

# 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

## EcoloMag: The first Tunisian environmental magazine

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<b>Name:</b>	<b>EcoloMagTunisie</b>
<b>City, country:</b>	<b>Sfax, Tunisia</b>
<b>Name of entrepreneur/ founder:</b>	<b>Attafi Mohamed</b>

<b>Description</b>	Founded upon the wish to communicate the news in the field of ecology, environment and sustainable development, EcoloMagTunisie is the first magazine in Tunisia which seeks to further research and debate on the nexus between environment and development issues at local, national, regional, and international level. "EcoloMagTunisie" provides a platform that bridges the parallel debates among policy makers, attorneys, academics, business people, and NGO activists worldwide.
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<b>Investment</b>	<i>Start up capital:</i> ≈ DT 4,000. <i>Sources of funding:</i> Private funds.
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<b>Stakeholders</b>	<p><i>Shareholders:</i> None.</p> <p><i>Customers:</i> Advertisers who seek to 'advertise' their environmental policy.</p> <p><i>Providers:</i> None.</p> <p><i>Strategic partners:</i> SweepNet: The regional network of solid waste exchange of information and expertise in Mashreq and Maghreb regions; United fashion for peace: an event management group dedicated to raising awareness of the importance of ethnic artisans' work by organizing relevant activities and events; GDA: The Ecological Group for Sustainable Development Sidi Amor - Promoting Integrated Projects for Local Sustainable Development in the semi rural area and natural site of Sidi Amor. several associations.</p> <p><i>European partnership:</i> GIZ: The Deutsche Gesellschaft für Internationale Zusammenarbeit (German Development Cooperation), "Maison de France".</p> <p><i>International partnership</i> (other than european): AIESEC: global youth organization.</p>
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<b>Employment generation</b>	Not available.
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<b>Timeline</b>	Date of Start up: 15 April 2011 Progresses up to 2011: Number of visit: 33.829; Number of Page Views: 60.108; New visitors: 77.36%
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<b>Feasibility study</b>	EcoloMag carried out a survey on its audience to demonstrate that in Tunisia environmental issues are not given enough space in the media; to assess a concrete need and to explore market opportunities.
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<b>Geo-social-economic setting</b>	MENA region and Africa, with particular emphasis on Tunisia.
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<b>Key features</b>	Ecology, Environment, sustainable Development, Nature, Biodiversity, Pollution, Renewable Energies... Perspectives: – directory of various organizations working in the field; – “Green Shop” online: online sale of green products and bio; – produce documentaries and reports to promote ecotourism in the country; – produce a handbook for companies and industries such as a guide to adopt environmental policies.												
<b>Overall rational and motivation</b>	Not available.												
<b>Strenghts</b>	EcoloMag Tunisia strengths can be listed as follows: – leader in the media dedicated to the environment in Tunisia; – a broad network of contacts; – motivated & dynamic the team; – creative forward minded team of youth.												
<b>Challenges and constraints</b>	The basic challenge of EcoloMagTunisie is to be the major reference for information in the field of environment in the country. Our main constraints to achieve our goals are: – funding sources in order to expand our activities; – training in journalism; – Skilled Human Resources.												
<b>Direct activities and Impacts</b>	<i>Social:</i> promote eco-citizenship. <i>Environmental:</i> raise the awareness of citizens in relation to environmental problems. <i>Economic:</i> Promote green entrepreneurship and concur in the creation of environmental employments.												
<b>Use of innovative Technologies</b>	The organizations works with Web 2.0; M/E-Marketing; “Clean” technologies.												
<b>Evidence of a holistic approach/world view</b>	Since 1970, the market of environment has undergone a rapid evolution. Limited to the original clearance, it has extended for ten years with the emergence, in most sectors of the economy, products and “clean” technologies. The ‘environmental’ market remains difficult in terms of statistical assessment due to the lack of standardized definition. Nevertheless, the United Nations Environment Programme (UNEP) estimates the market value in EUR 1,400 billion, or 2.5% of global GDP and may grow about 10% annually in the coming years strong mainly driven by new emerging sectors (renewable energy and energy efficiency).												
<b>Scale of benefits</b>	Provisional Budget (in TD): <table border="1"> <thead> <tr> <th>YR 1</th> <th>YR 2</th> <th>YR 3</th> <th>YR 4</th> <th>YR 5</th> <th>TOTAL</th> </tr> </thead> <tbody> <tr> <td>419</td> <td>14,580</td> <td>10,930</td> <td>15,459</td> <td>17,484</td> <td>58,872</td> </tr> </tbody> </table>	YR 1	YR 2	YR 3	YR 4	YR 5	TOTAL	419	14,580	10,930	15,459	17,484	58,872
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419	14,580	10,930	15,459	17,484	58,872								
<b>Policies, incentives and regulations needed</b>	Ensure intellectual property; Get media-pass.												

**Lessons and  
recomendations**

None at the moment.

**References:**

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**Other references:**

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