Save Motagua River · Air & Environment

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Country: Guatemala · Zacaps **Category:** Air & Environment **Impact Areas:** Adaptation, Circular Economy
Stage: Ideation **Team Size:** 02 **Website:** —

Elevator Pitch

Collecting plastic and turning it into blocks for building houses and planters to save the Motagua River basin

Climate Problem

The Motagua River basin is polluted by the Guatemala City landfill; currently, the pollution is not being treated and is being ignored, flowing all the way to the Caribbean Sea and polluting the entire river along its course. That is why it is important to save it

Solution

Collecting plastics and turning them into blocks, creating protective barriers, reforesting, and protecting biodiversity

Revenue Model

Selling the collected plastic blocks and creating nurseries for plants that can be used for crafts, such as bamboo and other varieties suitable for reconstruction

Target Market

Construction companies, landscaping companies

Social Impact

Indigenous Peoples, People Living in Extreme Poverty

Demand Evidence

Construction activity is on the rise, and it is necessary to use recycled materials in building

Competitors

No one is doing what we're planning to do

Founder Expertise

We have worked on entrepreneurial and social impact projects, developing ideas that transform communities and create a positive impact.

External Support

No external support has been received yet.

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