



**2011 Fairness Award Honoree**

**Albina Ruiz: Peru**

Albina sees income generating opportunities for women where many just see intractable poverty. Albina moved from her community in the jungle of Peru to Lima, the capital, when she was 16 years old. A hard worker, she studied industrial engineering at a competitive university. In her walks to the University she saw the mountains of trash piled on the sides of the road, a sight she had never seen before in the jungle. That was the start of an idea that would impact the lives of thousands of Peruvians: the creation of local enterprises to collect and process garbage. The women-enterprises charge affordable fees for the collection of trash, reducing waste volume in municipal landfills and generating more income by separating recyclables, spinning off additional microenterprises to produce compost and other marketable by-products. She founded Ciudad Saludable in 2001 but has been promoting her concept for 15 years working as a consultant to the main cities of Peru, industrial firms and various international development projects,