

COLOMBIA

Eco-innovation in action

Case studies from around the world

Five SMEs are paving the way for an eco-innovative future in Colombia, in partnership with the Ministry of Commerce, Industry and Tourism and the National Cleaner Production Centre. The success of businesses such as Zen Naturals, Zak Ecológico, Galco, Industrias Cavex and Naturesse means that Colombia has even created an eco-innovation policy roadmap for more action and more innovations.

The Eco-Innovation Project in Colombia – delivering sustainability through policy:

- Creation of the 2016-2019 Policy Roadmap for Action; eight strategies and 35 eco-innovation activities.
- Creation of an Eco-innovation Technical Support Group; an Eco-innovation National Roundtable has also been proposed.
- Linkages with ongoing sustainable consumption and production programmes from the Ministry of Environment.
- New national database with 50 strategic eco-innovation actors
- Training sessions for government officials, academics, financial entities and private sector figures.
- Engagement with financial sector (Bancoldex, Finagro, Innpulsa) and key government actors (Colciencias, National Department of Planning).
- Resources mobilized for eco-innovation in 10 municipalities in the Área Metropolitana del Valle de Aburrá.
- Three creative marathons at universities with participation from the private sector.
- Creation of a new eco-innovation website with training materials and financial opportunities.

Who are Colombia's eco-innovating businesses?

- **Zen Naturals SAS**, creators of body care products based on natural ingredients, are reducing agrochemical use and adopting new environmentally and socially responsible processes. The company is releasing new products and reducing energy and water consumption.
- **Zak Ecológico SAS**, producers of personal care and household products using aromatic and medicinal plants, are creating new business lines with goods from environmentally and socially responsible agriculture – and the company expects big sales increases while it participates in fair trade programmes. Its model is also based on 100% chemical-free formulae for its products.
- **Naturesse**, a cosmetics and amenities business, is innovating by recycling soap waste and reducing its environmental footprint – the company is developing a new product from its waste, and is lowering electricity and water consumption while attracting new customers.
- **Industrias Cavex SAS**, producers of greener industrial and household cleaning products, are putting new business practices in place – sales are rising, waste and energy consumption are down, and new business lines are being developed.
- **Galco SAS**, who galvanize metallic components for multiple sectors, have introduced new, greener industrial processes. Galco expects capacity to grow, but also significant reductions in waste and harmful chemical use.