



SOCIAL
ENTERPRISE
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Lican Paraguay: A bloody social enterprise!!

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The problem:

- Pollution of the streams and rivers of the capital city of Paraguay due to bovine blood free discharge from slaughterhouses.







Rivers of Blood





The dangerous liaison tripartite initiative

- The Government of the City of Asuncion
- The Moises Bertoni Foundation CSO
- Lican Chile Inc.



**LICAN Hemoglobin-Plasma plant
Started 1999**

Investment US\$ 1.5 million

51% Private Chile

49% Bertoni Foundation

1 14 million liters blood processed

US\$ 500-800.000 per year

Protect 65.000 hectares Atlantic

Mbaracayú Forest



