



# **GREEN APPLE IMPACT REPORT**

**2023**



## **ABOUT GREEN APPLE**

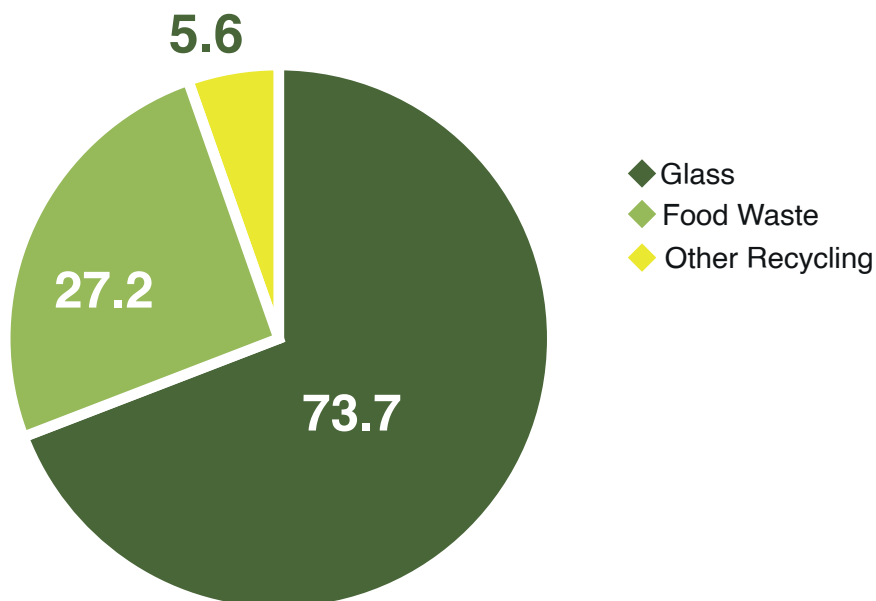
Since its establishment in 2018, Green Apple has fostered a symbiotic relationship between local communities, environmental preservation, and the hospitality industry. With our glass recycling and waste management services, bars, hotels, and restaurants have the opportunity to reduce their environmental footprint while creating stable and dignified employment opportunities for people from underserved demographics.

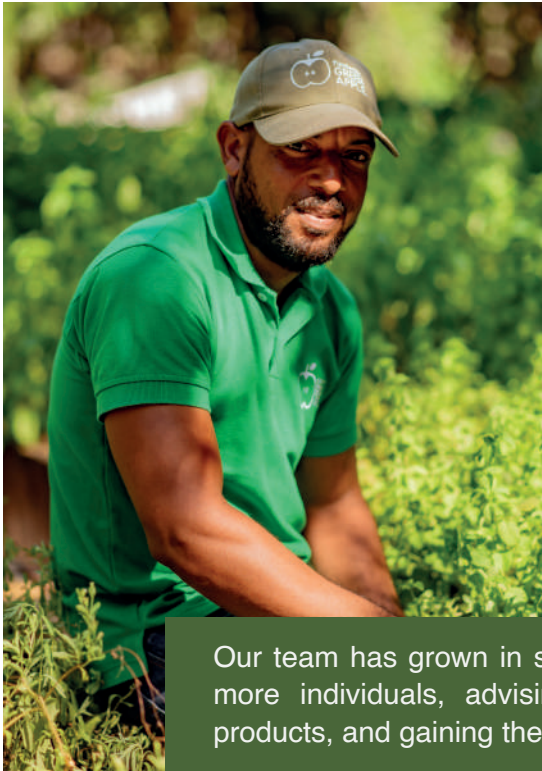
# 2023: RECOGNITION AND FUNDING TO GROW

The year 2023 was exciting and fulfilling for the entire team. We recycled more than in any previous year, not just through collection services but also by replicating our micro-models in satellite island sites to help hotels and communities recycle self-sufficiently.

In fact, in 2023, we diverted 27% more waste from landfill than in 2022, reaching our first ever 100+ ton year!

## 2023 Recycling Total (tons) with the Green Apple Foundation = 106.6 tons





Our team has grown in size and capability—managing more projects, training more individuals, advising more businesses, developing and testing new products, and gaining the recognition they deserve as circular economy experts.

**They are the reason that Green Apple has diverted 100 tons of waste this year - thank you team!**

We were awarded “**Green Business**” status by the government's environmental agency, EPA, and we are now part of the regional Circular Economy working group.

**We've welcomed hundreds of people:** chefs, bartenders, hospitality managers, tourists, community leaders, drinks brands, sustainability managers, and journalists—to see our facilities, crush a bottle into sand, buy an upcycled glass, and learn about the local equitable circular economy we're creating.

**The press has talked wonders about us.**

# AFAR Y Forbes

## THE FIRST INDUSTRIAL GLASS TRANSFORMATION CENTRE IN CARTAGENA

After years of hard work, not least in recovering our strength and financial position after COVID, in 2023, we were invited and encouraged to dream big when we entered, and then **won, the Tahona Society's \$50,000 USD Global Positive Impact grant in Mexico.**

We're thrilled to say that in 2024, we'll be opening Cartagena's very first industrial glass recycling centre, **a place where glass from up to 200 hospitality businesses will be transformed into new products, with the capacity to divert up to 100 tons of glass a month from landfills.** More on that in 2024!

To set up the first high volume recycling centre in the city, has always been our dream, enabling us to serve more hospitality businesses and create more opportunities for underserved communities across Cartagena. Thanks to the prize money from the Tahona Society and a corresponding matched donation from our original funders, Treebeard Trust in the UK, we're delighted to be on track for launch in 2024.

The centre will be based in town rather than on the islands, simplifying logistics and facilitating economies of scale. Larger machinery using a different technology will allow us to recycle a ton of glass per hour, with far less wear and tear and better quality sand output. It's happening, and we couldn't be happier!



# GREEN APPLE 2023 IN NUMBERS

And that's not all. While we've been planning the new strategy and operation, we've also been growing and diversifying our core services. Here's how:



- We supported **22 companies** in waste management.
- We trained over **300 employees** on how to separate and manage their waste.
- We carried out **consultancy projects with 5 companies in the islands**, helping them become self-sufficient in terms of waste management.



- We supported 6 artisans with materials, training, and a space to make glass products.
- We sold more than 2,000 handmade glass products to bars, restaurants, hotels, and visitors in Colombia.
- We opened 2 new store spaces in Cartagena.



- We employed **4 full-time workers and 4 part-time workers** with formal contracts.
- We supported **2 additional sites on the islands** with glass crushing machines and their operations, resulting in **2 full-time jobs and 1 part-time job**.



- **We diverted 107 tons of recyclable waste from landfills:**
  - 74 tons of glass and 26 tons of organic waste at three sites.
  - We diverted 6 tons of other recyclable waste from landfills.
- We sold **51 tons of sand** for use in construction and sandblasting.



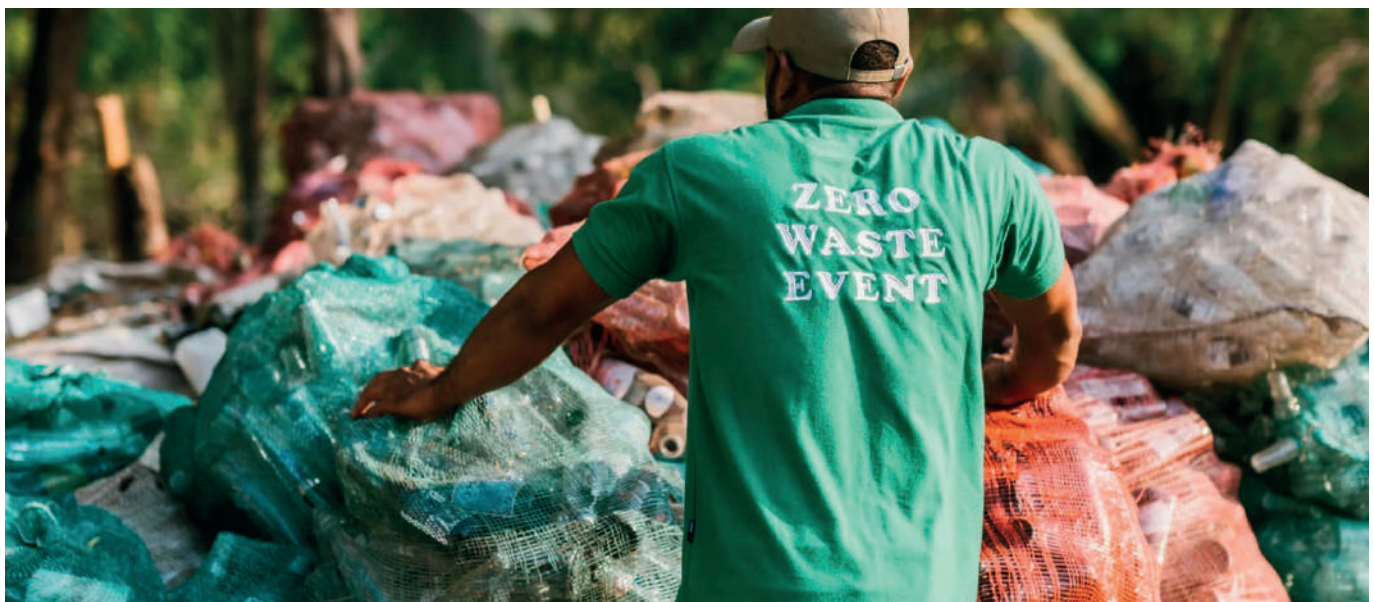
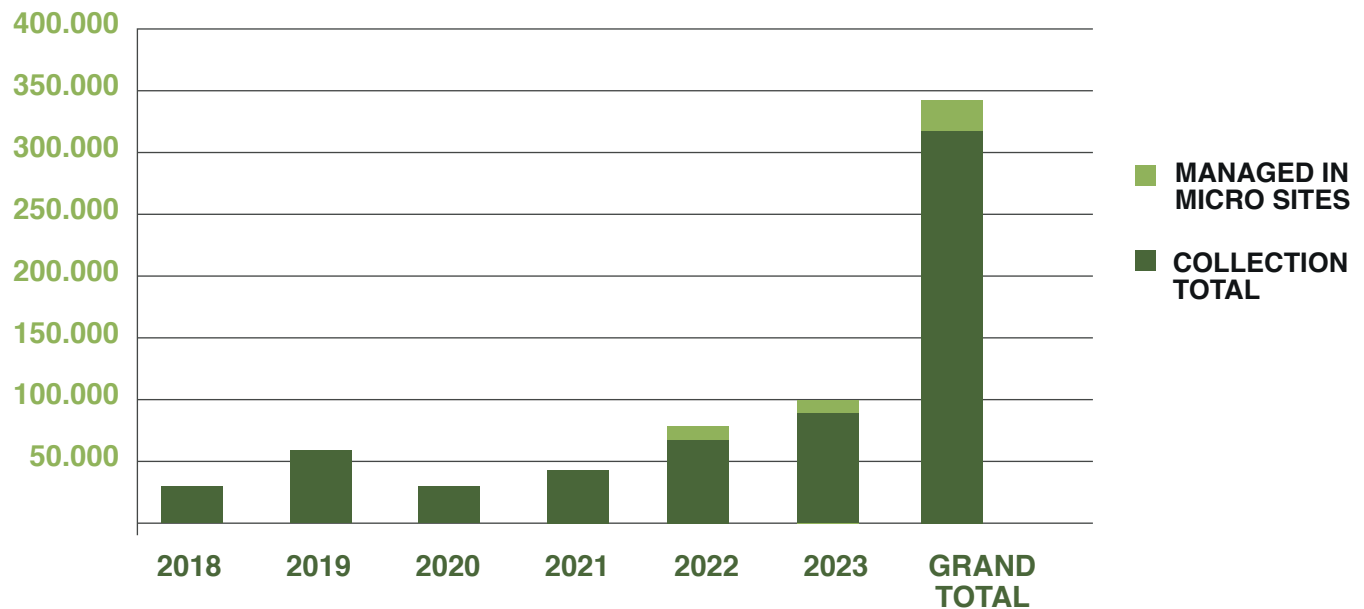
- We raised **US \$90,000** (in addition to our regular income from product sales and consulting services) to open a new recycling centre in Cartagena in 2024.
- **23,156 people** bought a Green Apple cocktail or contributed to the impact funds for the Foundation through our partners Blue Apple, Townhouse, El Barón, and Amare.

# GREEN APPLE IMPACT YEAR ON YEAR

We have now diverted 341 tons of waste from landfill, converting 96% of that waste into new products - glass sand and compost.

4% of the waste we collect is plastic, cooking oil, aluminium and cardboard. This goes to local recycling centres, who sell it on to be recycled. In 2023, we grew by 27%, recycling nearly 107 tons of waste.

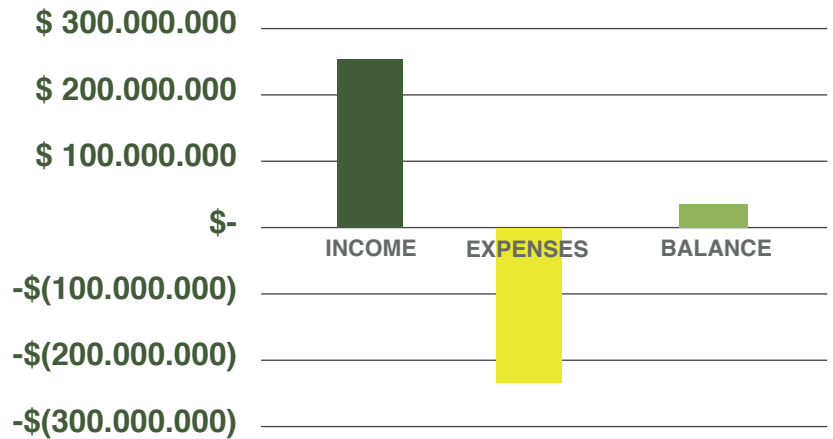
## Green Apple Foundation - Our Impact Year on Year (kg)



# FINANCIAL POSITION

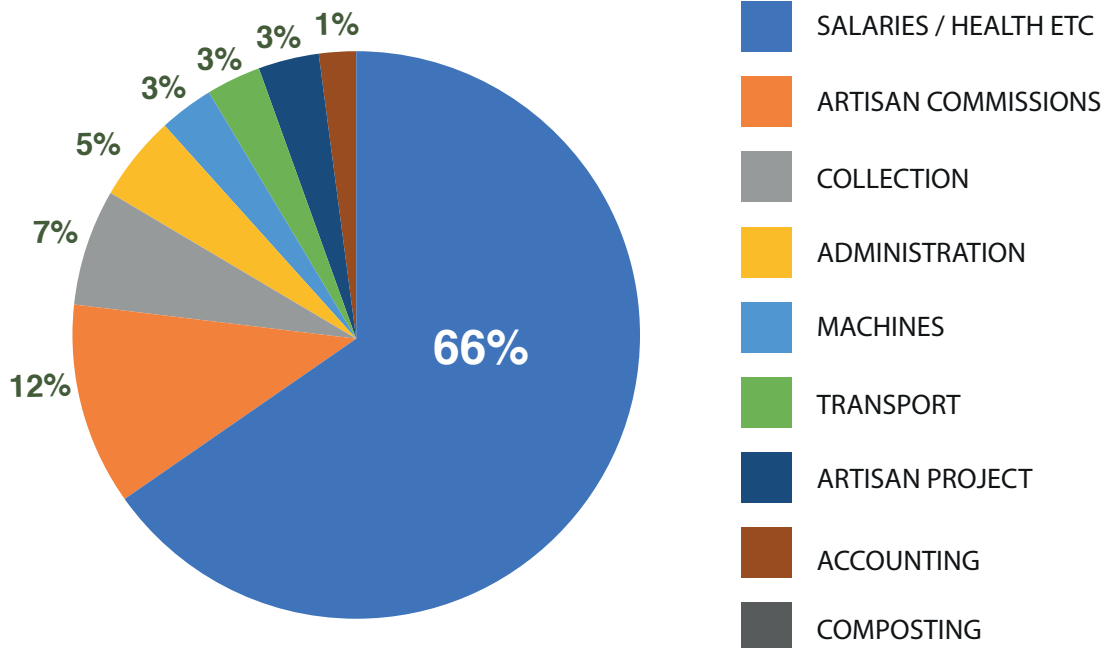
In 2023, our financial position was stable. We raised nearly \$250 million pesos (\$63,400 USD), spending \$228 million pesos (\$58,350 USD) on the projects that we run, giving us a small balance of \$17,5 million pesos (\$4,500 USD) to invest in 2024 projects

Green Apple Foundation - 2023 (COP)



In terms of the work that we did in 2023, 66% of our expenses go directly to paying our employees' salaries and benefits, with an additional 12% paid to the artisans for the products made and sold in the year. 13% went into maintaining our machines and collection vehicle, as well as transport for recycling taken to the island. The remaining expenses covered administration, accounting and materials for the artisan project.

Green Apple Foundation Expenses - 2023



Not included in these graphics is the fundraising we obtained for the new industrial centre that we will open in 2024. This totalled \$336,5 million pesos (\$86,100 USD). This has been set aside for the new project in 2024 - purchasing the new machinery, setting up the new site in Cartagena, and bringing on new employees.



# 2023 - MONTH BY MONTH

## JANUARY

- Hotel Aura in Baru became the third hotel in Cartagena's islands to implement Green Apple's best practices, reducing the amount of waste going to landfill and recycling as much as possible on-site. The hotel purchased a glass crushing machine with a view to recycling their glass on-site and offering a glass recycling service to businesses nearby, successfully recycling a material which is typically not processed in Cartagena.
- Award winning restaurant Carmen resumed recycling with Green Apple.
- Provided waste assessments to four beach clubs on Tierra Bomba island.
- Established partnership with a local abrasives company in Cartagena's industrial zone testing Green Apple's sand for sandblasting boat and port equipment. Previously importing from Brazil, this collaboration significantly reduces the company's carbon footprint.
- Entered the Tahona Society Positive Impact competition, submitting an entry to build a new glass recycling facility in Cartagena, close to the city centre. The prize offered was USD \$50,000.
- In response to a report that the national minimum wage is inadequate for living in Cartagena, the country's most expensive city, Green Apple implemented a living wage commitment, guaranteeing income of at least 15% above the national minimum wage for all workers. Two employees received raises in line with this policy, while another saw an increase after consistently meeting and exceeding new role responsibilities.

## FEBRUARY

- Improved the composting system at Amare Beach.
- Launched a new glassware catalogue showcasing the full range of artisanal products.



## MARCH

- Participated at a JumpWorking event, presenting on responsible tourism with inclusive and sustainable business models.
- Ran a candle making course for the Glass Artisans.
- Announced as one of 12 global finalists in the Tahona Society competition, entering into three months of mentoring to develop the project pitch and business plan.
- Spoke on a panel at the University of Cartagena for International Women's Day
- A TV production team spent the day with the Glass Artisans, filming a group from Poland who received an upcycled glassware class.
- Presented the operation in an onsite tour to the local Tourism Board, CorpoTurismo.
- Established an alliance with used cooking oil recycling organisation Muta, cross promoting each other's services.

## APRIL

- Began coaching sessions with Tahona Society
- Renovated the Glass Studio to better display the Glass Artisans' upcycled products
- Provided consultancy and training to Isla Bela (Rosario Islands) focused on composting and waste separation, as well as development for a new kitchen garden.



## MAY

- Site visits, workshops, tours and classes:
  - El Barón and The Cambridge House from Paris - Glassware workshop
  - Fenix Beach and Fundación Fenix - Glassware workshop
  - Hotel Aura - Recycling and composting
  - Group of five hotels and beach clubs from Isla Grande - recycling, composting, glassware and best practice implementation
- Launch of a Green Apple Glassware retail space in Getsemani's Cafe Lunatico.
- Presented on stage and exhibited products at Colombia Emprende Sostenible in the national Convention Centre
- Featured in Afar magazine - How Cartagena's forgotten island kick started a recycling movement.

## JUNE

- Operations manager Albert Valiente interviewed on RCN, Colombia's national radio station.
- Provided waste management assessment for five hotels in Isla Grande.
- Attended and named winners of US \$50,000 at the finals of the Tahona Society Impact Awards in Mexico.

## JULY

- Site visits, workshops, tours and classes:
  - Somos Oportunidades
  - Cotelco
  - San Pellegrino
- Contracted by Blue Apple Beach to host a Zero Waste Event. In total, the event generated 569 kg of waste, of which, we recycled 483 kg - 85% of the waste generated, resulting in just 29 grams per person going to landfill.
- Initiated additional fundraising to complete the budget for the new glass recycling centre.
- Evaluated emerging glass recycling technology for the new centre.
- Provided guidance on glass recycling to Indonesia's Sumba Foundation.
- Signed new consultancy contract with Palmarito Beach on Tierra Bomba Island.
- Participated in Cartagena Regional Working Group for the Circular Economy.



## AUGUST

- Awarded US \$35,000 for the new glass recycling centre by Treebeard Trust in the UK
- Hosted a roundtable with the Mayor's office and local environmental and waste companies to present the new glass recycling centre and build alliances.
- Launched a mentoring programme for the Glass Artisans to help develop business skills. The programme focuses on logistics, planning and production processes, presenting to tourists and businesses, sales and marketing skills, and one-to-one mentoring based on each artisan's skills and goals.

## SEPTEMBER

- Met with representatives from Turks and Caicos to advise on glass recycling in an island environment.
- Co-hosted an event with CorpoTurismo and Ambientados about the challenges of recycling for the tourism industry in Cartagena.
- Received certification as a Green Business, based on criteria set out by the national environment agency (EPA), following an audit by the regional environmental authority (Cardique).
- Exhibited at the Negocios Verdes Fair
- Began market research for the new recycling centre, investigating the circular economy and waste management challenges faced by hotels, bars and restaurants.
- Participated in the first of a series of monthly clean up days in the nearby village of Bocachica, where most of our team live, working with a number of other foundations, to clear public spaces of litter and recycle the waste that can be.
- Refreshed training module to offer training to customers during low season and trained staff to be able to run sessions.
- Completed training sessions for 35 staff across two island hotels - Palmarito and Aura.
- Participated in Cartagena Regional Working Group for the Circular Economy.



## OCTOBER

- Contracted a new team member for administrative support at the foundation.
- Provided refresher training on waste management for 168 hospitality staff from 11 businesses. Training focused on how to reduce the amount of waste generated, how to separate and maximise recycling of what remains.
- Connected with individuals in Buenaventura, Colombia about replicating the model on the Pacific Coast of Colombia.
- Implemented waste management project with Hotel San Pedro de Majagua in the Rosario Islands, setting up a new composting system, food waste program and separation training.
- Provided initial waste assessments to hotels, bars and restaurants that had responded to the market research survey.

## NOVEMBER

- Provided refresher training on waste management to a further 121 hospitality staff.
- Finalised order and purchase of glass recycling machinery from Krystelline in the UK, production begins.
- Provided consultancy and onsite support to the 41st National Congress of Labour Lawyers to achieve a “zero waste event” across three days in Las Americas and Club de Pesca. The 3 day event generated 921kg of waste, of which 87% was diverted from landfill.
- Increased capacity for three existing customers, following the training sessions, to help divert more waste from landfill.
- Participated in a panel about Green Businesses and the Circular Economy run by the University of San Buenaventura.
- Launched a new series of videos and tips to send periodically to customers to help implement zero waste practices in their businesses.
- Opened a second retail space for artisanal glassware, in Townhouse Hotel.



## DECEMBER

- Continued initial waste assessments to hotels, bars and restaurants that had responded to the market research survey.
- Established annual plans for satellite glass recycling centres at Fenix Beach Club and Aura, to maximise recycling in Punta Arena, Baru and Isla Grande in 2024.
- Site visit from a group of 10 leaders in hospitality from Tierra Bomba island, in collaboration with CorpoTurismo.
- Completed visits and assessments at Palmarito Beach, Fenix Beach, Aura and San Pedro de Majagua.
- Provided refresher training on waste management to a further 25 hospitality staff.
- Received a promise of funding for the artisan project from internationally renowned chef Kristen Kish which allows us to create a formal employment contract for Glass Artisan Yohiceth Blanquicett and the development of a series of workshops in 2024 for members of the community to attend.

# THANK YOU!

TO OUR PARTNERS, CUSTOMERS AND SUPPORTERS:

## CARTAGENA

- Amare Beach
- Aura
- Bartending Cartagena
- Blue Apple Beach
- Cafe Lunático
- Carmen
- Celele
- Club de Pesca
- CorpoTurismo
- El Barón
- Estefania Clavijo
- Fenix Beach
- Galavanta Travel
- Hotel Amarla
- Isla Bela
- La Cevicheria
- Las Americas
- Montmartre
- Palmarito Beach
- Sambal
- Sanfelino BnB
- San Pedro de Majagua
- Selva Gin
- Tacos del Gordo
- Townhouse
- Zazzy's Pizza

## COLOMBIA

- Carmen Medellín
- Cocina de Pepina Bogotá
- Moshi Medellín
- Marpico
- Scola Abogados
- Zona K

## GLOBAL

- Kristen Kish
- San Pellegrino
- The Cambridge House, Paris
- The Tahona Society
- TreeBeard Trust

AND TO EVERY INDIVIDUAL WHO HAS SENT A DONATION, BOUGHT AN ARTISANAL PRODUCT, BOUGHT A GREEN APPLE COCKTAIL, GIVEN THEIR PRECIOUS TIME AND ADVICE, OR SPREAD THE WORD AMONG FRIENDS AND ONLINE:

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