

# Green Entrepreneurship

## Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre  
for Cleaner Production



### Eco-Oleo: Recycling of used cooking oil in Tunisia

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**Name:** Eco-Oleo  
**City, country:** Bou Argoub, Tunisia  
**Name of entrepreneur/  
 founder:** Melik Guellaty

**Description** Collection and recycling of used cooking oil from food industry.

**Investment** *Start up capital:* 141,000 Dinars.  
*Rate of return on investment:* 50%  
*Sources of funding:* 30% Private Funds; 70% loans.

**Stakeholders** *Customers:* 100% export (Italy, Malta, Spain, other European countries).  
*Providers:* Hotel chains.  
*Strategic partners:* no.  
*European partnership:* no.  
*International partnership (other than European):* no.

**Employment generation** Not available.

**Timeline** Date of Start up: March 2006  
 Progresses up to 2011: 100% increase of the turnover since the start up.

**Feasibility study** The owner did not undertake a feasibility study but built his project based on the experience of similar business observed and studied in France and applied it to the Tunisian environment and priorities.

**Geo-social-economic setting** Where does the company operate: All over Tunisia and it is now opening an equivalent company in Morocco.

**Key features** Collection and recycling of cooking oil that is used throughout the country by Hotel chains and restaurants to bring them in line with respect to the law 96-41 and ISO 14001 environmental certification standards.

**Overall rational and motivation** Not available.

**Strenghts** Sharp organization of the recycling collection and recycling awareness rising. Eco Oleo allows their clients (hotels and restaurants) to be in compliance *vis-à-vis* environmental international certification standards.

**Challenges and constraints** Despite the clear regulatory framework, the owner experienced several problems at the beginning of his business venture mainly due to difficulties with the Former Ministry of Environment and the organization of local collectors.

<b>Direct activities and Impacts</b>	<p><i>Social:</i> The Company is engaged in developing better living condition at the community level and of its employee's families.</p> <p><i>Environmental:</i> Reduction of 1,200 tonnes per year of used cooking oil into the drainage systems and in the units of waste water treatment.</p> <p><i>Economic:</i> Community development and creation of new jobs.</p>
<b>Use of innovative Technologies</b>	None.
<b>Evidence of a holistic approach/world view</b>	To achieve the goal of producing 100%biodiesel from used cooking oil, and thus contribute to create energy independence.
<b>Scale of benefits</b>	Despite the many difficulties encountered at the start up level Eco-Oleo succeeded in overcoming the constraints caused by an important informal market in the recycling process. The company collects used oils independently and directly from their clients (Hotel chains and restaurants) with which they stipulated annual collecting agreements.
<b>Policies, incentives and regulations needed</b>	A better regulation could prevent the informal work to endanger the recycling sector. Several authorized small companies have already closed down due to the incidence of the informal market of collectors.
<b>Lessons and recomendations</b>	Strong motivation, competence and innovative approaches are key factors to overcome the difficulties and to succeed in emerging sectors.
<b>References:</b>	
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