



Action Research Project

Name of social enterprise: Sistema Biobolsa

Vision: A sustainable, equitable, and empathetic world without waste

Mission: Create value from waste

Webpage: <http://sistemabiobolsa.com>

GSBI (2014) business plan presentation:

https://www.youtube.com/watch?v=pysy2K-gXCc&list=PLTFApFZek1zpKh6oiEUGhl_4mLihuT_xv&index=12

Headquarters: Mexico City

Location(s) of research: Mexico City; Puebla, Mexico; and possibly Nicaragua

Impact to date:

- 4.5 million tons of animal waste treated
- 62,000 tons of GHG emissions mitigated
- 90,000 hectares of land fertilized per year
- 20,000 total lives impacted

Background: Sistema Biobolsa manufactures and distributes small-scale, affordable biodigester systems that transform livestock waste into organic fertilizer for crops and biogas for cooking, heat and electricity. Sistema Biobolsa has a successful social enterprise business model, with very strong demand by small farmers in Mexico and around the world. It has opened a new branch in Nicaragua, and with partners, is expanding to Kenya and India. GSBI is collaborating with Sistema Biobolsa and [the Center for Social Franchising](#) to replicate the success of Sistema Biobolsa in other regions.

The challenge: To support Sistema Biobolsa in its replication efforts by documenting business processes throughout its value chain, from manufacturing through distribution, sales, service, and customer satisfaction. Fellows will draw on their business skill backgrounds to document these internal processes and research for best practices in the replication of social businesses. Most of the summer work will be conducted in Sistema Biobolsa's Mexico City office, although field visits will be conducted, likely in the state of Puebla and in Nicaragua. In parallel, fellows will do field research with clients to provide useful insights on customer satisfaction.

Action research products needed:

1. A replication manual, documenting business processes throughout Sistema Biobolsa's value chain. This would be written collaboratively with Sistema Biobolsa's staff, and have as its audience staff in Nicaragua, Kenya and India. It would include logistics, distribution strategies, staff training methodologies, and marketing components. This would be written in English, but perhaps translated into Spanish.

2. A preliminary Net Promoter Score study and recommendations for implementing a customer satisfaction system, informed by [the example of that provided for Illumexico in 2014](#).

Student skills needed: operations management, enterprise economics, technical writing, interview skills. Successful applicants will be able to speak Spanish, although most of this work will be conducted in English.

Keywords: Replication, operational efficiencies, scaling, franchising, logistics.

