

Guatepalm · Clean Industry

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Country: Guatemala · GUATEMALA **Category:** Clean Industry **Impact Areas:** Mitigation, Circular Economy, Nature-Based **Stage:** Ideation **Team Size:** 2 **Website:** —

Elevator Pitch

Proposal for a process to convert African palm bunches into cardboard to reduce waste that pollutes water, soil, and the environment. The process begins with the collection of raw materials from production sites that would otherwise discard them.

Climate Problem

Grape clusters are often discarded in water sources, leading to an increase in BOD levels in the water. If they are left to pile up, they produce methane and leachates as they decompose, affecting Guatemalan soil.

Solution

Convert African palm bunches into cardboard through chemical and industrial processing, taking advantage of their high cellulose content, so that they can be used by other companies and re-enter the value chain.

Revenue Model

It will generate revenue through B2B sales of cardboard to the packaging and logistics industries. It offers an environmentally friendly alternative that reduces the carbon footprint, competing with virgin cardboard on the basis of cost and sustainability.

Target Market

Packaging and logistics companies.

Social Impact

Indigenous Peoples

Demand Evidence

There is demand because companies today are seeking a competitive advantage through sustainability. The market demands packaging with a low environmental impact, and our project offers a circular material that reduces that footprint.

Competitors

The competition consists of traditional paper manufacturers that use pine or recycled cardboard. The main producers include Empresas Galindo, Papelera Internacional (PAPELCO), Cartones de Guatemala (Cartogua), Papelera del Pacífico, and Distragsa.

Founder Expertise

As a chemical engineering student, my role in this project is to directly assess the environmental impacts of the cluster and propose processes through which it could be transformed into a marketable product.

External Support

No support has been received yet.

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