



Fundación Green Apple

Playa Mamón #1-1, Bocachica, Isla Tierra Bomba, Cartagena, Colombia

# Green Apple Progress Report 2022

## *About Green Apple*

Using innovative education and waste management programs, Green Apple proactively and successfully helps businesses in the hospitality sector in Cartagena, Colombia to reduce their environmental impact.

Initially set up by Blue Apple Beach Hotel to address its own waste management challenges, Green Apple is today an independent entity which has provided recycling services to more than 25 hotels and bars across Cartagena, collectively recycling over 220 tons of waste in the process.

Once subscribed to the foundation's collection services, most partners can expect to dramatically reduce their landfill waste from 80% to around 50%. Furthermore, enrolment in Green Apple's training and consulting programs has seen some partners reduce their landfill waste to as little as 25%.

## **Our Positive Impact**

- To date, the foundation has enlisted 25 businesses, trained over 500 people and diverted in excess of 220 tons of waste from landfill (that's the equivalent of 2 blue whales!)
- 10 local jobs have been created as a direct result of the foundation's activities.
- Our consulting services have witnessed encouraging growth over the course of 2022, especially on Cartagena's neighbouring islands, where many hotels and beach clubs have more physical space to better implement innovative waste solutions under the expert guidance of the Green Apple Foundation. At present, we are working with 5 businesses (Blue Apple, Fenix Beach, Amare, Isla Bela y Aura) whilst actively communicating with many more.
- This year has seen impressive professional development for both our waste management team, and the artisans. From day one, it has been our objective to provide stable employment for local people, especially those from the island of Tierra Bomba.



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One such local, Albert Valiente, began his career at Green Apple in 2018 as a recycling operator and is today our Operations Manager, responsible for the day-to-day running of the foundation's logistics and consulting. Albert has become somewhat of an expert in all things waste management in Cartagena while the rest of the team have all also received extensive training in product development and sustainable business as part of our Green Business Program.

## Green Apple in 2022 – the Numbers

### In 2022:

- **We collected waste from 16 hotels and bars.**
- **We supported 5 other island businesses in developing and implementing zero waste programmes.**
- **We provided training to more than 200 staff in hotels, bars and restaurants from across Cartagena and its surrounding islands.**
- **We diverted 76.8 tonnes of waste away from landfill sites, including:**
  - 54.3 tonnes of glass
  - 18.2 tonnes of organic waste
  - 4.2 tonnes of other materials (such as: plastic, cans, cardboard, oil etc)
- **We have delivered positive impacts for 10 families** through the creation of both full and part-time employment opportunities.
- **2734 artisanal products sold to 18 different businesses and 139 different customers, a year on year increase of 253%.**

## Monthly Summary

### January 2022

- The artisans' workshop at Blue Apple Beach Hotel is open 7 days a week and the 6 artisans alternate shifts so that there is always at least one on hand to guide hotel guests, and other potential customers, through the processes behind fashioning their glassware.
- One of our volunteers, Jason, helped us to create a professional video and photo display, detailing both our collection and recycling services as well as the production process for our artisanal products.



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### February 2022

- Attended a meeting of the Women in Sustainability network where we presented on the progress achieved thus far by the artisans' project.
- Provided training sessions to two businesses, La Jugada and Galavanta.
- Received visit from Fenix Beach, together with the Manglares Foundation, who came to discuss the potential for replicating Green Apple's model in Punta Arena, as well as enlisting in the foundation's consultancy program.
- Jason put the finishing touches on [our video](#) covering our collection and recycling procedures.
- We received a generous donation of \$5.7 million Colombian pesos from The Conscious Travel Foundation and Joro Marketing to support us with the continued development of the artisan project.

### March 2022

- Purchased a new electric motorbike and improved our existing trailer to improve the efficiency of our waste collection in Cartagena.
- Led training sessions for our clients Fenix Beach and Mar y Zielo.
- Received a further visit from Fenix Beach, this time accompanied by Cardique who invited us to sign up for the Negocios Verdes Program.
- Conducted an assessment at Hotel Isla Bela in order to gauge how best to launch their own zero waste program.

### April 2022

- Completed alterations to the artisans' workshop in order to better receive interested guests from Blue Apple.
- Welcomed Carlos Martinez to the Green Apple Team. Carlos arrived, on a part-time basis, with the vision of having the entire Green Apple operation being run by a team composed entirely of islanders within his first six months.
- Conducted training sessions at Isla Bela focused on waste separation at source and effective waste management.
- Invited to attend the meeting of Cartagena's Regional Circular Economy Working Group.



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### May 2022

- Launched a new leadership program with the artisans to enable them to divide responsibilities to over each area of their project - production, sales and design. The goal is to increase production and ensure a consistent supply of glassware for sale. In May, over 400 glasses were produced.
- Our glass sand storage area was adapted to improve the aesthetics of our bottle storage area whilst reducing the number of uncrushed bottles.
- Follow up visit to Isla Bela for a check in on their waste separation progress. In addition, the site for the proposed compost bin was identified and glass water bottles were sold to the hotel to further drive the transition away from plastic usage on the island.
- Collaborated with Aura Hotel on their Fiturbol funding proposal, in which the hotel wants to establish its own glass recycling and organic waste processing system on Baru.
- Follow up visit to Fenix Beach to provide consultation on the hotel's composting system, as well as to monitor waste levels and progress being made with their on-site glass crusher.
- Additional training provided to staff at Amare Beach Club in the use of waste tracking systems, waste separation and their overall waste system.
- Increased the volume of glass crushing at Green Apple to reduce the size of our glass pile and provide more space for storage.

### June 2022

- The artisans completed their registration as members of a non-profit organisation so that they can benefit from funding and government cooperation offered to non-profit foundations and social enterprises.
- Over 300 glass products produced, among them: glasses, ashtrays, saucers, vases and candle holders.
- Conducted an assessment of Aura in Baru to better understand the types and levels of waste produced by the hotel.
- Samples of glass products delivered to Sambal Restaurant in Cartagena.
- Welcomed Zazzy's Pizza, Cartagena, as a new member of our waste collection scheme.
- Sales of artisanal products increased following improvements to production processes designed to optimise production time and quality output.
- Welcomed Miguel to the Green Apple Team who became the foundation's newest recycling operator.
- Uncrushed glass stockpile reduced by 80%.
- Both glass crushing machines repaired and operating at full capacity.
- Welcomed the Negocios Verdes Team for a tour of the operation.



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### July 2022

- Blue Apple's annual birthday party was managed as a Zero Waste event with support of the whole team at Green Apple. Firstly, the teams collaborated to avoid single use plastic and use materials that could be recycled. Secondly, a system of waste separation and pre-event training was completed. The result - 83% of waste generated at the party was recycled and diverted from landfill. 483 kg of waste was generated in total – 403 kg diverted.
- Construction of Isla Bela's compost bin completed and the organics manager trained.
- Meeting held to support in the installation process for Fenix Beach's new bottle crusher.
- The artisans established monthly targets for the sale of glassware products.

### August 2022

- Canal Cartagena visited the foundation, alongside representatives from Negocios Verdes and Cardique, to record a short documentary on Green Apple and our impact. [Watch it here](#)
- Additional visit by Fenix Beach to Green Apple with the intention of further developing the design of their own waste management project.
- Visit by a local company to explore the possibility of using Green Apple's sand for sand blasting in future.
- New uniforms designed for the Green Apple Team with the help of a local designer from the island of Tierra Bomba.

### September 2022

- Jesus joined the foundation to assist Green Apple in his capacity as an accountant.
- Completed a collaborative project with Selva Gin whereby we designed and created lamps, inspired by the Selva brand, to then be presented at the International Green Business Fair in Cartagena later in the year.
- Delivered training sessions to new Blue Apple employees on effective separation and waste management in the hotel. 75% of Blue Apple's waste is now diverted from landfill. Of that diverted waste, 80% is processed at the hotel itself to: create new products, provide opportunities to local residents and regenerate land on the island.
- The foundation received a visit from several directors of San Pellegrino's Latin American division. Upcycled San Pellegrino and Acqua Panna glasses rank amongst our most popular products and can be found in some of Colombia's most famous restaurants: Celele, Carmen, Abbiocco and Cocina de Pepina just to name a few!



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- The team attended a 4-day course with SENA as part of the Negocios Verdes program. Their training focused on effective strategies to develop green business, ethical products and how to locate and target new customers.

### October 2022

- Teamed up with our partner, La Cevicheria Restaurant, to produce new shirts to be worn when giving tours and processing glass.
- Visited Townhouse Hotel and conducted an assessment of their waste management systems. Training sessions were given to the managers of the hotel's kitchen, bar and service teams.
- The foundation was invited as special guests to exhibit their wares and services at the annual International Green Business Fair. At present, Green Apple is in the process of completing its certification as a Negocio Verde.
- Gave additional training sessions to the staff of both Blue Apple and Hotel Sophia.

### November 2022

- Paid a further visit to Isla Bela to refresher train employees in how to handle waste at the hotel. Isla Bela has since established its own fully operational on-site composting system and sends all of its glass to Green Apple for recycling.
- Held a series of meetings with the artisans to further develop and discuss their marketing and sales strategies. One such strategy was to launch promotional offers to bolster sales during the low season.
- The artisans received training in the production of candles, another sustainable product to add to their product line, made from recycled bottles, palm wax and natural scent oils.

### December 2022

- Provided consultation services to Fenix Beach on waste collection and data recording with the hotel's new Sustainability Manager in order to assist them with their systems and impact analysis.
- Led a training session for around 30 members of staff from Fenix Beach. Fenix Beach is now also composting its own organic waste as well as recycling all of its glass waste on site. This makes it the second business along the Colombian coastline to adopt a fully circular approach to glass recycling. The intention in the future is to serve the community of Punta Arena with a place to recycle glass and learn about recycling.
- Held meetings with the management of the Aura hotel in Baru in preparation for the launch of a collaborative project in 2023. Aura is seeking to reduce and manage its waste in a more sustainable way and, as such, is planning to install a glass crushing



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machine on its premises, the third along the entirety of the Colombian coastline. In doing so, the hotel hopes to replicate the success of the Green Apple model and better serve companies closer to Baru and its neighbouring islands.

- Received increased interest from additional beach clubs in and around Cartagena also looking to reduce and manage their waste more sustainably.

## Our Partners/Members and Customers/Clients

- Blue Apple
- Townhouse
- La Cevichería
- Montmartre
- Celele
- Caffé Lunático
- Fénix
- Galavanta
- Amare
- El Barón
- Bartending Cartagena
- La Jugada
- Hotel Amarla
- Hotel Sophia
- Mar y Zielo
- Isla Bela
- Carmen Cartagena
- Carmen Medellín & Abbiocco

## Our Sponsors/Patrons

- Joro Marketing & The Conscious Travel Foundation



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### Statistics

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Glass from Green Apple (kg)	5162	5348	7003	4891	3666	3881	4313	3824	3599	3332	3420	4282	48.439
Glass from External Sites (kg)									5276	259	174	188	5.897
Organic Waste from Green Apple (kg)	726	1406	1320	1667	1589	1825	2075	1727	1559	1464	1914	1906	17.273
Organic Waste from External Sites (kg)									150	331	109	415	1.005
Others (kg)	411	682	389	717	477	115	16	25	214	155		45	1.010
<b>Total Collected (kg)</b>	<b>6299</b>	<b>7437</b>	<b>8712</b>	<b>7275</b>	<b>5723</b>	<b>5821</b>	<b>6404</b>	<b>5576</b>	<b>5372</b>	<b>4951</b>	<b>5334</b>	<b>6233</b>	<b>68.912</b>
<b>TOTAL DIVERTED FROM LANDFILL (kg)</b>	<b>6299</b>	<b>7437</b>	<b>8712</b>	<b>7275</b>	<b>5723</b>	<b>5821</b>	<b>6404</b>	<b>6026</b>	<b>11043</b>	<b>5915</b>	<b>5874</b>	<b>7144</b>	<b>76.824</b>
# of partners/members	12	14	13	13	11	14	15	15	15	15	15	16	16
Artisanal Products Sold	175	115	244	309	281	35	321	392	264	99	303	196	2.734
Sand Sold (kg)	600	0	0	0	120	50	11130	20054	13929	4480	0	0	50.363
Compost Sold (kg)	0	50	55	43	0	0	63	0	44	245	0	445	945