for raising awareness on environmental pollution and recycling, through a program adapted to suit the learning capacities of students in disadvantaged areas. The program covers both primary and secondary schools.

During the year, the team of 9 educators delivered 155 sessions in 19 primary schools, as well as additional sessions for special groups and NGOs, reaching out to 3,654 students of Grades 1 to 6 and to nearly 700 students from public and private secondary schools. Our program achieved a 95% satisfaction rate, and our NGO was invited by some primary schools head masters for additional awareness sessions.

To complement the learning and ensure that students would remember and put into practice good waste sorting habits, all primary schools of Black River and Savanne which benefitted from our sessions were provided with one poster and at least one upcycled eco-bin.

We-Recycle also reached out to youth groups such as the Scouts of Saint Jean, teenagers from Paroisse de Saint Anne, and youth of Communauté du Chemin Neuf in Trou d'Eau Douce for awareness sessions and upcycling workshops.

Tertiary Institutions and Companies

We-Recycle delivered several learning workshops to students and staff of University of Mauritius (UTM). Furthermore, with the help of volunteers from Ecovadis (Mauritius) Ltd, learning workshops were delivered to Gamma Materials and Casela Nature Parks.



Community Outreach



Celebration of International Environmental Days

We-Recycle has at heart to commemorate special international days by hosting or participating to events around the island. Our message resonates even more during those special days. Our NGO also emphasizes on collaborations and partnerships for celebrating the special days.



World Environment Day – Clean-up and collection campaign in Bambous with Girl Guides, volunteers from Lakaz A and the Black River District Council



International Day of Zero Waste – Clean-up with students of Le Bocage International School at Albion Beach



Global Recycling Day – Lunch and Team Building with members, staff and volunteers at Casela Nature Parks



World Oceans Day – Upcycling workshop with primary students of Bel Ombre Government School



Earth Day – Nou Earth Day exhibition at Nautilus Albion, organized by The Rotary Club of Albion

Resikle Pou Grandi, an innovative project at La Valette, Bambous



We-Recycle, together with the NGO Quartier de Lumiere, embarked in a community project “Resikle Pou Grandi” for 2023-2024. The objective is to empower the inhabitants of La Valette integrated village to keep their environment clean, through a series of actions, events and workshops.

Among the various initiatives carried out in 2023 for this outreach project: several awareness workshops with the beneficiaries and the educators of Quartier de Lumiere, clean-ups with children of the village, activity day with beneficiaries of Quartier de Lumiere and staff of Ecovadis (Mauritius) Ltd in the context of their community welfare day, an outing for children at two recycling companies, several workshops with members of the forces vives Mouvement Constructif La Valette (MCL), and the co-organization of La Valette Eco-Fun Day with MCL, where collection drives were carried out for PET waste, e-waste and bulky waste in collaboration with MaxiClean, the Black River District Council and B.E.M. Recycling Ltd.



Launch of Resikle Pou Grandi on World Environment Day



Clean-up and activities with employees of Ecovadis



Collection Campaign for La Valette Eco-Fun Day



Meeting with inhabitants and MCL for making eco-bins

World Without Waste and I am Recyclable Campaigns

We-Recycle is one of the partners for the campaigns organized by Coca-Cola for collection, awareness and clean-up of PET waste throughout Mauritius.



Awareness in local communities

As part of its mission, throughout the year, our NGO organized regular campaigns with volunteering students from University of Technology Mauritius.

The awareness campaigns focused on Albion, Bambous, Gros Cailloux, and Beaux-Songes and had for aim to remind inhabitants to use the eco-bins available in those villages for disposal of recyclable plastics, so as to divert those wastes from the landfill.



Clean-ups with companies

From top to bottom: The MCB Ltd, Allianz Spain, BP2R, Concentrix, Canal+ Contact



Odysseo @The Beach Campaigns



We-Recycle, together with other partnering NGOs, participated to Odysseo's awareness and beach-clean up initiatives. Starting in Flic-en-Flac in June 2022, the campaign toured around Mauritius and concluded in June 2023 at Tamarin.



Awareness Campaign with Reuse Revamp



Recognizing the importance of reuse in the fight against waste production, our NGO has kicked off a joint awareness program with Reuse Revamp, whose specialty is to repurpose old laptops through Google Chrome Technology.

The first awareness and collection session was launched in the presence of US Ambassador Henry Jardine. 49 laptops were donated by ITL and 62 laptops were donated by KPMG, to be repurposed for distribution to people from vulnerable communities. The campaigns with Reuse Revamp will continue in 2024.

Other campaigns

We-Recycle again partnered with Veranda Group for its campaign Ensam Kont Plastik, hosted in 2023 by Veranda Paul et Virginie in Grand Gaube Village.

We-Recycle also partnered with the National Environment Cleaning Authority (NECA) for the cleaning and embellishment campaign of Chamarel Village.

Advocacy & Partnerships



Official Ceremony to mark the sponsorship received from The Coca-Cola Foundation



We-Recycle celebrated the reception of a second round of funding from The Coca-Cola Foundation to expand its collection and awareness activities in Black River, Savanne and Plaines Wilhems. To mark the event, a launch ceremony was held at The Mauritius Glass Gallery, in the presence of We-Recycle's partners, Managing Committee Members and collaborators. The Minister of Environment, Chief Guest of Honour for the event, recognized the role of NGOs as active actors of the circular economy landscape in Mauritius.

Partnership with Casela Nature Parks Ltd



We-Recycle signed a 5-year agreement with Casela Nature Parks for rental of premises and collaboration on learning workshops.

During 2023, as part of this collaboration, We-Recycle hosted learning workshops for employees of Casela, collected recyclable plastics and beverage cans, and provided insights on how to improve the waste sorting process within the park.

SAP's Social Sabbatical for global engagement program



We-Recycle was among the lucky few entities selected by SAP and Pyxera Global to participate in SAP's Social Sabbatical for Global Engagement Program. The consultants assigned to We-Recycle, Prithvi Nagalur, Tamara Benz and Carole Moteloyola, worked intensely during 3 short weeks to produce an IT solution tailored to the needs of our NGO for our collection process.

Mentoring by The Global Rainbow Foundation (GRF)

We-Recycle was selected by Actogether to benefit from mentoring by the Global Rainbow Foundation on the topic of Advocacy. Through several informative sessions, GRF guided We-Recycle in drafting an advocacy action plan.



DELL Pro-bono programme

We-Recycle chosen by Pyxera Global and Dell as one of the NGOs to be coached by Dell's employees as part of the Dell EMEA: Dec 13-14 Pro Bono Consulting Workshop. Our NGO was provided precious advice on how improve its marketing and better use its strengths to build longer term partnerships.

Mentoring by EY

EY has designated the 15th December 2023 as day of service for all their staff in Mauritius to volunteer to support the causes of NGOs across the island. We-Recycle was thus able to profit from the expertise of 4 motivated EY staff on marketing and fundraising strategies.



Participation to workshops, seminars, conferences, exhibitions

8 th February:	Launching of NSIF Impact Report
9 th March:	Presentation for SWIOFISH-AIODIS by the Indian Ocean Commission
23 rd March :	Launching of Plastic Challenge by Mission Verte
23 rd March :	Repair Economy Project by the Indian Ocean Commission
8 th June:	Conference by PIM "Mieux comprendre les défis, les enjeux et les perspectives autour des plastiques"
29 th June:	Deba Klima by MCB
3 rd & 28 th August:	Workshops by the Ministry of Environment on Regulations for the Waste Management and Resource Recovery Act 2023
25 th August:	Rencontre de l'Economie Circulaire by Business Mauritius
14 th – 17 th September:	Recycling Exhibition by Coeur de Ville Flacq
23 rd – 24 th September:	Recycling Exhibition by Coeur de Ville Tamarin
28 th September:	Official launching of Reuse Revamp
14 th – 15 th October:	Foire Anti-Gaspillage by the Ministry of Environment
24 th November:	Panelist for the Southern Sustainability Symposium by KIP Centre for Leadership
1 st December:	Jury Member for the Vistra Upcycling Context



We-Recycle in the Media



Acknowledgements

We-Recycle would like to express its sincere appreciation to those who have enabled our NGO to carry out its mission successfully in 2023

MAJOR SPONSORS

The Coca-Cola Foundation
The MCB Ltd
Taylor Smith Foundation
The National Social Inclusion Foundation
The UK Mauritius Charity Trust Fund Ltd
Phoenix Beverages
Casela Nature Parks

OTHER SPONSORS

Medscheme International
Sir Jean Etienne Moilin Ah-Chuen Foundation
Prochem Ltd
New Goodwill Co Ltd
Canal Plus Contact Ltd
Vistra (Mauritius) Ltd

CONTRIBUTORS

EY
SAP
DELL
Pyxera Global
The Black River District Council
The National Empowerment Foundation
Mauritius Girls Guide Association
Mouvement Constructif La Valette
Fondation Medine Horizons
Global Rainbow Foundation
Quartier de Lumiere
Kolektif Rivier Nwar
Reuse Revamp
Coeur de Ville
Actogether
Ecovadis
Sofap

Get in Touch

NGO REGISTRATION NUMBER

14923

BRN

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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