

Company Profile: Mareauto Ecuador S.A.

Mareauto Ecuador S.A., located in Quito and Guayaquil and operating under the AVIS franchise license, offers a variety of vehicle renting options, including short and long-term car rentals. Mareauto S.A. is striving to be a regional leader in the car rental business by offering world-class customer service.

The Challenge

To offer superior quality, AVIS must provide clean cars to renters, as this plays a major role in the customer experience. The process of washing the cars uses thousands of gallons of water each year and the contaminated excess is discharged, unfiltered, into the local sewer system containing contaminants removed from the vehicles. This is a substantial burden on the local environment considering both the use of natural resources as well as the contaminants released downstream. To be a leader within the region, environmental concerns need to be taken seriously.

The Sustainability Innovation Grant

In May of 2015, AVIS Ecuador was awarded a \$50,000 CAD Sustainability Innovation Grant from Global Affairs Canada and managed by Mennonite Economic Development Associates (MEDA) to install efficient car wash stations, reducing the amount of water used to wash vehicles. In addition to saving the amount of water used, the technology will also reduce the amount of contaminants in the water run-off, and provide annually savings from reduced labor and water expenses. Installing high pressure nozzles and a recirculation system, the car washes will reduce the water used, and installing a filter will enable the number of contaminants that will enter the sewer system to reduce significantly. Two car washes were installed: one in the Quito location and one at the Guayaquil airport location.

“An interesting aspect about this project was that it is mainly Ecuadorian engineering. We didn’t import too many things and we could maintain it easily, supporting the local economy.”
Miguel Espinosa

SIG Impact

AVIS Ecuador successfully installed both the Quito and Guayaquil car wash stations. The company received positive environmental, social and economic outcomes that will improve the company’s performance in the short and long term.



“The project has so many benefits in terms of cost, environmental, and employee motivation. It brings value to the company in terms of ESG*.”
Esteban Andino

Increased Employee Satisfaction

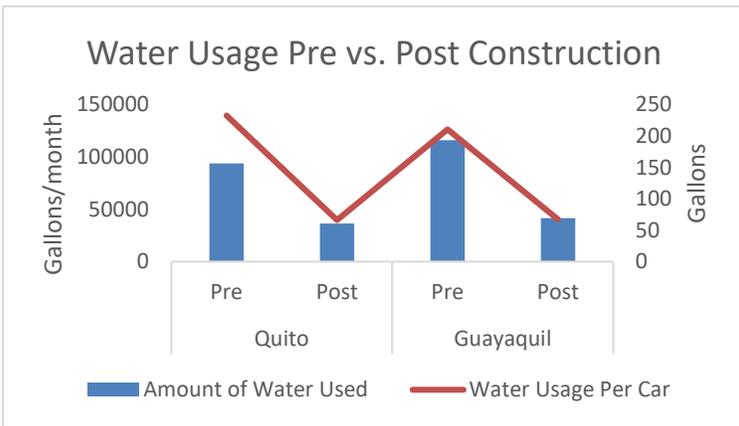
During the construction and implementation of the project, many people in the department became very interested because it created an efficient way of cleaning cars, meaning less effort for staff. The external washing of the car dropped from 15 minutes to three minutes, allowing staff to focus on other less physically demanding tasks. This provided greater employee satisfaction and ignited behavior change among staff.

*Environmental, Social, and Governance



Environmental Conservation

The water saved per month due to the installation of the car wash are substantial. As shown in the graph, the Guayaquil and Quito locations saves 57,410 and 74,574 gallons of water on average per month, respectively. These savings are even despite an increase of the number of car washes at each location per month. This translates to saving from 144 to 167 gallons of water during every car wash depending on location. By installing a carbon filter at the Quayaquil location no water is wasted, creating clean re-usable water.



Sustainability

AVIS Ecuador is looking at other aspects of the maintenance process that can be more environmentally consciousness. Whether it is environmental shampoo or reducing energy usage for the vacuum, these are all considerations that would provide better services for employees, customers, and society. The CEO has even recommended replicating the car wash initiative at other Mareauto owned AVIS locations. This project contributes to the Sustainable Development Goals of Clean Water and Sanitation and Responsible Consumption and Production.

6 CLEAN WATER AND SANITATION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Lessons Learned

In Ecuador, there are few environmental legal regulations, making it difficult for people to prioritize natural resource conservation and clean water practices. In Quito, the government measures contaminants as parts per million. When you recycle the water, it concentrates the amount of solids in the water due to re-use. Currently, the filter does not capture all of the solids and the water that does not get recycled enters the sewer system at more concentrated levels. Due to the lack of environmental regulations, the company does not get penalized for this, but they are taking on the challenge of solving this issue.

The initiative proved to be challenging during the evaluation and approval stages. Additionally, as the grant is a matching grant, it was difficult to fund the remainder of the initiative due to economic and political challenges. The project was more expensive due to unforeseen construction costs. The company overcame these difficulties through persistence and passion while getting the general management to buy into the initiative. Creating awareness about the environmental benefits of water conservation allowed for knowledge dissemination throughout the company. Below is a photo of some members of the hard-working team!

