

ANDE MAMMA

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The Spirit of Mamma's Love



## Eco-Social Business Organization

# Vision

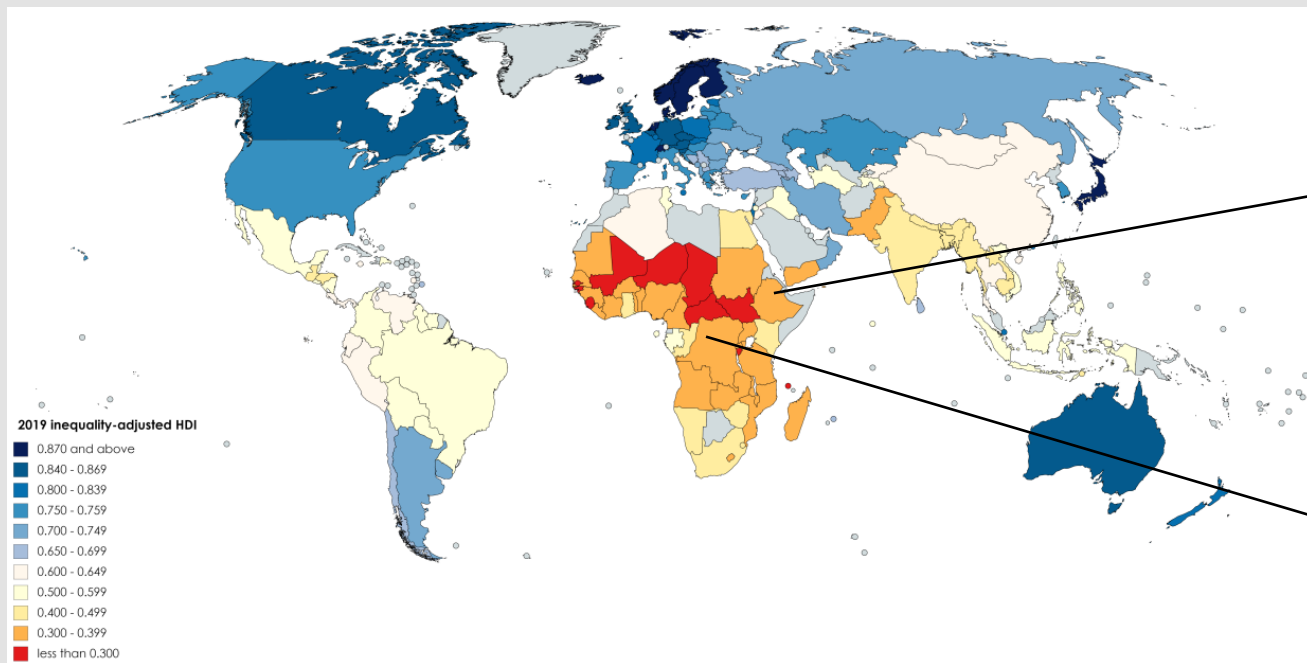
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Transforming Ethiopians' and Africans' low Human Development Index to greater than 0.8

Implements projects that

- Empower mammas (daily income < \$2) – **Community Empowerment**
- Care for the environment – **Sustainable Environment**

# Global HDI



# 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

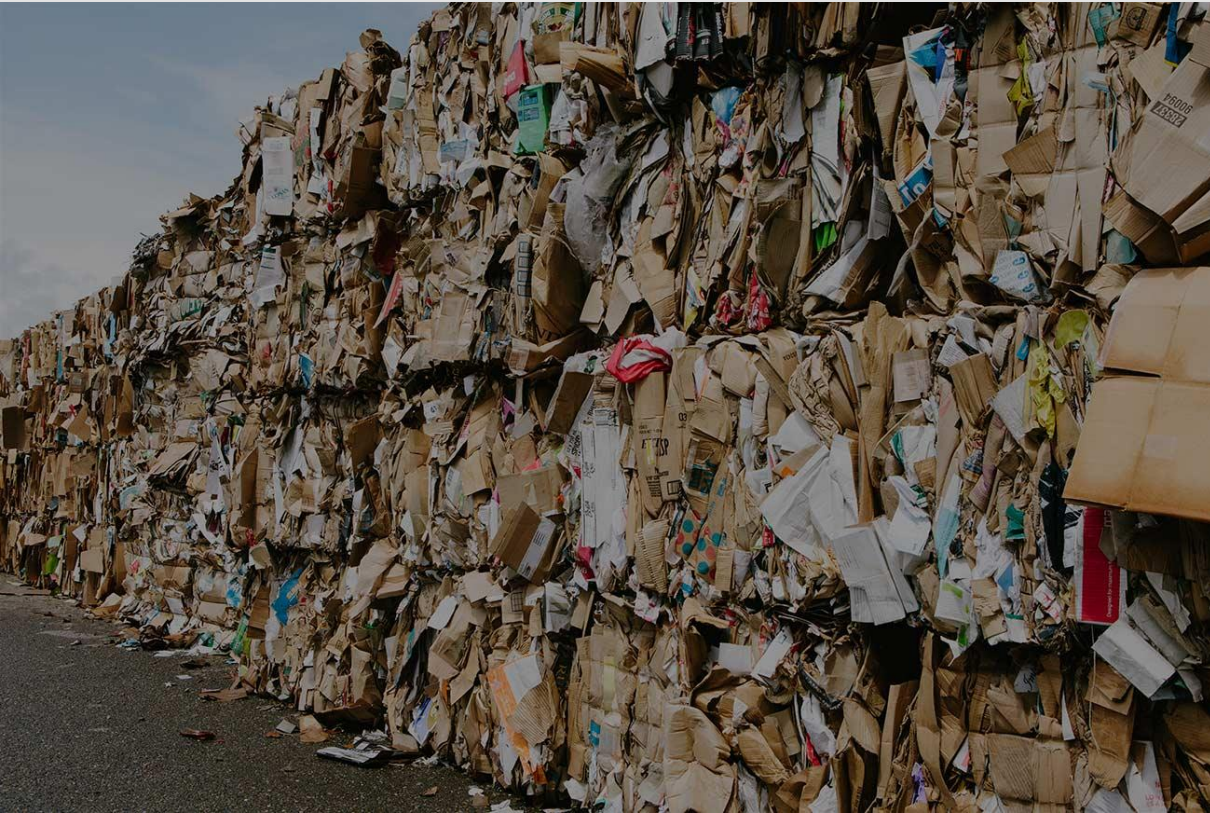


**C** Demand for recycled content products

**D** Laws, policies and incentives that favour reusing and recycling resources

# Used Paper Collection System

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Recycling Rates?

How are we disposing?



# Recycling



**The recycling industries in Ethiopia**

**Ethiopia's imports**



# Paper Upcycling

A Collection system for sufficient and appropriate used paper



# Paper Upcycling

## B 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

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**Marketable Skills Training- 1,050 mammas @ 5,000ETB/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**



# Community Empowerment

## Paradigm/Mind-set Shift

New Life

Waste is valuable

Worthy Life

No more incineration

I can live my dream

No more dumping





# Economic impact

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- 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

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**Incinerations**  
**CO<sub>2</sub> emissions**

**Landfills**

**Methane**





# Mamma Nature



<b><u>Virgin Fiber vs Recycled</u></b>			
Tree	24 trees	0 trees	100%
Energy	32 million BTUs	22 million BTUs	31%
Wastewater	22,219 gallons	10,372 gallons	53%
Solid waste	1,922 pounds	1,171 pounds	39%

# Mamma Nature



## LINEAR



## CIRCULAR



# Sustainable Development Goals (SDG)

**1** NO POVERTY



**2** ZERO HUNGER



**3** GOOD HEALTH AND WELL-BEING



**4** QUALITY EDUCATION



**5** GENDER EQUALITY




**6** CLEAN WATER AND SANITATION



**7** AFFORDABLE AND CLEAN ENERGY



**8** DECENT WORK AND ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**10** REDUCED INEQUALITIES



**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**13** CLIMATE ACTION




**14** LIFE BELOW WATER



**15** LIFE ON LAND



**16** PEACE, JUSTICE AND STRONG INSTITUTIONS



**17** PARTNERSHIPS FOR THE GOALS



**SUSTAINABLE DEVELOPMENT GOALS**



# Our Suppliers and Customers





# Our Partners



MINISTRY OF WOMEN  
AND  
SOCIAL AFFAIRS



ADDIS ABABA  
ENVIRONMENTAL  
PROTECTION AUTHORITY



ADDIS ABABA  
SOCIAL TRUST FUND



PETCO Ethiopia  
Recycling Community  
Organization



ETHIOPIAN  
WOMEN ENTREPRENURS  
ASSOCIATIONS



ETHIOPIAN  
ENVIRONMENTAL  
PROTECTION AUTHORITY

# Change - Partnership for the Dream – Action

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- Suppliers
- Consumers & Customers
- Networking Partners
- Training Partners
- Financial Partners
- Land for Scale

# International Mothers Day Annual Event -2022





# International Mothers Day Annual Event –Gratitude for Enhanced Partnership



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THANK YOU