Desafío Ambiente · Air & Environment

Desafío Ambiente

Country: Peru · Lima **Category:** Air & Environment **Impact Areas:** Circular Economy, Nature-Based **Stage:** Launched **Team Size:** 4 **Website:** https://desafioambiente.com/

Elevator Pitch

Desafío Ambiente is a circular economy company that transforms plastic waste into plastic wood, manufacturing durable, low-maintenance furniture for businesses and public spaces in Chile for the past 10 years and in Peru for the past two years.

Climate Problem

We tackle plastic waste pollution and its associated emissions by transforming plastic waste into durable plastic lumber. This is crucial because it reduces waste, prevents emissions, and replaces high-impact materials such as wood and concrete.

Solution

We transform plastic waste into plastic wood to manufacture durable furniture and equipment. In practice, we collect, process, and produce low-maintenance solutions that replace traditional materials and repurpose waste.

Revenue Model

Through the sale of timber, consulting services, recyclability studies, and investors

Target Market

Businesses, real estate, construction, mining, and the public sector in Peru

Social Impact

People Living in Extreme Poverty

Demand Evidence

We have been researching the market for two years from our headquarters in Peru.

Competitors

We understand that there are two other brands of composite wood.

Founder Expertise

Experience in the circular economy and B2B/B2G business development; management of sustainable projects, partnerships with companies and the public sector, and validation of wood-plastic composite solutions in Chile and Peru.

External Support

We came to Peru through a consortium that has since dissolved.

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