



# 2024 ACTIVITY REPORT

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# About We-Recycle



## Our Mission

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

## Our Vision

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

## Our Values

• Passion • Team Work • Collaboration • Professionalism • Making a Difference

## Code of Professional Conduct

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

## 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

## About We-Recycle



We-Recycle is dedicated to advancing the United Nations Sustainable Development Goals (SDGs). Through our collection, education and advocacy pillars and through meaningful partnerships, we seek to actively work towards creating lasting impact in Mauritius.



# Message from the President

Dear Supporters, Partners, and Friends of We-Recycle,

As we reflect on 2024, I am pleased to share the positive strides We-Recycle has made in advancing our mission of promoting sustainable waste management and fostering a culture of environmental responsibility. This year, through collective effort and unwavering commitment, we have expanded our impact, strengthened partnerships, and deepened our engagement with communities across Mauritius.

We-Recycle has been selected by the Mauritian Government to participate as a member of the Plastic Management Committee under the aegis of the Ministry of Environment and Solid Waste Management. We also became a signatory to the international Global Tourism Plastic Initiative.

The Managing Committee directed resources to start the transitioning from collection to semi-processing of collected plastics to be used locally, thus joining the circular economy. This is in preparation for implementation of government policies to start sorting and collection at individual household level. We are committed to continuing our collection as a activities as long as we are able to fund raise for that purpose.

We are particularly proud of our innovative primary school program which is raising public awareness about the importance of responsible recycling and the importance of the circular economy. The program is approved by the Ministry of Education and we intend to double the number of students to be reached in 2025.

None of this would have been possible without the dedication of our volunteers, our eco-educators, the generosity of our sponsors, and the collaboration of our stakeholders. Your support fuels our efforts and inspires us to push ourselves in our fight against plastic waste pollution.

Looking ahead, we remain committed to driving sustainable change, expanding our outreach, and advocating for policies that support a greener future. Together, we can build a cleaner, more sustainable Mauritius for generations to come.

Thank you for being part of this journey.

**Rajiv Gujjalu**  
President, We-Recycle



# Leadership



Rajiv Gujjalu

President

Director at Medscheme International Ltd

Experience in the financial services industry in Mauritius & Canada



Antoine King

Vice-President & Founder

Ex Director at UNDP and UN Habitat

Experience in Strategic Planning and Finance in USA, Africa & Asia



Vanessa Lee

Treasurer

Strategy Partner at SBM (Mauritius) Ltd

Experience in Finance, Insurance, Banking and Sustainability



Anantha Krishnan

Assistant Treasurer

Ex Head of Youth Program at UN Habitat

Experience in International Development in several countries



Shradha Rama

Secretary

Strategy Partner at SBM (Mauritius) Ltd

Experience in Change Management, Strategy and Research



Elaine King

Assistant Secretary & Founder

Ex Manager of GEF funded projects at UNEP

Experience in Finance and Administration in USA, Africa & Asia

# Leadership



Sean Fourmacou

Co-opted  
Board Member

Responsable Conformité  
at HSBC France

Experience in Anti-Money  
Laundering in Mauritius &  
France



Prakash Ramiah

Co-opted  
Board Member

Independent Renewable  
Energy Consultant

Experience in Marketing  
and Project Management  
in Renewable Energy



Mervyn Tse

Co-opted  
Board Member

Operations Manager at  
Swan Forex

Experience in Internal Audit  
and Risk and Information  
Systems Control



Stephanie Jacquin

Manager

Experience in ESG  
analysis and  
Management

# 2024 Impact Highlights



**18,971 kg of wastes**

diverted from the landfill



**30,106 people**

sensitised on waste management

**39 outreach activities**

to support local communities

**7 full-time staff**

deploying projects and activities

**30+ ambassadors**

helping us spread our mission

**1 international initiative**

officially endorsed\*

**1 national award**

won as recognition\*\*

**8 years**

of creating impact

\* Global Tourism Plastics Initiative (GTPI) by UNEP

\*\* 2<sup>nd</sup> Runner-Up at the Environmental Awards 2024

# Collection

We-Recycle's collection volume experienced a significant drop during the year due to several factors.

- a) Given the impending implementation of the Government's directive to separate and collect household waste at source, the Managing Committee directed our NGO to concentrate its collection activity in the district of Black River.
- b) The twin-fold challenges of (1) securing financial resources for maintaining former collection levels, and (2) reduced availability of local/international recyclers willing to accept plastic waste at a reasonable price further influenced our decision to reduce the collection activity, which is in itself an extremely costly and labour-intensive process.

Strategically, We-Recycle took the decision to engage in the local circular economy by starting to semi-process the recyclable plastics it collects to service local industries. Going forward, this is an activity We-Recycle is likely to expand into.



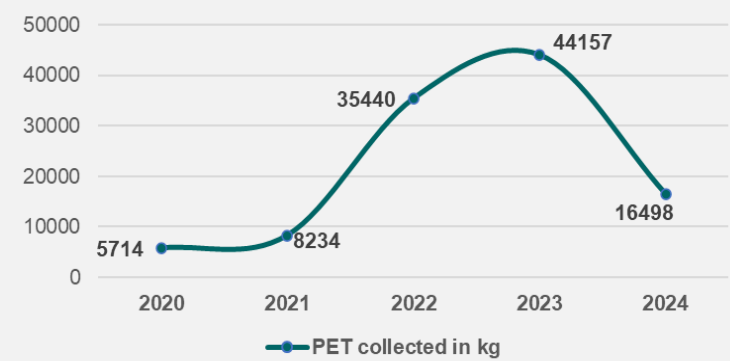
## Key Figures

- More than 110 collection points
- 2 collection trucks operating daily
- Collection staff comprising 2 drivers and 2 helpers

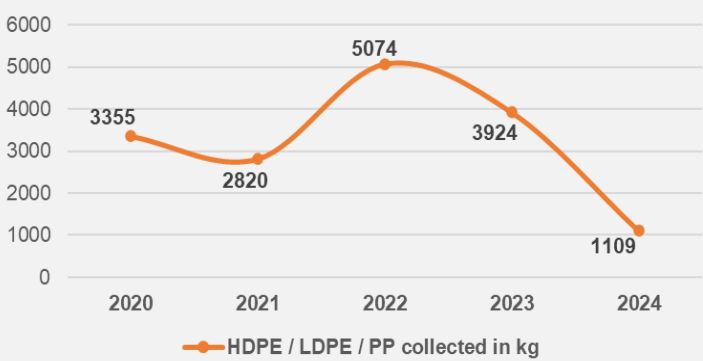


# Collection

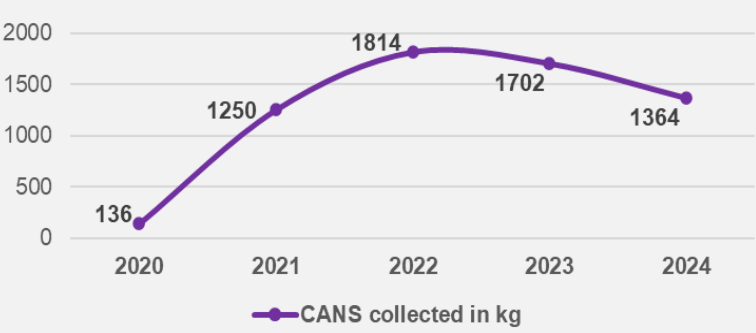
Evolution of PET collected



Evolution of HDPE / LDPE / PP collected



Evolution of CANS collected



## Partnering with Maurilait Ltee to service a new eco-bin

We-Recycle added a major collection point to its list: an eco-bin sponsored by Maurilait for the company's Yop and Perette products, launched at Super U Tamarin in partnership with Coeur de Ville Tamarin.



# Education

2024 marked the entrance of We-Recycle in all primary schools of Mauritius to deploy its signature learning program. Thanks to an enlarged team of eco-educators, We-Recycle reached out to Grade 5 students for raising awareness on sustainable waste management, responsible consumption and the importance of keeping the environment clean.

	2023	2024
Number of schools	19	253
Geographical reach	Black River & Savanne	All districts except Rodrigues
Number of sessions	155	386
Grade(s)	1 to 6	5 only
Number of beneficiaries	3,451	8,999
Number of eco-educators	9	15

## Other awareness to primary students

- Telfair International Primary School, launch of Maurilait eco-bin
- Richelieu and Bel Ombre Government Schools, Earth Day celebration
- Olivia Government School, World Environment Day celebration



Delivering key environmental messages to future citizens through storytelling



Encouraging the youth to practice waste sorting through interactive games

# Education

Our NGO continued its delivery of awareness sessions on environmental sustainability to secondary and tertiary students, as well as to corporate organisations. These sessions focused on educating participants about the urgent need for eco-friendly practices and how each and everyone can, through simple actions, contribute to a more sustainable future.

## Awareness sessions to teenagers and adults

- Adventist College – Grades 11, 12 and 13
- University of Technology Mauritius (UTM) – Students involved in Community Learning and Engagement
- University of Mauritius (UoM) – Students from the Faculty of Engineering
- Universite des Mascareignes (UdM) – Students from Engineering, Banking and IT field
- Veranda Grand-Baie
- Accenture (Ebene)
- Veranda Tamarin
- University of Mauritius (UoM) [Cleaning staff]
- Taylor Smith Shipyard



*Awareness with engineering students from University of Mauritius (UoM)*



*Awareness at Adventist College*

# Community Outreach & Advocacy

We-Recycle carried out successful clean-up initiatives in collaboration with a diverse range of stakeholders, and actively participated in partners' environmental campaigns. These joint actions not only played a vital role in enhancing the impact of our NGO's efforts, but also reinforced the importance of collective responsibility in preserving our island for future generations.



Clean-Up with Lanatir Pou Zot Tou and Spoon Consulting Ltd



Clean-Up with MCB employees

## Inland and beach clean-ups activities

- **Global Recycling Day:** La Valette Village with Mouvement Constructif La Valette and Quartier de Lumiere
- **Earth Day:** Flic-en-Flac public beach with AfrAsia Bank Environment Squad
- **World Environment Day:** Hike and clean-up in the South-East with Lanatir Pou Zot Tou and Spoon Consulting Ltd, Sightness, Canal+ Contact and Vistra (Mauritius) Ltd
- **World Oceans Day:** Albion public beach with Winners
- **World Clean-Up Day:** PG Labonte at Le Morne with Club Suisse de Maurice
- **Other:** Le Morne Heritage Site with MCB employees, Flic-en-Flac public beach with students from Universite des Mascareignes, *Ensam Kont Plastik* campaign with Veranda Grand Baie and with Veranda Tamarin, *I am Recyclable* campaign with The Coca-Cola Company and PhoenixEarth Initiative



Clean-Up with Mouvement Constructif La Valette and Quartier de Lumiere

# Community Outreach & Advocacy

Resikle Pour Grandi at La Valette, our flagship community empowerment project launched in 2023, was concluded in 2024. During the year, we hosted again several workshops for raising awareness on plastic pollution and recycling, worked with the local community of La Valette for the construction of an eco-bin by the inhabitants, and handed over the project to members of Mouvement Constructif La Valette for continuity.



Workshop with Dr.Mahendra Gooroochurn



Workshops for Global Recycling Day

## Key initiatives

- Workshop by Dr.Mahendra Gooroochurn from The University of Mauritius on sustainable living in the context of climate change
- Workshops with beneficiaries of La Ruche Quartier de Lumiere for Global Recycling Day celebration
- Upcycling workshop with Trash to Musik for Plastic Free July celebration
- Construction and completion of eco-bin (cement-base and recycled plastic planks) by inhabitants of La Valette



Hands-on workshop with Trash to Musik  
for Plastic Free July



Construction of the first eco-bin at the heart of the  
village by a group of inhabitants

# Community Outreach & Advocacy

True to its mission, We-Recycle delivered impactful awareness and upcycling workshops to several NGOs and youth groups. We-Recycle also partnered with the National Empowerment Foundation (NEF) to sensitise their teenage and adult beneficiaries on plastic pollution and sustainable consumption, and with the Ministry of Environment, Solid Waste Management and Climate Change for their *Seminar for Youth on Environment* program.

## Key activities

- ARTivism with scouts of Sainte-Croix for World Oceans Day celebration
- ARTivism with students of St Enfant Jesus RCA for Music Day celebration
- Awareness and upcycling workshops for NEF beneficiaries in Bambous
- Awareness workshops with NGOs beneficiaries of The Taylor Smith Foundation: Organisation Ste Education de Roches-Bois and Groupe Féminin Mère Thérèse
- Clean-up at Corps de Garde and eco-educational tour at PIM Ltd for NEF teenage beneficiaries in Bambous
- Awareness and upcycling workshops for children, teenage and adult beneficiaries of Groupement Social de Souillac
- Practical workshop for youth leaders in collaboration with Ministry of Environment, Solid Waste Management and Climate Change
- Upcycling workshop with Mouvement Eucharistique des Jeunes (MEJ) in Mahebourg
- Awareness workshop with NGO beneficiary of PIM Ltd: Caritas Roches-Bois



Practical workshop for youth leaders during the Seminar for Youth on Environment Program



ARTivism with Scouts of Sainte-Croix



Upcycling workshop with young beneficiaries of Groupement Social de Souillac

# Engaging with Stakeholders



*Reuse Revamp partnership recognition ceremony*



*Nou Earth Day Exhibition with Rotary Club of Albion*

16<sup>th</sup> February

The National Empowerment Foundation (NEF)  
Community Working Group meeting for Black River

26<sup>th</sup> February

The National Social Inclusion Foundation (NSIF)  
Consultative Meeting for MoVolonter mobile application  
development

18<sup>th</sup> March

Official ceremony for the launching of PIM Recycling Ltd

19<sup>th</sup> March

Masterclass "Climat – L'éducation comme clé de la  
transition" by The MCB Ltd

20<sup>th</sup> March

Official launching of the Social and Environmental  
Responsibility Studies by Universite des Mascareignes

20<sup>th</sup> March

Reuse Revamp partnership recognition ceremony

22<sup>nd</sup> March

Rencontre du Club de l'Economie Circulaire by  
Business Mauritius

25<sup>th</sup> March

Closing Ceremony of The Mauritius Plastic Challenge

20<sup>th</sup> April

Nou Earth Day Exhibition with Rotary Club of Albion

25<sup>th</sup> April

Official launching of MoNatir mobile application by  
the Ministry of Environment, Solid Waste  
Management and Climate Change

30<sup>th</sup> April

Official launching of Kase Ranze by La Déchètèque

20<sup>th</sup> May

Conference by MloD "Planet versus Plastic" for Earth  
Day 2024 Celebration

# Engaging with Stakeholders



2<sup>nd</sup> runner-up of the Environmental Awards 2024 by the Ministry of Environment, Solid Waste Management and Climate Change



Global Tourism Plastics Initiative Train the Trainer workshop

1<sup>st</sup> June

Official launching of the MoVolonter mobile application by The National Social Inclusion Foundation (NSIF)

5<sup>th</sup> June

Exhibition by Accenture for World Environment Day

5<sup>th</sup> June

2<sup>nd</sup> runner-up at the Environmental Awards 2024 by the Ministry of Environment, Solid Waste Management and Climate Change

6<sup>th</sup> June

Deba Klima by The MCB Ltd

6<sup>th</sup> & 7<sup>th</sup> July

Foire anti-gaspillage by the Ministry of Environment, Solid Waste Management and Climate Change

13<sup>th</sup> August

Consultative workshop by the Ministry of Environment, Solid Waste Management and Climate Change

29<sup>th</sup> August

Rencontre du Club de l'Economie Circulaire by Business Mauritius

16<sup>th</sup> September

WIO Futures: Ocean Science in a Complex Geopolitical Landscape by Curtin University

19<sup>th</sup> September

Official launching of F1 in schools & donation of second-hand laptops by Reuse Revamp

14<sup>th</sup> October

Forum for NGOs by Fondation Ciel

6<sup>th</sup> November

Stakeholder working session by the Ministry of Environment, Solid Waste Management and Climate Change

25<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup> November

Global Tourism Plastics Initiative (GTPI) Train the Trainer workshop & We-Recycle join as Signatory

26<sup>th</sup> November

The National Empowerment Foundation (NEF) Community Working Group (CWG) meeting for Savanne

12<sup>th</sup> December

Rencontre du Club de l'Economie Circulaire by Business Mauritius

# We-Recycle in the Media



## Printed

08/03/2024

Mokazine "A propos de We-Recycle"

30/08/2024

Le Mauricien "Questions à Stephanie Jacquin"

25/10/2024

Le Matinal "Emtel célèbre le succès de l'initiative We-Recycle avec Winners et le soutien de la communauté"

03/12/2024

L'Express "Sans argent, les ONG ne peuvent pas fonctionner!"

29/12/2024

Le Defi Vert – Ecosphere, powered by MCB



## Radio

14/03/2024

Radio One Le Club by Miguel Hermelin

16/03/2024

Radio One Lavwa Nu Later by MCB

18/03/2024

Top FM Interview for Global Recycling Day

11/07/2024

Top FM Korek Pa Korek Li Bon Conner

09/09/2024

Wazaa FM Konn To Drwa Episode 8



## Online

18/03/2024

Top FM Interview for Global Recycling Day

11/07/2024

Top FM Korek Pa Korek Li Bon Conner

29/12/2024

Le Defi Vert – Ecosphere, powered by MCB

# Acknowledgements

## MAJOR SPONSORS

The Coca-Cola Foundation  
The MCB Ltd  
Taylor Smith Foundation  
The National Social Inclusion Foundation  
The UK Mauritius Charity Trust Fund Ltd  
Sir Jean Etienne Moilin Ah-Chuen Foundation  
Casela Nature Parks

## OTHER SPONSORS

Medscheme International  
New Goodwill Co Ltd  
Canal Plus Contact Ltd  
Vistra (Mauritius) Ltd  
Indian Oil

## CONTRIBUTORS

The Black River District Council  
The National Empowerment Foundation  
The University of Mauritius  
Mouvement Constructif La Valette  
Quartier de Lumiere  
Kolektif Rivier Nwar  
Groupement Social de Souillac  
Lanatir Pou Zot Tou  
Reuse Revamp  
Coeur de Ville  
Actogether  
Ecovadis

NGO Registration Number  
14923

Business Registration Number  
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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