

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre
for Cleaner Production



Generalitat de Catalunya
Departament de Territori
i Sostenibilitat

O'Dassia: Ecology in colors in Morocco

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Name:	O'Dassia Peintures
City, country:	Meknes, Morocco
Name of entrepreneur/ founder:	Abdessamad Jennane

Description	O'DASSIA develops building paintings providing, in addition to the standard range of finishes (glossy, semi glossy, matte and decorative) entirely green and without the use of solvents. These environmentally friendly products do not expose the environment and human health to hazard caused by repeated use of solvents. O'DASSIA products' are solvant free and entirely based on water.
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Investment	The initial investment of the project is about 12 million MAD (1,1million EUR). The turnover today is about 60 million MAD (5,5 million EUR).
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Stakeholders	Buildings, decorative painters, industries.
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Employment generation	65 permanent jobs.
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Timeline	2007: Lunching.
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Feasibility study	The paint market in Morocco is highly competitive. Ecological paint market remains very lightly exploited. The proof on success of the project is that the company managed to achieve benefits in the second year of creation.
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Geo-social-economic setting	Not available.
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Key features	Creativity and commitment to environmental protection.
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Overall rational and motivation	Not available.
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Strenghts	Not available.
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Challenges and constraints	Training in painting techniques without water. Awareness about the harmful effects of solvents on human health and the environment.
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