Green Entrepreneurship



GOBIERNO DE ESPAÑA Y MEDICIAMBIENTE Generalitat de Catalunya Departament de Territori i Sostenibilitat

Successful business cases of Green Entrepreneurs in the Mediterranean

VIREO[™] Car wash: Water free car wash, a 100% Moroccan franchise

Name: City, country: Name of entrepreneur/ founder:	VIREO [™] Car wash Morocco: Casablanca, Rabat and Oujda. Europe: Grenoble, Paris, Mâcon, Annecy, Thonon Hicham El Bayed
 Description	A new generation of environmentally friendly car washing stations with self-service products without water via a spray process. The concept was patented by the funders.
 Investment	Investment expenditures are around EUR 17,000, excluding the cleaning station local. The average turnover is EUR 2,700 per month for each car washing station.
 Stakeholders	Particular car owners, car rental, transport company, aviation.
 Employment generation	Not available.
 Timeline	2004: Reflexion and market study. 2008: Lunch. 2010: ALM Ecology trophy. 2010: World patent on a new concept of car wash self service without water.
 Feasibility study	The car wash is relevant in Morocco. The founder's were just thinking in an added value wich will make the difference. As they were sensitive to environmental issues, they opted for environmentally friendly car wash.
Geo-social-economic setting	Not available.
Key features	 Water resources' preservation. Ecological car wash without water, using 100% natural and biodegradable products. Win-win approach.
Overall rational and motivation	Not available.
Strenghts	Idea, identification of the niche, needs and action.
Challenges and constraints	Not available.

 Direct activities and Impacts	The concept has contributed since its launching in 2008, to safeguard loss of drinking water of nearly 10,000 m ³ . Employment and income generating Activity.
 Use of innovative Technologies	Car washing is done with 100% natural and biodegradable products, wich are manufactured from a formula based on essential oils.
 Evidence of a holistic approach/world view	Not available.
 Scale of benefits	Not available.
 Policies, incentives and regulations needed	Not available.
 Lessons and recomendations	More than a product, a business model.
 References: www.vireo.ma Challenge Hebdo Observatoire de l'Entreprise	

VIREO[™] Car wash: Water free car wash, a 100% Moroccan franchise



