Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean













O'Dassia: Ecology in colors in Morocco

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Name: City, country:	O'Dassia Peintures Meknes, Morocco
Name of entrepreneur/ founder:	Abdessamad Jennane
Description	O'DASSIA develops building paintings providing, in addition to the standard range of finishes (glossy, semi glossy, matte and decorative) entirely green and without the use of solvents. These environmentally friendly products do not expose the environment and human health to hazard caused by repeated use of solvents. O'DASSIA products' are solvant free and entirely based on water.
Investment	The initial investment of the project is about 12 million MAD (1,1million EUR). The turnover today is about 60 million MAD (5,5 million EUR).
Stakeholders	Buildings, decorative painters, industries.
Employment generation	65 permanent jobs.
Timeline	2007: Lunching.
Feasibility study	The paint market in Morocco is highly competitive. Ecological paint market remains very lightly exploited. The proof on success of the project is that the company managed to achieve benefits in the second year of creation.
Geo-social-economic setting	Not available.
Key features	Creativity and commitment to environmental protection.
Overall rational and motivation	Not available.
Strenghts	Not available.
Challenges and constraints	Training in painting techniques without water. Awareness about the harmful effects of solvents on human health and the environment.

Direct activities and Impacts	 Quality and virtues of eco-friendly products (solvents free). Environment protection. Preserving the health of users. Odorless products avoiding the inconvenience of applying.
Use of innovative Technologies	Not available.
Evidence of a holistic approach/world view	Not available.
Scale of benefits	Generation of direct and indirect employment. Preservation of the environment and human health, especially of decorative painters in direct contact with the product.
Policies, incentives and regulations needed	Eco-taxes, government support, training.
Lessons and recomendations	Not available.
References: www.odassia.com	

Regional Activity Centre for Cleaner Production

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