

## Proof of Concept Scheme

### PROJECT SUMMARY

<b>Project Leader Name:</b>  BERNARD DELAITRE	
<b>Address:</b>  St Georges St, Port Louis	<b>The information on this form may be made public.</b>
<b>Enterprise / Company / Institution:</b>  Le Mauricien Limited	
<b>Project Title:</b>  Proving the viability of a triple-bottom-line revenue model for print newspapers in Mauritius	
<b>TECHNICAL ABSTRACT (200 words or less)</b>	<b>Include Potential Commercial Applications</b>
<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, Recycling and Reuse of collected papers.</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><b>Economic impact:</b> Increase the revenues of Le Mauricien and other media companies, thereby supporting the maintenance of 150 jobs within Le Mauricien and more than 1,000 jobs in the rest of print media companies around the island and the creation of additional jobs in the media and logistics industries. Indeed, the business model, once proven, will also benefit other media companies and logistics partners.</p> <p><b>Social impact:</b> Encourage and increase newspaper readership, critical thinking and civil society participation in socio-economic events in Mauritius</p> <p><b>Environmental impact:</b> 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>	
<b>Key Words to Identify Research (8 maximum)</b>  Print newspaper – Paper recycling – Inland Logistics – triple bottom-line – circular economy – media	