RESI DUO · Air & Environment

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Country: Guatemala · Antigua Guatemala **Category:** Air & Environment **Impact Areas:** Circular Economy
Stage: Prototype **Team Size:** 3 **Website:** —

Elevator Pitch

We transform non-recyclable materials into public art, murals, and handcrafted pieces that give waste a second life

Climate Problem

We address non-recyclable waste that ends up in landfills. By transforming discarded materials into murals and art, we reduce waste, promote circular economy practices, and inspire communities to rethink sustainability.

Solution

We collect non-recyclable materials like ceramic waste and transform them into murals and art pieces. Funds also support environmental education workshops in schools, helping raise awareness about recycling, reuse, compost, and sustainability.

Revenue Model

We generate revenue by colaborating in murals, selling handmade jewelry, and unique art pieces created from non-recyclable materials. Each product promotes sustainability while helping fund environmental education and awareness programs in schools.

Target Market

Our target market includes eco-conscious consumers, hotels, tourists, schools, and organizations seeking sustainable products, environmental education, and community-based art initiatives.

Social Impact

Indigenous Peoples, People Living in Extreme Poverty, Women

Demand Evidence

Growing interest in sustainable products, eco-tourism, and community art in Guatemala’s tourist destinations shows strong demand. Hotels, coffee shops, schools, and visitors increasingly seek environmentally responsible products with social impact.

Competitors

Handmade jewelry brands, recycling initiatives, and local artisan businesses in Guatemala. However, few combine non-recyclable waste reuse, community art, and environmental education focused on tourist destinations like Antigua Guatemala (my city)

Founder Expertise

As an engineer with experience in environmental education, sustainability, and community projects, I combine technical knowledge with creativity to transform non-recyclable waste into art, while promoting environmental awareness through education.

External Support

none, yet

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