Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean













Tri Atlas Motors: Environmental-friendly tricycles in Morocco

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Name: City, co Name o founder	f entrepreneur/	Tri Atlas Motors Morocco, Marrakech Younes Horma
Descrip	tion	Tri Atlas Motors manufactures tricycles vehicles with low consumption of gasoline and electric cars, which have the distinction of being environmentally friendly with zero CO ₂ emissions. These products are manufactured and assembled in Morocco.
Investm	ent	Initial investment of 20 million MAD (EUR 1,8 million).
Stakeho	olders	The financial partner of the project is Menara holding.
Employment generation		30 permanent.
Timeline	e	After finding a financial partner, the founder's began thinking for two years (since 2007) on its draft scooters and electric cars by including an assembly line and new technologies. In 2009 he launched his first units on the Moroccan market.
Feasibil	ity study	After returning to Morroco, the Project founder detected that inter-urban traffic was changed, due to the transport means used and the nature of the road network. Thus he wanted to improve this situation.
Geo-social-economic setting		Not available.
Key features		Ideas plus creativity gives birth to innovative projects.
Overall rational and motivation		Not available.
Strengh	ts	Not available.
Challen constra		Not available.
Direct activities and Impacts		Not available.
Use of innovative Technologies		Not available.

Evidence of a holistic approach/world view	Not available.
Scale of benefits	The low power consumption tricycles targets mainly low-income consumers and micro-entrepreneurs and companies with micro-distribution and transportation is an essential component of their core business. Electric cars are completely free CO ₂ emissions and are designed to golf courses hotels, large estates and factories.
Policies, incentives and regulations needed	Not available.
Lessons and recomendations	Not available.
References: Challenge Hebdo. Observatoire de l'Entreprise.	





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