



# 2024 Impact Report

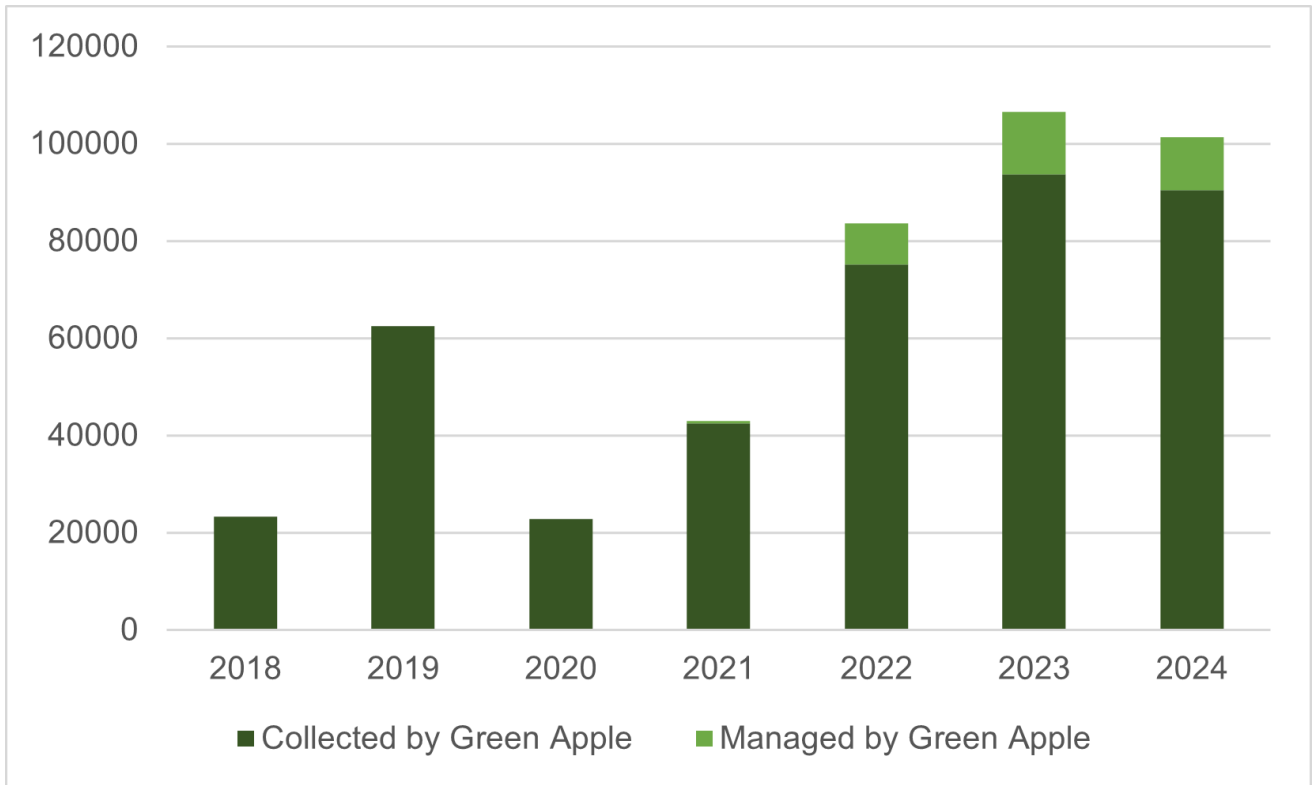
## GREEN APPLE

The Green Apple Foundation began in 2018 as a way for hospitality businesses in Cartagena, Colombia, to solve a pressing need to reduce the amount of waste being sent to landfill. At the same time, its activities provided dignified employment opportunities for local people.

**Our goal is to put the sustainable into sustainable tourism. We empower people from local communities to work hand in hand with tourism operators to solve the problems they face.**

- Green Apple has **empowered disadvantaged individuals to become experts** in sustainable hospitality, artisanal craftsmanship and recycling engineering. **30 locals** have participated in the program, some now training others, while others are running their own green businesses.
- Working with **55 hospitality businesses**, we've transformed nearly **450 tons of waste** into low-carbon products, trained over **3,000 hospitality workers**, and replicated the **island micro-model twice**.
- Green Apple also leads a **women-run business** producing glassware sold nationwide, offers **eco-friendly alternatives** to quarried sand, runs consultancy programs in **zero waste practices**, and has connected businesses with other **conservation and social initiatives**.





Total waste diverted from landfill by Green Apple (kg)





## 2024 SUMMARY

We entered into 2024 with high expectations and new members in the team, ready to hit the ground running with the new industrial plant, giving us greater capacity to service more businesses in Cartagena. The new plant was originally slated to open in March 2024, but due to global supply chain issues, we suffered an 8 month delay in the delivery of the machinery, severely impacting our capacity to grow. Despite the delay, we did not sit on our laurels.



**Waste never stops being produced and in 2024, we worked with 60 organisations in Cartagena, the islands and further afield in Barranquilla, Medellín and Bogota, helping them to be part of a circular economy that sustains 16 jobs, diverting over 100 tons from landfill, as well as sharing our knowledge via over 300 hours of training, consulting, tours and workshops with businesses, public entities and communities.**





We used the time to form new alliances, explore new circular economy projects, formalize processes and develop the skills of the team.

- Our project in Barú with Hotel Aura began to offer glass recycling to neighbouring businesses
- We were invited to help shape new initiatives in Isla Grande and the Islas de San Bernardo working with hotels and local communities.
- We gained recognition in Cartagena's win as a Circular Destination
- We gave Circular Economy training to 40 hotels as part of the Green Cotelco program
- We were accepted into Fondo Mujer's 2025 Green Business program.







The artisans doubled their sales, launching a new line of luxury aromatic candles, offering classes to tourists in their workshop on the island, and selling their products in Cartagena with Cafe Lunatico, Townhouse and Como Pez en el Agua. The artisans also started a collaboration with a group of carpenters (most of whom are also women from the island) to explore making lamps and other souvenirs together.



We welcomed visitors from Cardique, Canal Cartagena, Fundación Bahía, Fundación Koinonia, EcoVida, Fundación Grupo Social, Planeta Azul and Fundación Fenix to explore how recycling in community and glass sand can aid conservation in communities living in coastal areas - more on that in 2025!

Thanks to Canal Cartagena and Cardique for filming [this documentary](#) with us







## GREEN APPLE IN NUMBERS - 2024

- We **diverted 101 tons of waste** from landfill, transforming it at three locations on the islands of Tierra Bomba and Barú.
- We supported **25 businesses** with year-round waste management services.
- We trained over **200 employees** in how to separate and manage their waste.
- We ran over **100 artisan classes**.
- We created **73 tons of sand** for use in communities on Tierra Bomba Island.
- We employed **5 full-time and 3 part-time workers** with formal contracts.
- We supported **6 artisans** with materials, training, and a space to make glass products.
- They sold nearly **2,500 artisanal glass products** to bars, restaurants, hotels, and visitors in Colombia.
- We opened **1 new store** space in Cartagena.
- **Nearly 18,000 people** purchased a Green Apple cocktail or contributed to the impact funds earmarked for the Foundation through our partners Blue Apple, Townhouse, and El Barón.
- We supported **2 additional sites** on the islands with glass crushing machines and their operations, resulting in **2 employment opportunities**.





## WHERE DID FUNDS COME FROM IN 2025



*Currency is Colombian Pesos (\$COP) - \$100.000.000 COP = \$24.500 USD*

Green Apple started 2024 with funds from Treebeard Trust for the planned expansion of the project. Having already hired two people to work on the project, some of these funds paid their salaries. Despite not being able to complete the expansion in 2024, Green Apple formalized a lot of processes, developing new systems ready for launch, as well as exploring potential commercial and community uses for the products and services that will be possible with the new industrial plant.

We also received funds from chef Kirsten Kish to help expand the artisan project, creating a new part-time paid role in the form of head artisan to coordinate the project and increase sales. Yohiceth did just that, doubling sales for the artisans in 2024!

Marpico also sent a sizable donation at the end of 2024, as part of their annual commitment to Green Apple. These funds will go directly into the installation of the industrial plant in early 2025.

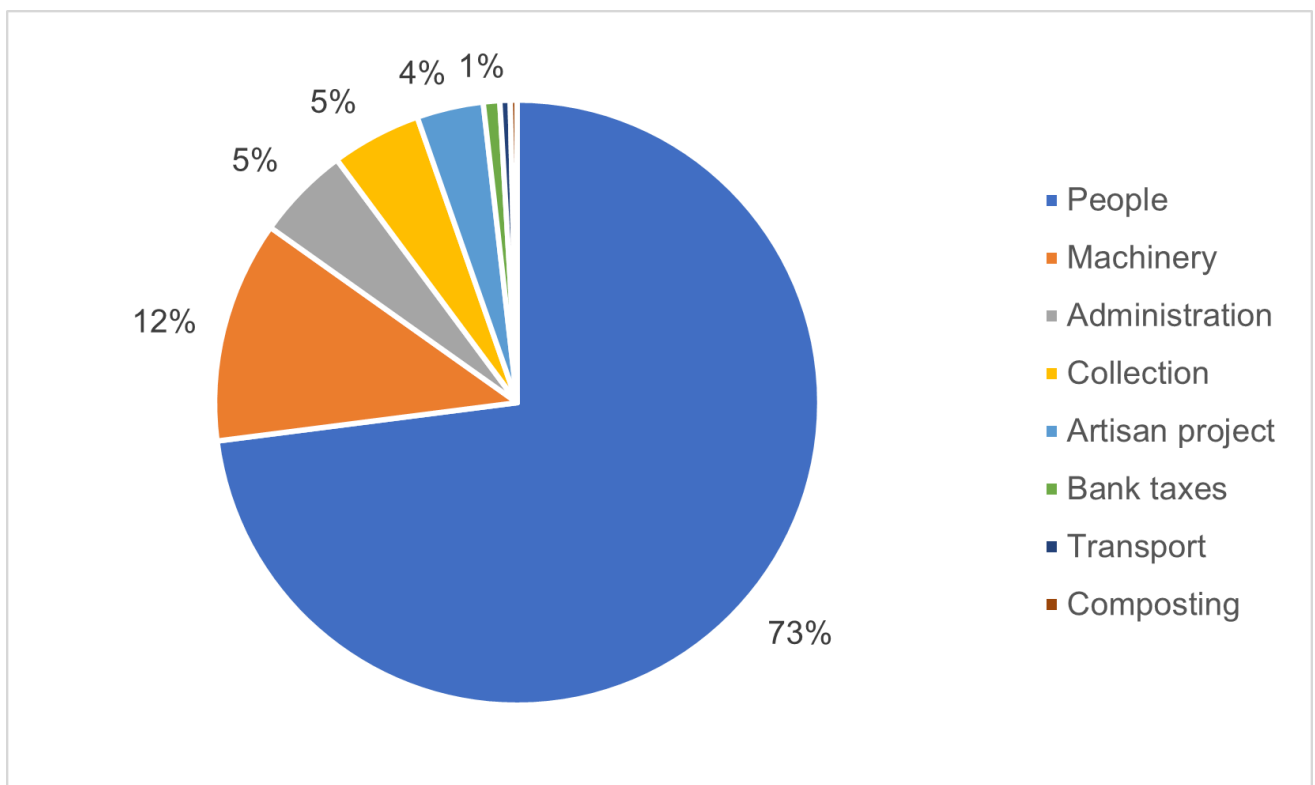
The rest of the funds received were from the monthly donations made by our partners in Cartagena - the hotels, bars and restaurants who receive waste management support, and donations made to the artisan project in exchange for products made or classes given by the artisans.



Thank you to everyone who supported Green Apple during 2024. Our supporters are all listed at the end of this report. You are the reason that our team are becoming the specialists that they are when it comes to waste management and innovative local circular products.

## WHERE DID FUNDS GO IN 2024

Nearly 75% of the funds we use go directly to the individuals employed or working in collaboration with Green Apple to collect and transform waste, and create low impact local products. The Foundation pays more than the minimum wage as a starting salary for all employees, plus health insurance, pension, transport and lunch expenses. The artisans receive 70% commission on every product sold, with 30% of each sale set aside for them to spend on learning and materials for their project. 12% of funds were spent on the transport and importation of the new industrial plant machinery from the UK. The rest of the funds were spent on daily operational expenses to run the collection service, the artisan project and general marketing, finance and administration costs.







## 2025 PROJECTS

In 2025, we have big plans and a big machine to install! We hope that Green Apple will become **Cartagena's primary glass recycling centre**, processing over 100 tons of glass per month from tourism in the historical centre. We'll create at least 5 new jobs and train over 100 hospitality businesses in the next 12-24 months. We will also commercialise glass sand across the city, donating 10% for scientific and community use, including sustainable construction and reef/mangrove protection.

We're going to run **new courses for the artisans**. Through the courses, artisans will learn new cutting, polishing, decorating, and hot glass techniques, enabling them to create products in high demand from restaurants, bars, hotels, and bartenders. They'll also scale production and offer new classes and tours for tourists. With increased bottle supply, more artisans, and new techniques, they could double their income again.

If we reach our funding targets, we aim to run two additional projects. These projects address both needs and opportunities.

1. **The First Zero Waste Island in Colombia** - Isla Grande faces a waste problem due to over-tourism. The island's beach clubs and community council have approached Green Apple to design a project that creates jobs, products, and fosters better relationships - transforming waste into opportunities on the island.
2. **A Sustainable Brick Factory** - Transporting building materials to Tierra Bomba island (rapidly developing) is expensive and environmentally damaging. Low-carbon bricks, developed using earth and glass sand, could be used for construction, blending ancestral techniques with modern technology.

We're also actively exploring glass sand's use in coral nurseries, mangrove reforestation and coastal restoration projects. We're only just starting to plan these explorations with universities and local groups, but hope to have more news on **marine conservation** efforts in 2025.

### If you'd like to donate to these projects, you can:

- CAF - [for US based donors](#) wanting to donate more than \$500 tax-free
- [Afrus](#) - for any amount, anywhere around the world
- Or contact us at [info@greenapplecartagena.com](mailto:info@greenapplecartagena.com) to explore working with us or for a link to our local Colombian bank account.



# THANK YOU!

TO ALL OUR PARTNERS, CLIENTS AND SUPPORTERS:

## CARTAGENA

- Aguas de Cartagena
- Amare Beach
- Aura
- Bartending Cartagena
- Baruna
- Blue Apple Beach
- Bocachica Real
- Caffé Lunatico
- Cardique
- Carmen
- Casa En El Agua
- Casa La Fé
- Celele
- Cocoliso
- Como Pez en el Agua
- De Indias
- Cotelco
- CorpoTurismo
- Dismel
- EcoVida
- El Barón
- El Beso
- Fabcom
- Fenix Beach
- Fundación Fenix
- Fundación Bahía
- Fundación Koinonia
- Fundación Grupo Social
- Galavanta Travel
- Hotel Amarla
- Hotel Capellán
- Isla Bela
- La Cevicheria
- Mesa Regional de la Economía Circular
- Manna Café
- Mar y Zielo
- Marpico
- Mirador
- Montmartre
- Mood Matuna
- Muta
- Orika Recicla
- Palmarito Beach
- Planeta Azul
- Quebracho
- Sambal
- San Pedro de Majagua
- Selva Gin
- Sulit Experiences
- Tacos del Gordo
- Tacos Wey
- Townhouse
- Zazzy's Pizza

## COLOMBIA

- Carmen Medellín
- Fondo Mujer
- KE-Lab
- Moshi Medellín
- Marpico
- Zona K

## GLOBAL

- Kristen Kish
- Pernod Ricard
- The Tahona Society
- TreeBeard Trust

AND TO EVERYONE WHO HAS DONATED TO OUR CAUSE, BOUGHT A GLASS OR GREEN APPLE COCKTAIL, GIVEN YOUR TIME OR KNOWLEDGE, OR SPREAD THE WORK AMONG FRIENDS AND ONLINE.

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