



ABOUT DORNA

Dorna is an environmentally and socially responsible system designed by Nestlé Egypt that aims to boost the recycling of plastic packaging material to preserve the environment.

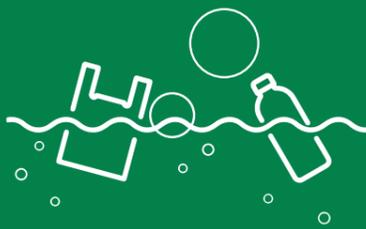
Dorna partners with Egypt's informal sector to increase their current capacity of recovering and recycling post-consumer plastic by adopting a digitally enabled reverse credit system that simultaneously creates positive environmental and social impact.

Environmental Impact

Informal waste recyclers collect 50% of Cairo's municipal waste, of which 80% they recover and recycle. To ensure more plastic is being recycled, Dorna provides financial rewards to informal waste recyclers who recover and recycle a quantity of plastic above a minimum threshold every month.

12K+
TONS

of plastic (PET)
are recovered and recycled
as of March 2021



Plastic leakage into waterways
is avoided and reduced



Plastic is not left to burn
or litter streets



Landfills and final disposal sites
are relieved from having to manage
plastic waste

Social Impact

Informal waste workers are recognized as partners in the model. The introduction of informal waste recyclers to a digital platform that tracks and verifies the quantities they recover, and from which they receive their monthly financial incentive directly to their mobile wallets, has both improved their digital literacy and contributed to their financial inclusion. It has directly contributed to women's financial independence, increasing spending on their household, children's education, and wellbeing.

1200+

informal waste recyclers are part
of the initiative

20%

of Dorna's informal
waste recyclers are women



Incomes and livelihoods of vulnerable
groups has increased



Health, education, and nutrition
needs of children are met



All informal waste recyclers have been
onboarded to the digital platform

Economic Impact

Dorna's reverse credit system benefits households, the city, the government, and the environment by creating an additional source of revenue for informal waste recyclers, covering the cost of door-to-door household collection, improving their livelihoods and supporting their recycling businesses.

1200+

informal waste recyclers have
activated e-wallets where they receive
their financial rewards.

7.9M+
EGP

was paid out to informal waste recyclers
as of March 2021

12

official recycling factories have traded with
Dorna's informal waste recyclers

PAVING THE WAY FOR THE FUTURE

Dorna was established as part of Nestlé Egypt's commitment to help preserve the environment and shape a waste-free future as well as its mission to reduce plastic pollution as a voluntary manner of meeting Extended Producer Responsibility (EPR) mandates: an environmental policy in which the cost of a product's entire life cycle is extended to the producers.

Serving as a unique socially inclusive framework for EPR compliance, Dorna is recognized by the Ministry of Environment as the first initiative to lay the groundwork for EPR schemes in Egypt long before it is legally mandated. It has helped pave the way for the packaging industry to play their role in improving recovery and recycling rates of plastic across the country.