

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre
for Cleaner Production



Pro-Clean: Municipal waste management in Tunisia

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Name: Pro-Clean
City, country: Tunis, Tunisia
**Name of entrepreneur/
founder:** Wafa Makhlouf Sayadi

Description The Company's core business is the collection of household wastes and the manual and mechanical cleaning of littoral areas.

Investment *Start up capital:* DT 30,000.
Sources of funding: Private funds and conventional bank loans.

Stakeholders *Shareholders:* None.
Customers: Ministry of Environment.
Providers: None.
Strategic partners: None.
European partnership: None.
International partnership (other than European): None.

Employment generation Not available.

Timeline Date of Start up: 2003.
 Progresses up to 2011: The company was at risk of closing down but succeeded in overcoming the difficulties by diversifying the service offer.

Feasibility study The owner did not undertake a feasibility study. Pro-Clean builds on the experience of the family business in Monastir (Tunisia) that operates in the field of waste collecting for 20 years.

Geo-social-economic setting The company operates in Ben Arous, Grand Tunis.

Key features The family business in the environmental field inspired the owner to follow the path of her father and relatives and to create her own small company in the same field. A long tradition and an inherited capacity of matching business with the protection of environment.

Overall rational and motivation Not available.

Strenghts Due to the experience and the long history of the family business, Pro-Clean can claim a significant knowledge environmental work as well as the different stakeholders operating in the sector.

Challenges and constraints	The owner experiences difficulties in accessing financial support and to emancipate from family support and private investment.
Direct activities and Impacts	<i>Social:</i> Promote cleaner environment and cleaner cities. <i>Environmental:</i> Contribute to raise awareness of citizens in relation to environmental and waste management problems. <i>Economic:</i> Increased turnover, employment creation for more people.
Use of innovative Technologies	Due to the difficulties encountered during the 3rd year of activity, the owner undertook a strategy of diversification and moved the core business from waste collection to littoral zones cleaning. The company is one of the few in Tunisia that uses mechanical cleaning machine.
Evidence of a holistic approach/world view	Nature exists for the survival of all species and we must include them when we plan to become entrepreneurs.
Scale of benefits	The owner encountered many constraints at the beginning due to the lack of financial aid from the State agencies despite it benefited of the 21-21 Fund dedicated to young entrepreneurs. Her strong motivation and will from one hand, and the opportunity to present the case of her company in front of the local administration allowed the company to survive and to still operate in diversified market niches.
Policies, incentives and regulations needed	As a young entrepreneur, she experienced a number of constraints at the start up level and later to consolidate the business. She claims the absence of dedicated structures and financial supports and of the will to concretely help young entrepreneurs working in the field of waste collection.
Lessons and recommendations	Build on her own experience she recommends that more financial incentives are allocated to develop small companies that can further create more workplaces.
References:	62, Av 7 Novembre – Hammam Chatt, 1164 Tel.: 0021621407178 Fax: 0021671410990 e-mail: proclean@topnet.tn/

Other references:

Municipality of Hammam Chatt
Smsi, Apal, Anged, Anpe.

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