



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



Children in Uganda acquiring computer skills through 2014 SEED Africa Winner The Mobile Solar Computer Classroom

SEED Annual Report 2014

Creating opportunities for growth
through social and green entrepreneurship

Imprint

SEED Initiative
c/o Adelphi Research gGmbH
Caspar-Theyß-Str. 14 a, 14193 Berlin, Germany
www.seedinit.org

Copyright © 2014 Adelphi Research gGmbH.
All rights reserved.

Authors: Amélie Heuër (SEED), Helen Marquard (SEED),
Rainer Agster (Adelphi Research), Jona Liebl (Adelphi
Research), Anaïs Mangin (Adelphi Research), Mirko
Zürker (Adelphi Research)

December 2014

SEED is a global partnership for action on sustainable development and the green economy. Founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and IUCN (International Union for Conservation of Nature) at the 2002 World Summit on Sustainable Development in Johannesburg, SEED supports innovative small scale and locally driven enterprises around the globe which integrate social and environmental benefits into their business model.

SEED is hosted by Adelphi Research gGmbH, based in Berlin, Germany. Adelphi Research (AR) is a leading think tank for policy analysis and strategy consulting. The institution offers creative solutions and services regarding global environment and development challenges for policy, business, and civil society communities.

The views expressed in this publication are those of the author(s) and do not necessarily reflect the views of SEED or Adelphi Research, including those of the SEED Partners and SEED Symposium Supporters.

For further information, contact:
info@seedinit.org

Table of Contents

1. Message from SEED Board Chairman and Executive Director	6
2. Reflections: Ibrahim Thiaw, Deputy Executive Director, UNEP	8
3. Social and Green Entrepreneurship	9
3.1 The contribution of social eco-enterprises and the role of SEED	9
3.2 SEED: a multi-level approach	9
4. The Power of Partnerships	10
5. Empowerment at the Grassroots	12
5.1 SEED support	12
5.2 Increasing the capacity of local partners	14
5.3 SEED BDS+	15
6. Promoting Local Solutions	16
6.1 SEED Awards 2014 – identifying local solutions	16
6.2 2014 SEED Jury	18
6.3 2014 SEED Winners: grassroots solutions	19
6.4 SEED Alumni in the spotlight	25
7. Bridging the Gap: Stimulating Co-Creation and Sharing Lessons	26
7.1 Building evidence	26
7.2 Building bridges through the SEED Symposia	26
7.3 Stimulating national exchange: SEED dialogue fora	29
7.4 Spreading the word... ..	29
8. SEED: an inside peek.... ..	30
8.1 SEED Board	30
8.2 Meet the SEED Team	30
9. Financial Performance	31

At a glance...

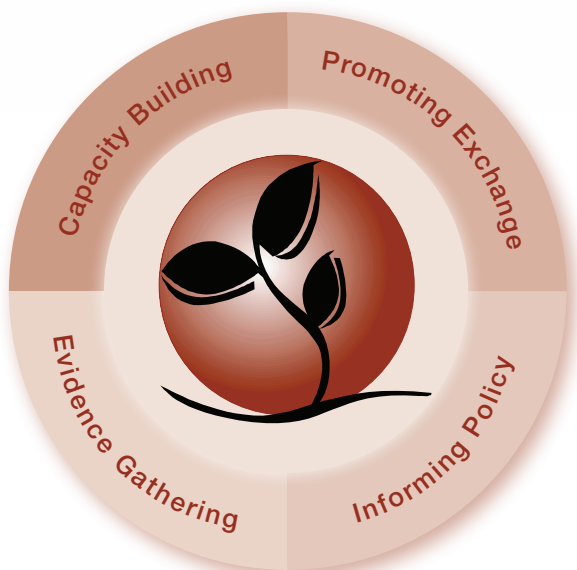
Vision

A world of flourishing communities where social and environmental entrepreneurship drives sustainable development

Mission

Promoting entrepreneurship for sustainable development

Our approach



Our objectives

- 1 Empower and promote eco-enterprises to enhance their social and environmental impacts
- 2 Encourage enabling frameworks to stimulate social and green businesses
- 3 Connect local, national, regional, and international stakeholders to share solutions
- 4 Promote and work in partnerships

Our Partners

SEED Founding Partners



SEED Hosting Partner



SEED Corporate Partner

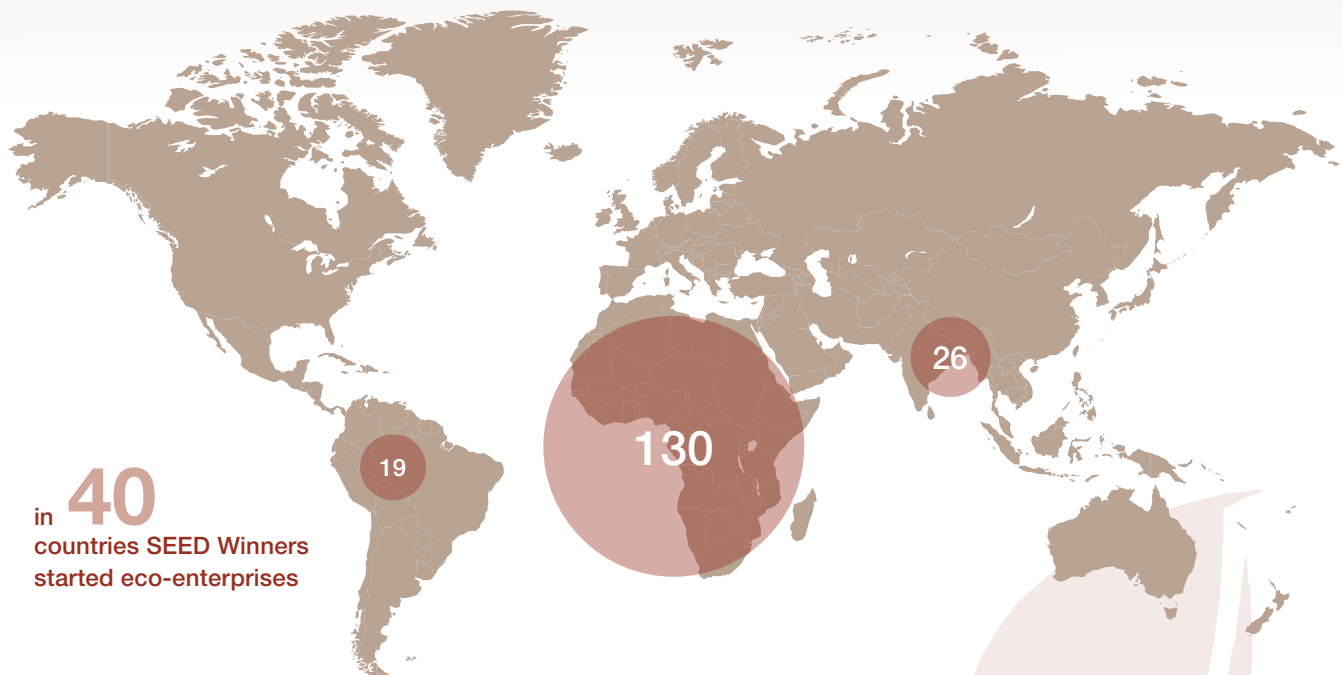


SEED Partners

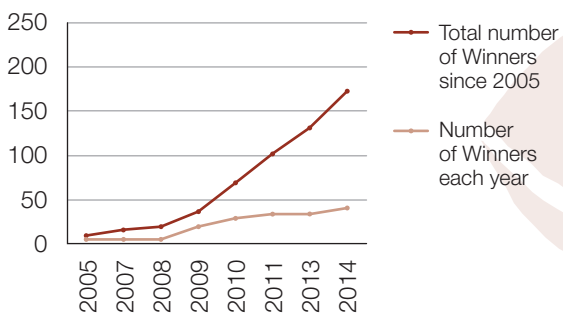


Highlights 2005–2014

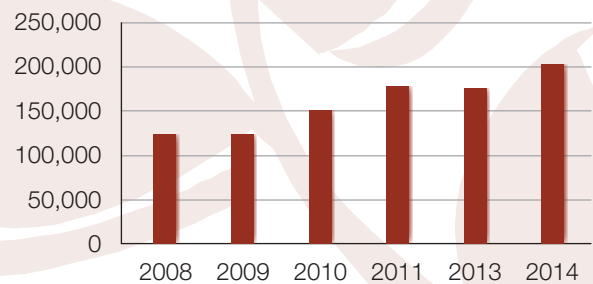
Total number of SEED Winners per region



Number of SEED Winners 2005–2014



Total Value of Grants in \$



Achievements of 2014

41 SEED Winners selected

350 people trained in eco-entrepreneurship

Held 3 SEED Training of Trainers Programme which built the capacity of **50** trainers through the SEED methodology

600 entrepreneurs, policy makers, businesses, civil society and support institutions from over 30 countries came together at SEED events

1. Message from SEED Board Chairman and Executive Director

Next year, countries will decide on how to construct the post-2015 development agenda, and adopt Sustainable Development Goals (SDGs). We hope those Goals will be sufficiently ambitious to effect the changes that are needed to combat and manage climate change, the depletion of valuable natural resources, and to open up opportunities and empowerment for the majority of the world's people to allow them to develop and grow sustainably.

The draft SDGs recognise the enormous role that the private sector can make to sustainable development and make some reference to entrepreneurship, albeit without the express qualification of 'social and environmental entrepreneurship' which is the focus of all SEED's work. Nearly all of the latter type of enterprises are micro- or small-sized, employing between 5 and 200 people, but operating at the grassroots to enable them better to strengthen their local communities and offer solutions to local constraints. At the moment they constitute an almost vanishingly small proportion of small, micro and medium-sized enterprises (SMMEs) that across the globe are the powerhouse of the economy. And this triggers the question: Why is there not more attention paid to these pioneers of a new, a green, economy? For nearly 10 years, SEED has been recognising, profiling, and working alongside promising start-up social and environmental enterprises through its annual Awards. While it is gratifying to witness the continuous emergence of new enterprises, we have to note that we are not receiving an ever-increasing number of applications and experience shows that building a business model which integrates social and environmental as well as economic benefits at the outset remains a precarious adventure. No doubt this is why there are not many more of them.

Some of the reasons have been discussed at the SEED South Africa Symposium in March of this year, and the

SEED Africa Symposium held in September in Nairobi, Kenya. A number are familiar: access to finance, assistance in developing business and administrative skills, access to technology and research, and, for eco-enterprises, assistance in setting and monitoring suitable targets, and recognition of the value of the triple bottom line approach. These are in essence no different from the messages we picked up at the first SEED Symposia several years ago.

So has the situation not changed? The answer is a qualified "yes": there appears to be a growing awareness about eco-enterprises in various institutions, and enthusiasm, interest and sheer energy shown by people who are exposed to them. The ever increasing number of participant at the SEED Symposia is a good reflection of that. We have heard loud calls for user-friendly multi-potent networks and platforms to support the growth, scale-up and replication of eco-enterprises. Some are being spawned in a national context, and some at the international level, such as the Inclusive Business Action Network which was recently launched by the German Development Agency, GIZ. We in SEED are looking to work with like-minded institutions with a view to growing a pipeline of funding and capacity building opportunities that can be matched with a pipeline of suitable enterprises.

At the same time, attention needs to be given to stimulating the incorporation of social and environmental aspects into 'conventional' businesses. This year SEED has embarked on a twin-track approach: first, training local business development service providers in Mozambique and Namibia about how enterprises can build in social and environmental benefits and still be profitable, and second, preparing modules to work directly with some businesses in Mozambique which will be rolled out in early 2015. The enthusiastic reception of the first and strong interest in the latter have reinforced our plans to

do more in these areas in the coming years. Such approaches will be shored up if the increased attention to sustainability reporting by, for example, the Global Reporting Initiative and the Global Impact Investing Network through its IRIS metrics.

Our aim is to stimulate and inform the growing interest in social and environmental entrepreneurship. This, like previous Annual Reports, describes the business models and innovative approaches of the forty-one 2015 SEED Winners who are fully committed to improving the situation of their communities and the environment. They are from across the globe, though mainly in Africa. They represent efforts to deal imaginatively with waste, build up rural agriculture, offer local access to clean energy. Some are dedicated to empowering women. We have offered them the fruits of nearly 10 years of experience of working with start-up eco-enterprises to make them more robust – administratively, in terms of their partnerships, and in their ability to trumpet their social, environmental and economic achievements –, to help them with their business plans, to link them with other organisations and enterprises, and to introduce them to national and international policy communities.

All this we have been able to carry out only with the generous support of the European Union; the Government of Flanders; the Netherlands government; the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety; UN Women; UNIDO; Hisense; and Hogan Lovells. We greatly appreciate their continued support for the Programme, and that of the other SEED Partners and Associates. And we were most grateful to the SEED Africa Symposium Partners – the Swedish International Development Agency, UN Women, Wrigley, SWITCH Med, GIZ, Hivos and Ashoka – and Supporters for bringing their perspectives, audiences, and financial contributions to make the event such a success. We also want to take this opportunity to recognise publicly the enormous contribution of the SEED International Jury to the programme, and to thank them.

Finally, as we head into 2015, we ask you to join forces with us and with entrepreneurs like the SEED Winners in as many ways as possible so as to create and build ecosystems that will see the proportion of SMME eco-enterprises increase markedly and witness their sustainable growth. They could be one of the most powerful agents to implement the SDGs



Julia Marton-Lefèvre

Chairman, SEED Board,
Director-General, IUCN



Helen Marquard

Executive Director, SEED

2. Reflections: Ibrahim Thiaw, Deputy Executive Director, UNEP

UNEP, and I personally, have been closely connected with SEED since its inception – now over 10 years ago. We have witnessed its growth from simply an idea launched at the 2002 World Summit on Sustainable Development by UNEP, UNDP and IUCN, to it becoming an organisation that hosts a widely acclaimed annual awards scheme for start-up social and environmental enterprises across the globe, that has in-depth experience of providing various types of capacity building to its Winners, and is also providing crucial evidence for policy makers about what these types of grassroots enterprises need. Now the programme is expanding into additional areas – training business development service providers and conventional businesses in how they might incorporate social and environmental goals into their bottom line, without compromising on their economic bottom line.

SEED's activities are particularly relevant to UNEP's work on resource efficiency and the green economy. It is far from commonly accepted that businesses can broaden their bottom line. Yet we see startling examples of triple bottom line enterprises that won a SEED Award and some years later have scaled up impressively. To take just a few examples:

- **KAITE**, which specialises in underutilised crops and the sustainable cultivation of high value products, has become ORGANIC AFRICA which works with more than 2500 marginalised farmers and wild collectors, particularly women, in Zimbabwe and is part of the international fair trade market;

- **Nuru Energy** has developed a one-of-a-kind robust and simple-to-use off-grid recharging platform, the Nuru POWERCycle™ pedal generator which provides reliable clean, sustainable power at any time and anywhere and is very much more efficient and cheaper than current solar-based solutions. Nuru Energy works with local organisations to recruit and train micro-franchise entrepreneurs to distribute and sell their products, and having started in Rwanda, are now also operating in Kenya, Uganda and India.



Ibrahim Thiaw, UNEP Deputy Executive Director and Assistant Secretary-General of the United Nations

- **Tambul Leaf Plates** produces and markets biodegradable disposable plates from the fallen leaves of the arecanut palm in north-east India. They help rural producers to establish microenterprises and then purchase plates through a fairtrade process. More than 100 microenterprises have been created in the 3 years since Tambul Leaf Plates started; this translates to more than 2000 livelihoods created.

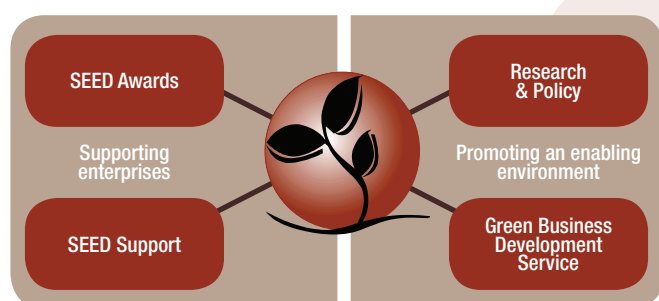
Job creation, and a resource efficient, low carbon economy, are two central elements of sustainable development. We must move urgently and ambitiously on both of these. Unless responses include action at the grassroots from micro, small, and medium-sized enterprises, any successes will be limited. A first step in engaging with them is to be able to point to exemplars of entrepreneurship and to understand which policy enablers to put in place at the international, national and local levels. SEED is providing important inputs to both of these, on which UNEP can and will build.

3. Social and Green Entrepreneurship

3.1 The contribution of social eco-enterprises and the role of SEED

It is widely accepted that small, micro and medium enterprises (SMMEs) play a critical role in the global economy: they drive innovation, spur economic progress, create jobs, and facilitate the provision of goods and services. Above all however, they have the ability to respond quickly to local needs and they play a unique role in reaching the most vulnerable members of the population at the grassroots, particularly in developing countries.

Yet, in these times of ever-increasing social disparities, enormous pressure on resources and global impacts of climate change, social and environmental entrepreneurship, also known as eco-entrepreneurship, is pivotal in shaping development and growth that is truly sustainable. By embracing the added values of social improvement and wise resource management such enterprises engender resilience and adaptability in their communities.



To accelerate their growth, SEED uses a multi-level approach, helping small grassroots eco-enterprises to scale up, and providing a bridge between entrepreneurs and policy makers, sharing experience and contributing to the framework for the green economy.

3.2 SEED: a multi-level approach

Grassroots: Through the SEED Awards, SEED identifies promising social and environmental enterprises in developing countries. By addressing their most urgent needs through direct and tailored support and by building their capacity and networks, SEED empowers these small grassroots enterprises and enables them to enhance their social, environmental, and economic benefits.

Institutional: Local business intermediary organisations play a vital role in the development of local enterprises and in helping to bring about an enabling environment for enterprises to flourish. By working with such organisations, SEED strengthens the direct support to eco-enterprises, multiplies the use of the SEED approach beyond SEED Winners, and simultaneously develops in-country capacity.

Policy: There is little grassroots evidence to assess the constraints and impact of eco-enterprises, which makes it difficult for policy makers to put in place measures that will have maximum effect in enabling such enterprises to establish and grow. Through empirical research, SEED provides insights into how these start-ups grow, into which factors are critical for success, into the barriers they face, and into their economic, social and environmental impact.



“The SEED Award and the initiative as a whole has truly emerged as a gem in this array of international awards that recognises the pioneering efforts of individuals and organisations that often begin with an idea, struggle for year and try and find the support and mean by which to realise that vision and ultimately through these awards are able to receive some recognition for their extraordinary role in building the Green Economy” **Achim Steiner, UN Under-Secretary-General & UNEP Executive Director**

4. The Power of Partnerships



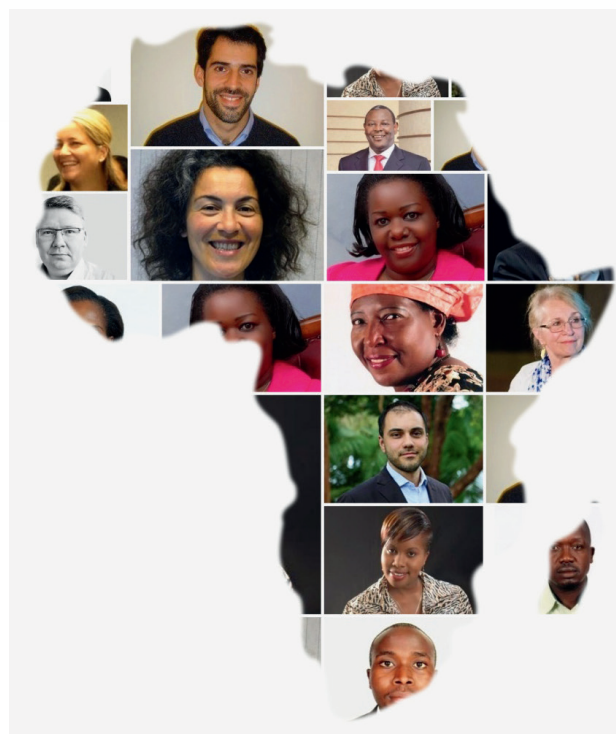
The SEED Award is one of the most motivating thing that has happened to us. Finally someone who realises that what we do has significant global benefit. – Pauline Nantongo Kalunda, Trees for Global Benefit (Uganda), 2013 Low Carbon Award Winner

Twelve years after SEED was registered as a Type II Partnership at the Johannesburg World Summit on Sustainable Development in 2002, partners are integral to the identity of SEED, even more so now with the ongoing expansion of the SEED Programme.

SEED not only promotes the concept of partnerships through its support to SEED Winners, who are exemplars of multi-stakeholder partnerships, but reflects the importance of partnerships throughout the entire programme by dedicating modules on partnership development and management, and by partnering in all areas of work such as in the capacity building, in the research, and for events. Indeed, SEED's programme is founded on the contributions of long-lasting Partners and the support of new ones; in 2014 their contributions enabled us to:

- award a record number of SEED Winners
- continue to focus on specific areas, such as gender equality and low carbon
- organise 2 of SEED Symposia and 6 national dialogue fora, which brought together over 600 representatives from businesses, government, civil society and support institutions and
- introduce new triple bottom line training for business development service providers.

Through our partners we extend our networks and build new partnership and also enable on the ground experiences of local SMMEs, such as that of SEED Winners, to be even more widely recognised and to bring them to the attention of the policy makers.



Our partners can be categorised into:

SEED Partners

Organisations that provide significant financial or in-kind contributions each year

SEED Associates

Organisations that help facilitate contacts for SEED Winners, share research, or provide advice and support directly to the winning partnerships

SEED Symposium Supporters

Organisations that contribute to one of the annual SEED Africa or SEED South Africa Symposia



Women's economic empowerment is central to achieving gender equality. It's more than a matter of basic fairness: it's an established positive cycle. With a livelihood and an income of their own, women have increased status, can provide for their families, and become empowered in other parts of their lives as well, such as making decisions about education, housing, food choices, and medical care. We are pleased to be working with SEED and supporting the SEED Gender Equality Awards for the outstanding women-led social and environmental enterprises that are leading the way. Phumzile Mlambo-Ngcuka, Executive Director UN Women

SEED Founding Partners



SEED Hosting Partner



SEED Corporate Partner



SEED Partners



Symposium Supporters



Online Partners



Outreach Partners



5. Empowerment at the Grassroots

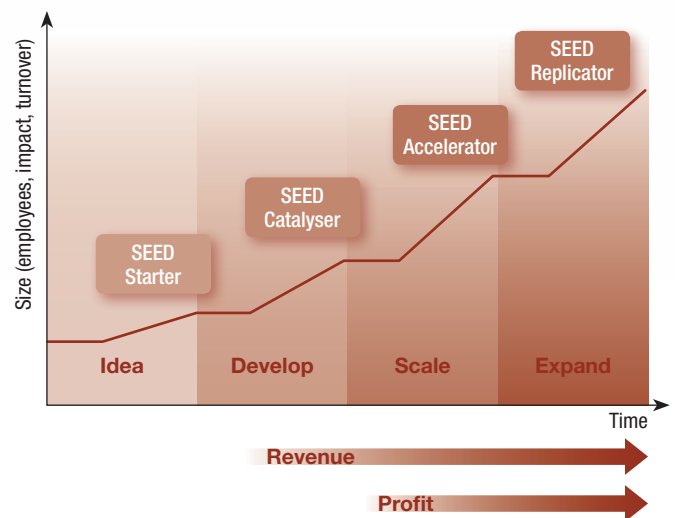
5.1 SEED support

SEED recognises that no two enterprises are the same, either internally or as regards their operating environment. Consequently, SEED has developed support mechanisms that help social and environmental enterprises to build capacities according to their individual needs. In 2014 SEED consolidated its support into 4-tiers:

- **SEED Starter:** self-help tools help early stage eco-enterprises to grow their idea up to the point where their concept has been proved
- **SEED Catalyser:** direct business capacity building, interactive tools, South-South exchange, and international profiling for start-up eco-enterprises (SEED Winners) that have a valid proof of concept
- **SEED Accelerator:** financial capacity building and funding, and further national, regional and international profiling and networking for SEED Alumni that have achieved significant scale-up
- **SEED Replicator:** assistance to enterprises with the replication of their business or the setting up of franchises.

So far SEED has focused on the SEED Catalyser and Accelerator. The other tiers will be introduced in 2015.

Each of these support packages is framed under the SEED Enterprise Blueprint: a framework based on Critical Success Factors that provides a step-by-step guide to inclusive and green growth drawing on a comprehensive Toolbox. Each module is geared by a set of interactive and/or self-help tools designed by SEED to empower enterprises and help them scale up their businesses.



The SEED Toolbox is put into practice in five different ways:



Tools: self-help tools that help SEED Winners prioritise and address their most urgent needs, for instance by assisting them to conduct market analysis, to develop a funding strategy, to map their relationships and to develop Memoranda of Understanding with partners.



Capacity Building: one-on-one advisory service that offers Winners assistance with their business plan, in-country workshops, and webinars.



Profiling: through high level events such as the International SEED Award Ceremonies and SEED Symposia, and marketing and promotional activities such as our website, blog and social media channels, SEED Winners are profiled nationally, regionally and internationally.



Network Building: SEED facilitates contacts between start-ups and support organisations, funders, policy-makers and other enterprises.



Financing: to help kick-start the growth and scale-up of social and environmental start-ups, SEED provides a financial contribution of USD5,000 to SEED Winners, and USD40,000 for the SEED Alumni that take part in the SEED Accelerator.

With the SEED Enterprise Blueprint and the SEED Toolbox, the four SEED Support packages provide uniquely structured and customised guiding principles for social and environmental entrepreneurs. Feedback indicates that SEED contributes to empowering communities at the grassroots in countries with developing and emerging economies by assisting social and green start-ups to grow, scale-up their impact and replicate their businesses.

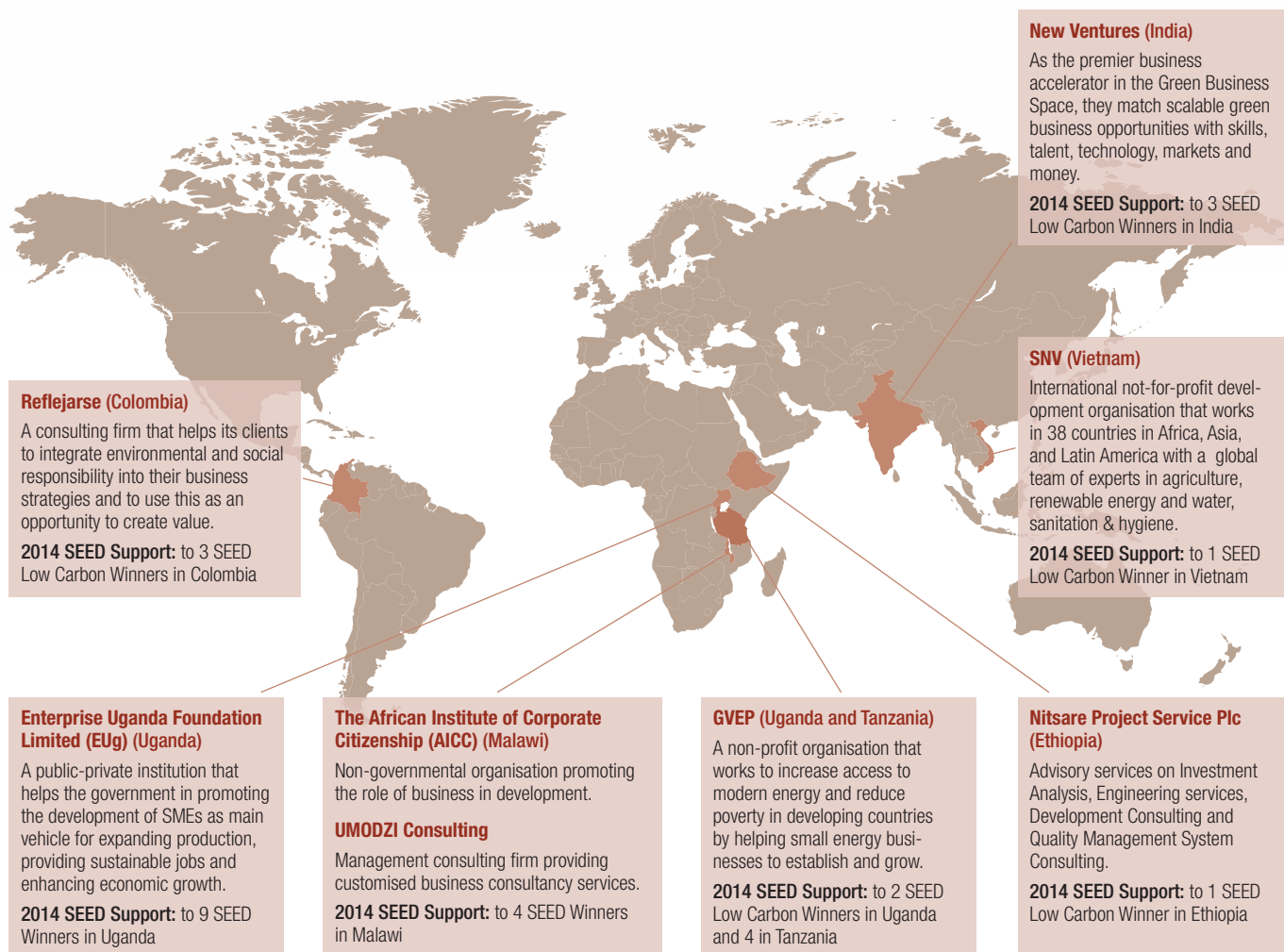
SEED Support – Support by Tiers

SEED Starter	●	●	●	●	●
SEED Catalyser	●	●	●	●	●
SEED Accelerator	●	●	●	●	●
SEED Replicator	●	●	●	●	●
	Tools	Capacity Building	Profiling	Network Building	Financing





SEED is opening us up to a whole different avenue that we had never thought of before, so it's really adding a lot of value.
Bevlen Sudhu, GreenABLE, 2014 SEED South Africa Winner



5.2 Increasing the capacity of local partners

SEED aims also to increase local institutional capacity and to build bridges between local, national and regional stakeholders. For this reason we are moving increasingly to deliver the SEED support with the assistance of local service providers, expert national organisations, or international agencies with local country offices, selected

through a competitive tender process. These local service providers take on the role of local advisors. In the first instance, they work alongside the SEED advisors to provide the in-country and remote business support but in the longer term, they will take on the full local support.

5.3 SEED BDS+

Greening Business Development Services (BDS) has grown to be an important element of our efforts to create more enabling environments for small, medium and micro enterprises to flourish. BDS+ builds the capacities of selected local business development services providers through 'Training of Trainers' workshops using tailored materials and relevant best practices, based around the SEED Enterprise Blueprint. The training consists of over 20 business and management tools as well as case studies, exercises, guidelines and templates that are specifically tailored to address enterprises' social, environmental and economic impacts. BDS+ trainers continuously enhance their skills and knowledge through the BDS+ network, their access to the SEED knowledge platform, and an exchange of best practices in peer-learning formats.

To build the capacities of selected local BDS providers, SEED hosted three "Training of Trainers" (ToT) events in 2014: in Malawi, Namibia and Mozambique. These brought together over 50 participants from companies and institutions such as the Small and Medium Enterprise Institute (SMEDI), Oxfam, ministries, universities and business associations, to explore social and environmental business models. As a result, the Trainers were able to deliver their own tailored support to several SEED Winners, and will be able to reach out to other businesses in the future. In the light of the positive feedback from the first BDS+



workshops SEED is aiming to expand the ToT workshops to South Africa in 2015.

SEED BDS+ has also established a BDS+ network and provides BDS+ trainers with access to the SEED e-Support platform. This allows them to continuously enhance their skills and knowledge.

”

To have recognition, to have an award for low carbon, [...] it's amazing. It gives us hope, it gives us courage, it gives us a push to keep improving [...], to keep working hard to increase access to our fire stoves in Uganda and in East Africa! **Nolbert Muhumuza, Awamu Biomass Energy, 2013 SEED Low Carbon Winner**

6. Promoting Local Solutions



The 2014 SEED Winners, have followed enlightened social and environmental pathways in their entrepreneurial activities. They offer good examples of how local entrepreneurs can contribute to successful and sustainable development. **Helen Clark, UNDP Administrator**

6.1 SEED Awards 2014 – identifying local solutions

The 2014 SEED Awards, the 8th SEED competition since 2005, was a remarkable year in offering a record number of Awards, which identify innovative and promising social and environmental start-ups in the developing world. Similarly to last year, there were four categories of award:

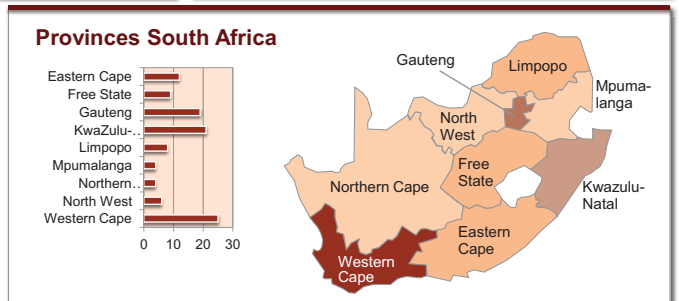
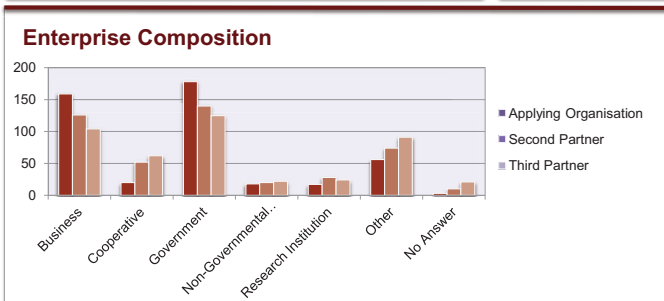
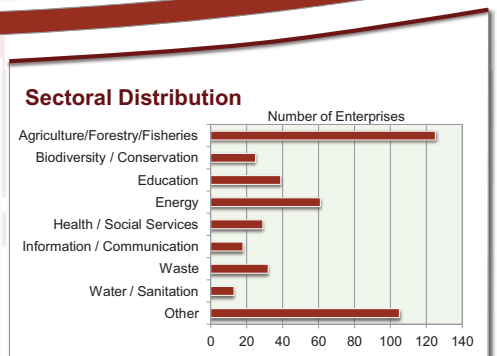
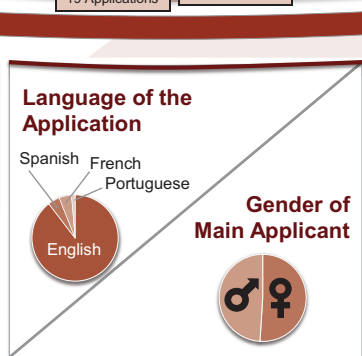
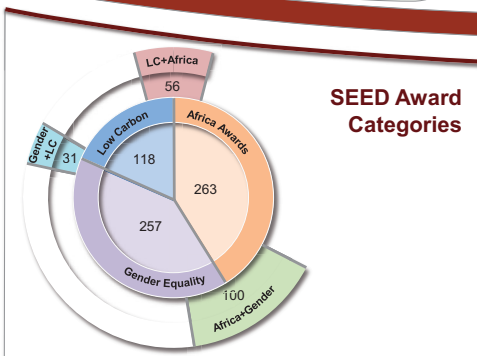
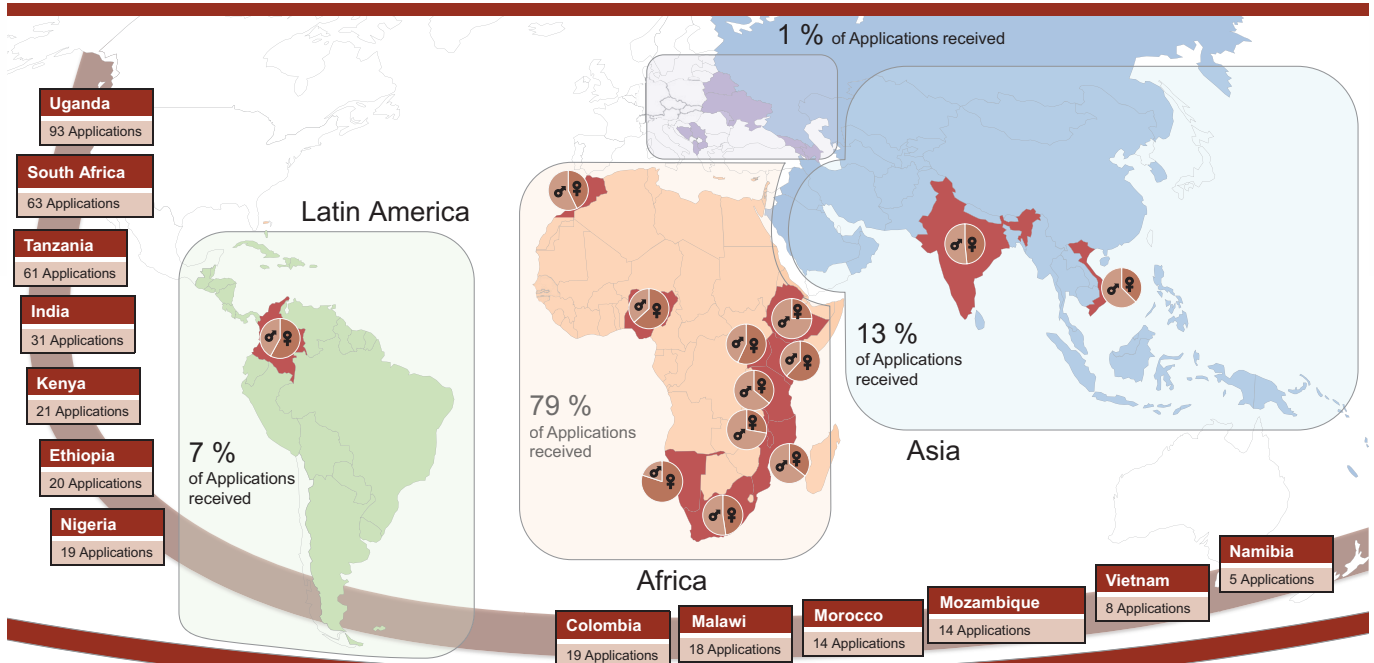
1. **SEED Africa Awards** to enterprises in Ethiopia, Malawi, Morocco, Mozambique, Namibia, Tanzania and Uganda; largely supported by the European Union and the Government of Flanders.
2. **SEED South Africa Awards** to enterprises in South Africa; largely supported by the European Union and by the Government of Flanders for enterprises in the provinces of Free State, Limpopo and KwaZulu-Natal.

3. **SEED Low Carbon Awards** to enterprises in Colombia, India, Tanzania, Uganda and Vietnam; supported largely by the International Climate Initiative of the German Federal Ministry for the Environment, Nature Protection, Building and Nuclear Safety.

4. **SEED Gender Equality Awards** to enterprises run or owned by a woman or women and prioritise gender equality and/or women's empowerment as a core objective in non-OECD or non-EU Member countries; supported by UN Women, UNIDO, and law firm Hogan Lovells.

Over 450 applications were received from 84 countries, of which 79% originated from Africa, 13% from Asia and 7% from Latin America. 'Agriculture, fisheries and forestry' clearly continues to be the sector in which most social and environmental start-ups; energy, waste, and education are the other three most common sectors.

SEED Awards 2014 in numbers



6.2 2014 SEED Jury

Considering each application carefully against the SEED eligibility criteria, the 2014 SEED International Jury selected 41 SEED Winners. The Jury is an independent panel of experts in various fields of sustainable development. SEED is extremely grateful for their generous dedication of time and the rigour with which they considered each of the candidates. The members of the 2014 Jury are:

Bert van Nieuwenhuizen: Chief Technical Advisor Africa Biogas Partnership Programme, SNV Kenya.

Catalina Alvarez Morato: Deputy Chief of Party, Colombia Clean Energy Program, Colombia.

Crispin Rapinet: Partner, Hogan Lovells, United Kingdom.

David Sher: Investment Director, Low Carbon Enterprise Fund, United Kingdom.

Douglas Kativu: Head of Global Reporting Initiative Focal Point South Africa.

Edward Mungai: CEO, Climate Innovation Center, Kenya.

François Bonnici: Director, Bertha Centre for Social Innovation & Entrepreneurship, University of Cape Town, Graduate School of Business, South Africa.

Gisele Yitamben: President, Association for the Support of Women Entrepreneurs, Cameroon.

Helmy Abouleish: Managing Director, SEKEM Holding, Egypt.

Ilyas Azzioui: Incubator Manager, National Center for Scientific and Technical Research, Morocco.

Jane Kisakye: Independent Senior Advisor on Environment Conservation and Community Development, Uganda.

Jeff Felten: Managing Director Tanzania, Camco Clean Energy, Tanzania.

Kieu Oanh Pham: Director, Centre for Social Initiatives Promotion (CSIP), Vietnam.

Kofi Nketsie-Tabiri: Founder and Managing Director, Xpress Gas, Ghana.

Leticia Greyling: Senior Lecturer, Rhodes Business School, South Africa.

Lucy Aviles: Independent Senior Advisor on Rural Development, Gender Mainstreaming and Social Impact Assessment, Bolivia / Germany.

Patricio Sande: President, Scientific Research Association of Mozambique.

Paul Laird: Corporate Partnerships Manager, Earthwatch, United Kingdom.

Phillip Bohwasi: Executive Director, Zimbabwe Opportunities Industrialization Center, Zimbabwe.

Rebecca Harrison: CEO, African Management Initiative, South Africa.

Saphira Patel: Manager Operations and Evaluations, DSBA, South Africa.

Sarah Timpson: Senior Adviser on Community-based Initiatives, UNDP, USA.

Saul Levin: Head of Research and Policy Strategy, TIPS, South Africa.

Scott Overdyke: Senior Program & Planning Manager, Root Capital, USA.

Seema Arora: Executive Director, CII-ITC Centre of Excellence for Sustainable Development, India.

Shrashtant Patara: Senior Vice President, Development Alternatives, India.

Sosten Chiota: Regional Program Director, LEAD Southern Africa, Malawi.

Tanya Lobel: Director, Actis, United Kingdom.

Thais Corral: SEED Winner 2008; Director, Adapta Sertao, Brazil.

Valerie Green: Director Climate and Energy Unit, National Business Initiative, South Africa.

6.3 2014 SEED Winners: grassroots solutions

The 2014 SEED Gender Equality Award winners (by country) are:

Bangladesh



JITA Social Business is an innovative rural distribution network, providing jobs and a regular income for women from low socio-economic communities across Bangladesh. Called Aparajitas – meaning “women who never accept defeat” – the women earn commissions selling a range of products from solar lamps to food and sanitary items on a door-to-door basis.

Nepal



Women's Off-season Vegetable Production Group is a women-led initiative growing and marketing organic vegetables in a climate where weather usually limits year-round production. The enterprise deploys agricultural techniques, notably poly-tunnels and greenhouses, to help improve food security and nutrition while empowering marginalised women through job creation.

Zimbabwe



Precious Life Foundation's Outgrower Project teaches bio-intensive, organic agricultural techniques to vulnerable women living at its shelter who then pass on their knowledge to the community. The enterprise empowers these women as teachers while working towards improved food security in Zimbabwe's Matabeleland South Region. Women farmers who benefit from the training donate labour or produce back as a form of payment for service.

The 2014 SEED Low Carbon Award winners (by country) are:

Colombia



Diseclear: Ecological design and production makes furniture, decks and pergolas from recycled plastic and agro-industrial waste, including sugar cane pulp, coffee and rice chaff, based on a method developed by the enterprise itself. Diseclear is working in co-operation with a university and a local government agency.



Fundación Huellas Verdes helps to protect communities at risk of landslides by planting tiva, at the same time as providing a carbon offset mechanism for enterprises and institutions. The grass, also known as vetiver, has great potential to store carbon in its roots and prevents erosion when planted on slopes at risk of landslides. Working closely with the affected communities the enterprise ensures maximum benefits for them.



Proplanet transforms materials that are hard to recycle, such as long-life Tetra Paks, into food packaging, construction materials and paper fibre. It is the first enterprise in Colombia recycling Tetra Paks. Through intensive research on how to improve its recycling processes, Proplanet managed to increase the spectrum of recycled materials and expand its product range, considerably reducing the pressure on landfills in Colombia.



Through the SEED Initiative and networking here, it's going to open up many doors for me. **Lynn Worsley, All Womens Recycling 2014 SEED South Africa Winner**



India

Frontier Markets provides rural low-income families with affordable solar energy lanterns, torches, and home-lighting systems using a hub-and-spoke distribution model. The specific needs of rural low-income families are integrated into the business model through after-sales services and regular product use, needs assessments. Using solar energy products allows customers to reduce their energy expenses and to reduce the use of traditional polluting fuel sources such as kerosene.



Last Forest Enterprises is a marketing platform promoting fair-trade principles, sustainable harvesting and biodiversity in India. The enterprise markets and sells 68 kinds of organic, forest-based or indigenous products such as handicrafts, garments, honey and timber products. Founded by a non-profit, the platform sells the sourced and branded products at its own retail sites or on e-commerce portals.



Switch ON: ONergy overcomes the obstacle of last-mile distribution of solar-energy products by providing solutions such as solar micro-grids and lanterns to rural communities using a full-service distribution infrastructure based at Renewable Energy Centres. By partnering with national banks, microfinance institutions and credit co-operatives, the enterprise ensures off-grid village households can sustainably finance the products.



Tanzania

L's Solution promotes and sells solar powered lamps, chargers and cookstoves at village trade fairs and installs larger-scale devices such as solar water pumps and solar PV panels. By focusing on promotional activities the enterprise generates income and entrepreneurial opportunities for vendors, marketers and distributors, especially women. The products themselves reduce fuel consumption by 60 percent, reducing deforestation and reducing health risks from indoor air pollution.



Uganda

Green Bio Energy is an enterprise distributing its own brand of Briketti charcoal briquettes, solar lamps and EcoStove outdoor cookstoves to low-income families in Uganda through its network of trained micro-entrepreneurs. Its long-burning briquettes are made of 100% recycled agricultural waste and its cookstoves have very low carbon emission rates. The enterprise regularly implements capacity building workshops for its network of micro-entrepreneurs, thus enabling them to generate higher incomes for their families.



Green Heat is an enterprise installing and marketing biogas digesters that convert decaying organic material from latrines and agricultural waste into biogas fuel for cooking and heating. By using biogas digesters, urban and rural households, schools, prisons, hospitals and tourist lodges in Uganda reduce their dependence on firewood and charcoal, improve their waste management systems, and help reduce deforestation and greenhouse gas emission rates related to methane release.

Vietnam



The Elegance Company showcases agricultural products and livestock, renewable energy technologies, and organic farming techniques through its zero-waste, multi-culture, multi-crop and closed loop system implemented on its model farm. Partnering with NGOs and research institutions the enterprise provides consultancy services for product incubation, sustainable farm design, and development of new technologies.

The 2014 SEED Africa Award winners (by country) are:

Ethiopia



Asrat & Helawi Engineering Partnership manufactures and sells clean cookstoves for private and institutional customers. Heated with electricity, biogas, or ethanol the stoves considerably reduce both fuel costs and health risks related to indoor air pollution. Local communities help produce the stoves while additional indirect jobs are created through a retail network.

Tanzania



Arusha Women Entrepreneurs is an enterprise training and employing women in the production and marketing of aflatoxin-free peanut butter. Smallholder farmers supply the peanuts which are processed into peanut butter and sold in bulk to a large wholesaler as well as to supermarkets and kiosks, and through door-to-door sales. Gender quotas ensure women are able to hold leadership positions in the enterprise.



Mesula – Meru Sustainable Land supports bio-intensive farming by providing Arusha smallholder farmers with technical advice on how to convert to organic farming. Smallholder farmers see increased crop yields and higher incomes. Mesula buys their organic produce and sells it, together with conserves made by a group of local women, at a farmer's market and a local supermarket.



Village Inc. Africa supports the creation of village companies in the Babati area of Tanzania. Communities structure their village like a business, thus giving them access to low interest loans to fund enterprises and projects. Profits are used to fund urgent social projects, such as sanitation. Villagers become shareholders once a village company meets a series of good governance and fiscal targets.

Uganda



Appropriate Energy Saving Technologies works closely with local farmers in Uganda's Teso District to provide households in the district with clean, sustainable cooking fuel. The farmers provide the enterprise with bio-waste which is used to manufacture the biomass briquettes. The enterprise then sells and distributes biomass charcoal briquettes and fuel-efficient cookstoves to local community groups.



Bringing gas nearer to people has developed a strategy to reach underserved rural and peri-urban communities in the central region of Uganda with Liquefied Petroleum Gas (LPG) as an alternative clean energy solution for cooking purposes. The enterprise is trialling a door-to-door gas delivery service and alternative payment schemes tailored to the needs of rural low income communities, such as pioneering pay-as-you-go LPG community kitchens.



Budongo Women Bee Enterprise is a co-operative beekeeping enterprise producing honey and beeswax products. In mobilising women in the Masindi region to become beekeepers, the enterprise uses the honey business as a vehicle for community development, including promotion of sustainable land-use and climate change adaptation.



Girls Agro Investment, implemented by KadAfrica, trains young rural women to manage and run smallholder agricultural businesses in passion fruit farming. The girls are given rent-free land and training for two and a half years, during which KadAfrica buys back their produce. Empowering the girls to continue farming at the end of their internship, the enterprise offers an economic alternative to rural exodus in Western Uganda.



Kataara Women's Poverty Alleviation Group runs an innovative small-scale enterprise selling handicrafts made with paper produced from elephant dung. The paper is used to make cards, menus, and notebooks that are sold to tourists. Women employed by the enterprise are also trained to construct energy-efficient cookstoves which are marketed locally. The group aims to not only alleviate regional poverty but also to conserve its environment for future generations.



KingFire Briquettes is an urban recycling enterprise in Kampala which uses organic material otherwise considered waste to create biomass briquettes. Sourced from local materials, the briquettes offer an alternative energy source to firewood or charcoal and provide quality, affordable, sustainable fuel for heating and cooking.



Southwestern Women Bean Growers Union works to rally together the existing smallholder sugar bean farming community in south western Uganda. Women can join the enterprise's collective where they are trained in how to increase production and sales and receive social support and wide market access. Through multiple partnerships the enterprise also works to protect the local environment, replanting trees that have been cut to stake the beans.



The Mobile Solar Computer Classroom is helping bridge the digital divide in Uganda by making computer skills accessible, affordable, and relevant to rural schools and community libraries in Uganda. The enterprise uses solar-powered computers – housed in modified SUV vehicles fitted with solar panels – to bring its technology to its trainees. A digital literacy curriculum is delivered to each participating venue over the course of two years.



The Sustainable Mushroom Farming Initiative is a community enterprise which farms and sells organic oyster mushrooms in the Kanungu District of Uganda. Providing alternative livelihoods for disadvantaged women and indigenous Batwa people living adjacent to Bwindi Impenetrable National Park, the enterprise reduces pressure on the gorilla habitat, as fewer community members engage in illegal foraging for food in the National Park.

Malawi



Electricity4All sells and rents solar-battery kits and accessories at solar electricity kiosks in rural off-grid areas. Each kiosk serves up to 500 customers who can use mobile phones to process payments. By collaborating with international foundations and multinationals, the enterprise helps rural entrepreneurs power their private businesses, reduces energy expenditures, contributes to forest protection, and eliminates the use of toxic batteries.



Honey Products Industries creates an agribusiness value-chain out of high-quality honey. By training young adults to operate business outlets via a franchise model and providing beekeeping equipment to smallholder farmers, the enterprise increases income generation and improves market access for rural communities in Malawi.



Kumudzi Kuwale provides renewable energy solutions to off-grid communities by selling cookstoves, lamps and lanterns, by supplying electricity at village charging stations, and by installing larger-scale solar energy projects. The enterprise thus contributes to forest protection and the reduction of greenhouse gas emissions.



Powered by Nature has developed a clean-energy value chain providing quality-proven and affordable clean energy devices to rural households in Malawi. By partnering with community stakeholders the enterprise educates the general public about clean technologies and trains women to construct cookstoves and make biomass briquettes, so becoming clean energy entrepreneurs themselves.

Morocco



Recycling for Environmental Recovery recycles plastic waste to produce secondary raw materials that are used in the lucrative plastics industry. Women waste workers are trained about the health and safety hazards and encouraged to join a co-operative to help regulate waste collection.

Mozambique



Baobab Products Mozambique provides hundreds of women harvesters with a new source of seasonal income from the processing of fruits of the baobab tree. Harvesters are trained in processing techniques and are paid to supply seeds and pulp used to make baobab powder and other products for both national and international markets.



Mozambikes engages in breaking the poverty cycle in Mozambique by selling locally-built custom-designed bikes at low prices. The enterprise enlists the private and public sector to buy and distribute branded bikes in remote communities for various marketing and employee initiatives. The bikes then act as 'moving billboards', while women are trained how to ride and maintain the bikes.



Piratas do Pau Upcycling Centre employs and trains underprivileged youth in the design and production of modern furniture and other household products made from 90 per cent reclaimed materials. The enterprise reduces waste and teaches Mozambicans about the benefits of up-cycling.



Pro-Sofala Verde uses bees and a reforestation project to show a rural Mozambican community how sustainable living can lead to social, economic and environmental benefits. Families are given bee hives and trained in good beekeeping and harvesting techniques. The high grade honey is sold back to the enterprise which processes and distributes it in small and affordable portions.

The 2014 SEED South Africa Award winners are:



All Women Recycling turns discarded plastic bottles into unique gift boxes, called kliketyklikboxes, which are sold internationally. In the production of the gift boxes the enterprise employs young women, primarily previously unemployed single mothers. All Women Recycling also contributes to cleaner townships by strengthening environmental awareness, particularly in schools which as a result set up collection points for the plastic bottles.



Botanica Natural Products has developed a method of extracting beneficial substances from *Bulbine frutescens*, a traditional medicinal plant, for the cosmetic industry. The plant is cultivated and processed organically in its indigenous location in rural Limpopo, and its commercial use provides employment opportunities in the marginalised area. The local community further benefits through an Access and Benefit Sharing agreement.



greenABLE has found an innovative solution for recycling empty printer cartridges. The recycled plastic and metals are sold, generating a steady flow of income and employment opportunities for previously unemployed persons with disabilities. Jobs are being created in the enterprise's recycling facility or as greenAGENTS who run their own home-based cartridge collection business and sell the collected cartridges back to the enterprise.



Growing the Future promotes nutritious and organic food production and improves household food security by providing a three-step gardening programme for unemployed people. After receiving an innovative wicking-bed gardening starting kit, households complete a gardening training course and can acquire land for smallholder farms.



Khoelife Organic Soap and Oils Co-operative is a women's co-operative marketing organic soaps and oils. Through training and a micro-loan scheme its members are enabled to become independent entrepreneurs. Khoelife Manufacturing, the supplier of the organic soaps and oils, uses traditional labour-intensive methods, certified organic ingredients, and renewable energy in its production processes.



Waste to Food recycles food waste from retailers and processes it into pre-compost using industrial technology, which is then converted to high-quality compost with an earthworm vermicomposting system operated under a franchise model. By offering an alternative to landfill disposal, Waste to Food decreases carbon emissions, strengthens soil structure, reduces chemical fertiliser input, and increases income generation for local communities.

Further details about all 2014 SEED Winners can be found on the SEED website at <http://www.seedinit.org/awards/all/2014.html>



6.4 SEED Alumni in the spotlight

2013 SEED Low Carbon Winner “Solar Serve” receives National Energy Globe Award Viet Nam 2014

The 2013 SEED Low Carbon Winner “Solar Serve” was chosen as this year’s National Winner of the Energy Globe Award in Viet Nam for greatly reducing the use of firewood and contributing towards preserving the environment for future generations with the distribution of their functional solar cookers.



Camilo Herrera, Director of the 2013 SEED Low Carbon Winner “Un Litro de Luz” was featured in the Colombian TV show Misión Impacto / Mission Impact

The documentary series Misión Impacto showcases the daily efforts of social and environmental enterprises in their communities in Colombia. As a start-up promoting an alternative lighting system based on recycled plastic bottles “Un Litro de Luz” (A litre of light) was presented as a high impact endeavour for bringing light to deprived families in Colombia. You can view the episode here: <http://bit.ly/1xklmec>.

Documentary about 2008 SEED Winner “Lighting Up Hope and Communities” was nominated for the Audience Choice Award at PovertyCure International Short Film Festival



“The Solar Women of Totogalpa” from the Nicaraguan 2008 SEED Winner ‘Lighting Up Hope and Communities’ who design solar ovens, dryers and food products were portrayed in the documentary “Adelante Con El Sol”, which was taking part in the official selection of the 2013 PovertyCulture International Short Film Festival. You can view the documentary here: <http://bit.ly/1stbDeK>.

2013 SEED Low Carbon Winner “Tambul Leaf Plates” is featured in the Indian Newspaper “Business Standard”

In an article about the great potential of eco-friendly products in the global disposable dinnerware market, Indian 2013 SEED Low Carbon Winner “Tambul Leaf Plates” is praised for their innovative business model of encouraging and supporting rural youth to set up their own micro enterprises. Read the full article here: <http://bit.ly/1GH0Gg6>.

2013 SEED Winner “moWoza” recognised with E-Play Innovation Award



moWoza was chosen as a winner of the 2014 E-Play Innovation Awards for the establishment of a mobile phone marketplace platform that allows informal cross-border traders to access price-related information, delivery status notifications, and credit on their mobile phones. Funded by the Bill & Melinda Gates Foundation in cooperation with the Electronic Transaction Association, the awards recognise start-ups developing innovative financial services for the unbanked and unserved worldwide.

2005 SEED Winner “Madagascar’s first community-run marine protected area” has been awarded the St. Andrews Prize for the Environment

For their constant efforts to protect the marine environment and manage local resources sustainably in Madagascar “Madagascar’s first community-run marine protected area” has been awarded the prestigious St. Andrews Prize for the Environment.

2013 SEED Winner KARIBU Solar Power featured in Forbes Africa magazine

Adam Camenzuli, CEO of 2013 SEED Winner ‘KARIBU Solar Power’, was featured in an article about the great potential of Solar Power in Africa in the November 2013 issue of Forbes Africa. In the article Camenzuli elaborates on KARIBU Solar Power’s business model and their distribution model of using small shops – called Dukas in Tanzania – to sell devices and offer battery exchange and recharging services.

7. Bridging the Gap: Stimulating Co-Creation and Sharing Lessons



7.1 Building evidence

Research and learning have been part of the SEED programme from the outset, drawing on information available from the SEED Winners as well as applicants (1,300+). The aim of the research so far was to provide insights for policy makers and international agencies on how to create an enabling environment for Triple Bottom Line (TBL) entrepreneurs. SEED has now embarked on a new research agenda for 2014-2016 to generate:

- in-depth insights on the impact of eco-enterprises and their role in achieving sustainable development;
- understanding on how these types of SMMEs can best be supported in their scale-up.

The data collection started in December 2014 and will be ongoing in 2015. The first case studies will be available early in 2015.



7.2 Building bridges through the SEED Symposia

A quintessential aspect of the SEED programme revolves around stimulating exchange of experiences, peer learning, and creating dialogue. Through the SEED Symposia we aim to create a bridge between the grassroots day-to-day realities of starting-up and growing an eco-enterprise, and the broader national and international policy frameworks. This year we brought together over 500 representatives from business, government, academia, support and finance institutions, and civil society from over 30 countries:

2014 SEED South Africa Symposium: Advancing the Green Economy: Creating jobs and opportunities for innovative green enterprise

The SEED South Africa Symposium, which was held in Pretoria on 19-20 March and organised in close cooperation with the Government of Flanders, the International



Labour Organization (ILO), the Industrial Development Corporation (IDC), and with the generous support of SEED's Corporate Partner Hisense, focused on the role of green and social SMMEs in job creation and their contribution to sustainable development in South Africa. The SEED Winners' marketplace was a good reflection of social and environmental entrepreneurship in South Africa and provided compelling evidence of the innovative realisations of the Green Economy that are underway in the country.



Key messages

To counter barriers that limit South African eco-enterprises' contribution towards achieving Green Economy, it is imperative to:

- build bridges for partnerships to strengthen the Green Economy
- give SMMEs a voice
- create an enabling environment
- set standards to build credibility and stimulate market demand
- focus training for green business.

The Symposium Report is available at:
www.seedinit.org/publications/symposium-reports.html



2014 SEED Africa Symposium: Making Growth Sustainable: Co-creating Solutions through Social and Green Entrepreneurship

The 2014 SEED Africa Symposium was held on 10-11 September at the Safari Park Hotel in Nairobi, Kenya. At this year's event, the fifth in the series, over 320 participants were invited to **Explore, Enable and Engage** with each other to find ways of building effective ecosystems for green and social enterprises in Africa.



The Symposium examined the nexus between small social and green enterprises and larger businesses, and how to strengthen collaboration and partnerships between them and policy-makers through more supportive environments. It also explored best practices and innovative partnerships as well as the barriers that hinder the scale up of small micro and medium enterprises (SMMEs).

Diverse opportunities for knowledge-sharing and networking included the **Symposium Expo** in which over 50 enterprises exhibited their products and services, and the **"Netfloor"** – a novel way of connecting with people where entrepreneurs and ecosystem players had the opportunity to present their expertise, services and needs. One highlight of the Symposium was the **International Awards Ceremony** that honoured 41 innovative social and green start-ups: **the 2014 SEED Winners**.



Required action by policy makers	Required action by entrepreneurs and business	Co-creation and partnerships
<ul style="list-style-type: none"> Put in place coherent policy and legal frameworks that support SMMEs that intend to contribute to the green economy Tackle access to start-up finance which is still a major hindrance to scaling up green SMMEs Create and make widely accessible capacity and skills development programmes, coupling these with funding opportunities Provide platforms for multistakeholder policy dialogues improve certification schemes and processes, the protection of intellectual property Profile green products and services to help in educating consumers and creating market demand Promote public procurement of green products and services 	<ul style="list-style-type: none"> Social and green enterprises should focus at the bottom of the pyramid where large corporations often have a blind spot All businesses and enterprises stand to benefit if they implement gender equality Entrepreneurs should give equal attention to making their enterprise sustainable by keeping a sharp focus on commercial aspects Exploit information and communication and technology (ICT) tools to foster innovation and enhance the outreach of social and green enterprises Large organisations and corporations have a major role to play in fostering green procurement 	<ul style="list-style-type: none"> Partnerships can help to meet immediate needs of enterprises, particularly in the start-up phase. But they are also indispensable as an enterprise grows Partners need to formulate their contributions and expectations clearly at the outset, and manage them if necessary Benefits need to accrue to all members of a partnership Partnerships between large companies and small enterprises can enhance innovation and provide learning opportunities, valuable insights such as into local conditions, and production and marketing benefits for both
<p>Highlights</p> <ul style="list-style-type: none"> UN Women launched a new online platform empowerwomen.org Business Hub Hivos launched the Impact Amplifier, Growth Africa and VC4Africa of the Green Entrepreneur Accelerator Program, designed to create better links between investors and eco-entrepreneurs GIZ announced the launch of its Business Action Network in November in Berlin, Germany UN Women announced its sponsorship of a 2015 SEED Gender Equality Award Sustainable Harvest Coffee Importers announced that they are exploring partnership opportunities with the Equity Bank 		

We greatly appreciated the participation and contributions of the SEED Symposium Supporters:

SEED Corporate Partner



Symposium Supporters



Outreach Partners



Online Partners



More information about the SEED Africa Symposium and the summary report is available at www.seedinit.org/symposium

7.3 Stimulating national exchange: SEED dialogue fora

Between September and December 2014 a number of dialogue fora with the theme ‘Entrepreneurial Solutions for Green and Inclusive Growth – How to scale? How to replicate?’ took place in Uganda, Tanzania, Mozambique, Bangladesh and Nepal. These events, organised in cooperation with SEED local partners, brought each between 30 to 80 participants from various sectors. The main objective of these dialogue fora was to showcase the innovations of the SEED Winners and raise awareness about social and green entrepreneurship at the national level.

7.4 Spreading the word...

Informing policy makers does not stop at the SEED events. SEED has also been invited to various high level international events to share its experience of working with social and green enterprises:

Inaugural PAGE Global Conference: Progress and Prospects for the Green Economy after Rio+20

On 4-5 March 2014, the Partnership for Action on Green Economy (PAGE) held its first global conference in the United Arab Emirates, under the Patronage of His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of UAE and Ruler of Dubai.

In the Thematic Breakout Session ‘**Social inclusion and poverty reduction**’ SEED shared grassroots solutions and insights to address the overall theme/question of the session: **How can green economy approaches help reduce poverty, inequality, and vulnerabilities while ensuring environmental sustainability?**

Joint United Nations General Assembly and ECOSOC Thematic Debate/Forum: The role of partnerships in the implementation of the Post-2015 Development Agenda

SEED was invited to take part in the joint thematic debate/forum on partnerships, held on 9-10 April 2014 at the UN Headquarters. In the Panel discussion **Scaling**

up partnership opportunities in food and nutritional security and marine resources SEED provided insights into how entrepreneurial multi-stakeholder partnerships can play a major role in addressing local issues and in generating local triple bottom line solutions relating to food security and protection of natural resources.

First session of the United Nations Environment Assembly (UNEA)

SEED took part in the UNEA Side Event: **UNEP, the Sustainable Development Goals and Business**, which was organised by the Business Green Economies Dialogue Project in partnership with The International Organisation of Employers (IOE) and The International Council of Chemicals Associations (ICCA). Together the participants, reflected on new challenges and priorities linked to the SDGs for business initiatives to advance greener economic activity.

Inclusive Business Action Network Launch

On 19th November 2014, SEED-Adelphi hosted the session **Accelerating green and inclusive business: partnerships that make a difference** during the Inclusive Business Action Network Event Launch in Berlin, which convened more than 180 participants from the international inclusive business community. As part of the Marketplace SEED also presented its Support Programme and four SEED Winners (Ecopost, JITA, Organic Africa, Green Cocoa Project) showcased their business models.

The Inclusive Business Action Network is a new programme implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Ministry for Economic Cooperation and Development (BMZ).

Global Social Business Summit Mexico 2014

On 27th-28th November, SEED participated in the Global Social Business Summit in Mexico, which convened more than 300 participants from the international social business community. Representatives from SEED moderated a workshop organised by CEMEX on the topic “Co-create, Replicate, Accelerate Affordable Housing”.



The real added value of SEED is that it brings together people with ‘on the ground’ experience who can provide strong bottom-up input in the formulation and improvement of policy frameworks.

Roeland van de Geer, Head European Union Delegation in South Africa

8. SEED: an inside peek...

8.1 SEED Board

The SEED Board is responsible for the SEED programme and its strategic development. The members are:

Julia Marton-Lefèvre – Chairman

Director-General of International Union for Conservation of Nature (IUCN).

Stephan Contius – Vice Chairman

Head of Division for United Nations and Cooperation with Developing and Newly Industrialised Countries at the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, Germany

Teresa Fogelberg

Deputy Chief Executive - Government Relations, International Organizations, Development and Advocacy (GIDA) - at the Global Reporting Initiative

Heinz Leuenberger

Director Environmental Management Branch - United Nations Industrial Development Organization (UNIDO)

Charles McNeill

Senior Policy Advisor, Environment and Energy Group, Bureau for Development Policy, United Nations Development Programme (UNDP)

Jennifer Morris

Chief Operating Officer of Conservation International (CI) and co-chair of the Resource Management Group of Conservation International.

Thembi Nwedamutswu

Chief Executive Officer, Independent Development Trust (IDT), South Africa.

Marta Pedrajas Herrero

Senior Advisor on Development Policy Planning, General Secretariat for International Cooperation for Development, Ministry of Foreign Affairs and Cooperation, Spain

Lakshmi Puri

Deputy Executive Director, Intergovernmental Support and Strategic Partnerships Bureau
Assistant Secretary-General of the United Nations

Naysán Sahba

Director, Division of Communications and Public Information (DCPI), United Nations Environment Programme (UNEP)

Crispin Rapinet

Commercial litigation partner at Hogan Lovells.

Daniel A Reifsnyder (OES)

Deputy Assistant Secretary, Bureau of Oceans and International Environmental and Scientific Affairs, Department of State, United States

Sunita Singh

Director, International Cooperation Division Ministry of Environment & Forests Government of India

Marcel Vernooij

Member Management Team, Sustainable Economic Development Department, Ministry of Foreign Affairs, The Netherlands

Christopher Whaley

Head of International Division, Department for Environment, Food and Rural Affairs, United Kingdom

8.2 Meet the SEED Team

Helen Marquard

Executive Director (SEED Secretariat)

Amélie Heuër

Programme Manager (SEED Secretariat)

Mpho Nenweli

South Africa Coordinator (SEED Secretariat)

Mikael P. Henzler

Managing Director (Adelphi Research gGmbH)

Rainer Agster

Director of Private Sector Cooperation (Adelphi Research gGmbH)

Mirko Zürker

Senior Project Manager (Adelphi Research gGmbH)

Marianne Henkel

Senior Project Manager (Adelphi Research gGmbH)

Anais Mangin

Project Manager (Adelphi Research gGmbH)

Jona Liebl

Project Manager (Adelphi Research gGmbH)

Julia Rohe

Project Manager (Adelphi Research gGmbH)

Frederik Eisinger

Project Manager (Adelphi Research gGmbH)

Magdalena Kloibhofer

Project Manager (Adelphi Research gGmbH)

9. Financial Performance

Obligated donor contributions for the 2014 SEED Cycle (January 2014 – December 2014) and beyond

Donor	Amount (donor currency)	Total obligated funds directly available to SEED (in thousand EUR)
Conservation International	5,000 USD	03.7
European Commission *	500,000 USD	376.0
Government of Flanders	545,585 €	545.6
Germany: Federal Ministry of the Environment International Climate Initiative (IKI)	284,938 €	284.9
Hisense International Co.	100,000 USD	75.0
Hogan Lovells	10,000 GBP	11.8
Netherlands: Ministry of Economic Affairs €50,000 (€25,000 for 2013 and €25,000 for 2014)**		
UNIDO	40,000 USD	32.5
UN Women	110,000 USD	81.5
Direct contributions to the SEED Africa Symposium 2015	32,886 €	32.9
Brought forward from previous cycles	35,231 €	35.2
Total available income for SEED Operations		1,479.1

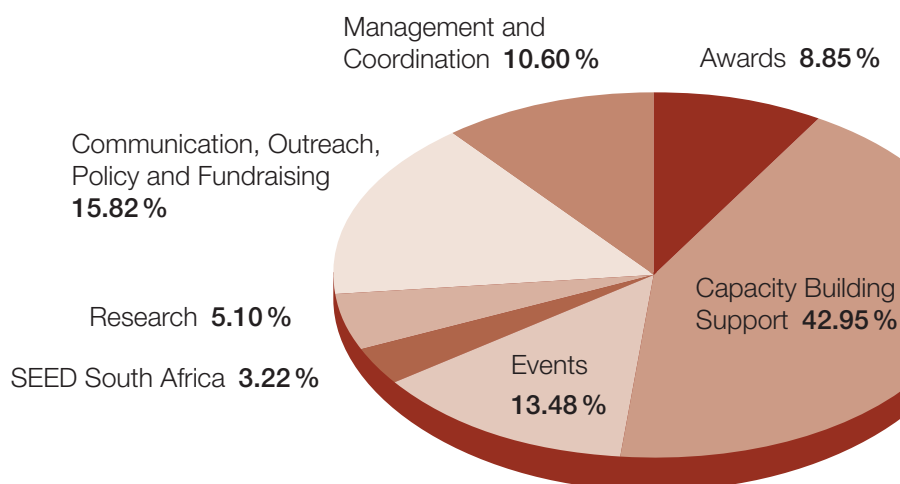
* contribution subject to 6,2% Project Support Costs at UNEP ** the full contribution of €50,000 was reported in the 2013 Annual Report

Provisional Expenditure/Commitments overview for the year 2014

Programme component	Activity	Estimated budget (in thousand EUR)
Identifying social and environmental start-up entrepreneurs through the SEED Awards	Management, preparation of the 2013 SEED Awards i.a.: <ul style="list-style-type: none"> • development of application form, the online and off-line application systems and the online scoring system • notification and details on the SEED website • development of associated communication tools and promotional materials • selection and invitation of the International Jury • shortlisting and selection process 	115.8
Subtotal A		115.8

Programme component	Activity	Estimated budget (in thousand EUR)
SEED Catalyser	<p>Management and implementation of the SEED Support:</p> <ul style="list-style-type: none"> • Implementation of remote business plan support • Implementation of in-country capacity building support (i.a. 3 day workshop) • development of a SEED Support Plan • design and print of 100 flyers and 1 roller banner per SEED Winner • additional networking and profiling, such as linkage to potential funders and to SEED Affiliates 	238.4
Financial contribution to 2014 SEED Winners	Cash award (USD 5,000) disbursed directly to each SEED Winner for the implementation of their support plan	143.5
	Funds disbursed directly to each SEED Winner to attend the 3 day in-country workshop(s)	41.0
SEED Accelerator	<p>Management and implementation of the SEED Support:</p> <ul style="list-style-type: none"> • selection of SEED Alumni • advanced one-to-one support particularly regarding access to finance, building financial literacy, putting in place/refining sound accounting and financial management systems, etc • support each enterprise in financial planning, to enable long-term sustainability of its operations and steady growth. 	92.0
SEED Support for conventional businesses	Development of concept	7.5
SEED BDS support programme	In-country Training of Trainer workshops, based of the SEED Enterprise Blueprint methodology	39.7
Subtotal B		562.0
2014 SEED Symposia, International Award Ceremony and 2-day International Winners' Workshop	<p>Management and implementation of the SEED Symposium, Award Ceremony and International Workshop:</p> <ul style="list-style-type: none"> • coordination of logistics • organisation of programmes • selection and invitation of speakers • preparations of promotional material • on site implementation • reporting <p>Attendance of SEED Winners and speakers at the SEED Symposium, Award Ceremony and International Workshop</p>	121.8
	Attendance of SEED Winners and speakers at the SEED Symposium, Award Ceremony and International Workshop	54.6
Subtotal C		176.4

Programme component	Activity	Estimated budget (in thousand EUR)
Consolidating SEED South Africa	Operationalising and consolidating SEED South Africa: <ul style="list-style-type: none"> • co-implementation of the SEED Awards in SA • co-implementation of the support to SEED Winners in SA • training, networking and acquiring new partners for SEED South Africa • management of the SEED SA programme 	42.1
Subtotal D		42.1
Research Programme	<ul style="list-style-type: none"> • Development of a new research framework, design and methodology to study the impact of eco-enterprises • Development of quantitative and qualitative tools • Pilot case study in Kenya • Evidence-gathering of 15 cases 	66.7
Subtotal E		66.7
Policy, Outreach, Communication and Fundraising	<ul style="list-style-type: none"> • Development and production of communication material such as SEED flyers, presentations, banners, reports and the SEED Annual report • Development and maintenance of the SEED website, blog and social media • Attendance at international fora to disseminate and present SEED research results and information for policy and decision-makers 	207.0
Subtotal F		207.0
Management, Coordination and Strategy	Staff Salaries and travel and subsistence for: <ul style="list-style-type: none"> • the overall management and coordination of the SEED Programme and, • strategy development fund raising 	138.7
Subtotal G		138.7
Operational total		1,308.7





A women working with Last Forest Enterprises, 2014 SEED Low Carbon Award Winner

For more information please write to info@seedinit.org or visit www.seedinit.org.



SEED Founding Partners



SEED Hosting Partner



SEED Corporate Partner



SEED Partners

