

# Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre for Cleaner Production



## Collectun D3E Recyclage: WEEE Recycling in Tunisia

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**Name:** Collectun D3E Recyclage  
**City, country:** Tunis, Tunisia  
**Name of entrepreneur/ founder:** Ms. Temimi Ines and Mr. Covi Alain

**Description** Collect, transport, dismantle and recycle W.3.E. (Waste Electric and Electronic Equipment). COLLECTUN D3E RECYCLING was established in 2009 as an exporter of Tunisia Metal Scrap products. The company is located in Tunisia, recycles wastes of electric and electronic equipment and has an agreement for selling and export used electronic wastes (rich and poor electronic card, hard drive, power supply, cables, etc.) The products are well sold worldwide markets, including Western Europe. The company is known for paying particular attention to quality, customer, prompt delivery and service.

**Investment** *Start up capital:* 16,000 dinars.  
*Sources of funding:* Private Funds.

**Stakeholders**  
*Shareholders:* Temimi Ines and Covi Alain.  
*Customers:* Recycling Companies Nokia – Shell – EPPM – STB (Société des Banques Tunisiennes) – TUNISIANA.  
*Providers:* Government, Companies with used equipment to recycle, producers of electronic wastes.  
*Strategic partners:* none.  
*For local market:* Plastic and iron recyclers.  
*For export:* European Companies.  
*European partnership:* Companies specialized in recycling W3E.  
*International partnership:* Signatory countries of the Basel Convention.

**Employment generation** Not available.

**Timeline** Date of Start up: September 2009.  
 2010: Significant increasing of the turnover (90,000 TD ).  
 Progresses up to 2011: Estimation of turnover equal to 2010 achievements.

**Feasibility study** The owner did not carry out an thorough feasibility study but studied on her own the market of electronic wastes recycling in the EU and US market and observed the absence of similar companies in Tunisia. Although a dedicated fond (FODEP) is established, the heavy procedures discouraged the access to the public funds and she started with her own capital. She keeps on investing in her company her own capital.

**Geo-social-economic setting** Collectun operates in Grand Tunis. 80% of the turn over is on export activities.

<b>Key features</b>	Collect more electronic wastes; Contribute to better regulations for the destruction of hard electronic wastes. Improve the winning matching of making business while protecting the environment.
<b>Overall rational and motivation</b>	Not available.
<b>Strenghts</b>	One of the first D3E recycling companies in Tunisia with local and European partners specialised in recycling.
<b>Challenges and constraints</b>	One of the biggest challenges faced by the company is the sensitization of businesses in recycling electronic wastes and to collect used phones to include in the recycling process.
<b>Direct activities and Impacts</b>	<p><i>Social:</i> Direct and indirect employment creation (collectors, recyclers, transportation...)</p> <p><i>Environmental:</i> Recycling of polluting materials (plastics, iron, etc.) and re-use of materials contributes to better and more healthy environment and to the protection of natural resources in Tunisia.</p> <p><i>Economic:</i> Collectun provides services to industrial companies for collecting electric and electronic and indirectly contributes to raise awareness of the importance of recycling. It also contributes to generate work for smaller recyclers involved in the company business.</p>
<b>Use of innovative Technologies</b>	Collectun owners are planning to buy a special machine to destroy hard drive, used phones, electronic card, etc. They ar in search of European funds allocated for the recycling companies to buy new machines, establish a bigger factory and increase the company turnover and employment opportunities.
<b>Evidence of a holistic approach/world view</b>	The electronic wastes are considered as dangerous wastes. Recycling them is a must!
<b>Scale of benefits</b>	Collectun has achieved a tremendous growth in term of financial turn-over in few years in a difficult and not always well regulated market. The company objective is to become a leading company in the field of D3E recycling in Tunisia.
<b>Policies, incentives and regulations needed</b>	Respect of the Basel Convention for the transportation and packing of wastes.
<b>Lessons and recomendations</b>	Keep systematically informed of the recycling solutions of electronic wastes (the less expansive and those that have a bigger impact on the environment).

#### References:

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#### Other references:

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