

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre
for Cleaner Production



Massolia: The first online community dedicated to green technologies and the environment in Morocco

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Name:	Massolia
City, country:	Casablanca, Morocco
Name of entrepreneur/ founder:	Mr. Taha Amiar and Mr. Julien Dubearnes

Description	Massolia aims to develop green technologies in Morocco through information and economic promotion. He also wants to position itself as a developer of green initiative, and educate decision makers on environmental issues. The website is also an exhibition platform for service providers in the fields of environment and sustainable development.
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Investment	An initial investment of 200,000 MAD (18,000 EUR) covers only the costs of infrastructure: the server and the two websites. Consulting and other charges are not taking into account. The estimated turnover is around 2M MAD (180,000 EUR).
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Stakeholders	Users, enterprise, NGOs and social organisation.
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Employment generation	4 full time's employees.
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Timeline	2010: Creation.
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Feasibility study	Not available.
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Geo-social-economic setting	Not available.
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Key features	<ul style="list-style-type: none"> • Awareness and information dissemination. • Developer of Green Initiative.
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Overall rational and motivation	Not available.
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Strenghts	Not available.
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Challenges and constraints	Not available.
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Direct activities and Impacts	Not available.
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Use of innovative Technologies	Internet, e-mail, news letter, Facebook, Twitter.
Evidence of a holistic approach/world view	Not available.
Scale of benefits	Not available.
Policies, incentives and regulations needed	Not available.
Lessons and recomendations	Not available.
References: www.massolia.ma	

