

APPENDIX C

Proof of Concept Scheme

PROJECT SUMMARY

Project Leader Name: BERNARD DELAITRE	
Address: St Georges St, Port Louis	The information on this form may be made public.
Enterprise / Company / Institution: Le Mauricien Limited	
Project Title: Proving the viability of a triple-bottom-line revenue model for print newspapers in Mauritius	
TECHNICAL ABSTRACT (200 words or less)	Include Potential Commercial Applications
<p>The current project aims to assess the market-readiness of a new business model for print newspapers. Specifically, Le Mauricien proposes to adopt a triple-bottom line business model for the sale and distribution of its print newspapers. The model involves the creation of a circular economy for print newspapers in the form of 1) home delivery of newspapers; 2) home collection of old newspapers and other recyclable papers and 3) Resale, Recycle and Reuse of collected papers by the industry.</p> <p>This triple-bottom line model will thus optimize the economic, social, and environmental impact of Le Mauricien's activities in the following ways:</p> <p>Economic impact: Increase the revenues of Le Mauricien and other stakeholders in the industry, thereby supporting the maintenance of jobs within Le Mauricien and jobs in the rest of print media companies around the island and the creation of additional jobs in the media and logistic industries. Indeed, the business model, once proven, will also benefit other media companies and logistic partners whose pool of employees can be assessed to about 1,000 jobs.</p> <p>Social impact: Encourage and increase newspaper readership, critical thinking and civil society participation in socio-economic events in Mauritius.</p> <p>Environmental impact: Instil the habit of recycling in Mauritians by 1) encouraging them to separate their trash 2) making it easy for them to recycle by collecting the old papers directly from their home.</p>	
Key Words to Identify Research (8 maximum)	
Print newspaper – Paper recycling – Inland Logistics – triple bottom-line – circular economy - media	