



# SEED Awards 2008

for entrepreneurship in sustainable development

WINNER

## Guiding Hope • Cameroon

### Upscaling the marketing and production of fair-trade honey and wax

*Guiding Hope* has won one of five **2008 SEED Awards** for its work to establish an environmentally and socially responsible, fair-yet-profitable trade in apiculture products.

They have plans to expand small-scale production of organic, fair-trade honey from the remote Adamoua savannah and NorthWest highlands to reach international markets and to become Cameroon's largest exporter of high quality beeswax, as well as building an international market chain for community-run soap- and candle-making businesses.



### Scaling up impacts

As part of the Award, SEED is supporting *Guiding Hope* in their efforts to grow. They want to increase wax export sales to 66 tonnes of organic wax per year by 2012, increase wax prices by 30% by increasing quality and diversify their current honey sales market.

Their planned activities include:

- **Wax:** seek investment capital from partners, grants/awards, finance institutions and *Guiding Hope* members to purchase and process wax from Cameroonian producer cooperatives and to cover export costs.
- **Honey:** develop a labelling, packaging and marketing strategy for the Cameroonian market and sub-regional Central African market; opening a warehouse in Yaoundé; and training for sellers in major cities in Cameroon. Obtain *EU Honey Monitoring Residue Scheme* licence to export by March 2009.
- **Soap and candles:** Diversify products and add value locally by transforming wax and honey into soap and candles for Cameroonian and export markets by the end of 2009.

### How you could help

To ensure the long-term future of this innovative, locally-led partnership for sustainable development, **additional contacts, financing opportunities and communication and marketing networks are important**. In particular, the following support is needed:

- Contacts with **reliable buyers of wax and honey** in Europe
- Funding for **product and value chain development**
- Expert input to a **honey labelling and marketing strategy** and gaining certification to relevant schemes
- Capacity building in:
  - developing co-operation systems between stakeholders
  - producing honey-beeswax soap
  - micro-finance and small-scale shareholder systems
  - accounting and business skills



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## Contacts

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## About the SEED Initiative

The SEED Initiative identifies, profiles and supports promising, locally-led start-up enterprises working in partnership to improve livelihoods, tackle poverty and marginalisation, and manage natural resources sustainably in developing countries. SEED develops learning tools for the broad community of social and environmental entrepreneurs, informs policy- and decision-makers, and aims to inspire innovative entrepreneurial approaches to sustainable development.

SEED is a global network founded in 2002 by IUCN, UNDP and UNEP to contribute towards the goals in the UN's Millennium Declaration and the commitments made at the Johannesburg World Summit on Sustainable Development.

Partners in the SEED Initiative are IUCN (the International Union for Conservation of Nature); (UNDP); the United Nations Environment Programme (UNEP); and the governments of **Germany, the Netherlands, South Africa, Spain, the United Kingdom** and the **United States of America**.

## SEED Founding Partners



## Partners in Guiding Hope

- **PAELLA-E** – Programme d'Appui aux Initiatives Locales d'Auto Emploi: support through advocacy and capacity building.
- **SNV** – Netherlands Development Organisation (int. NGO): support through capacity building to Union of Exporters of which *Guiding Hope* is a founding member. [www.snvworld.org](http://www.snvworld.org)

## Additional supporters

- **Tropical Forest Products Ltd:** UK importers, honey packers and wholesalers. [www.tropicalforest.com](http://www.tropicalforest.com)
- **United Nations Food & Agriculture Organisation:** intergovernmental organisation to defeat hunger, promoting sustainable food security, raise levels of nutrition, improve agricultural productivity and contribute to economic growth. [www.fao.org](http://www.fao.org)
- **Djerem Union of Natural Honey Producers – UGIPROMNAD:** Cameroonian Union of 18 producer groups.
- **British Wax:** wax refining business, which recently obtained accreditation for processing of organic wax. [www.britishwax.com](http://www.britishwax.com)

## The 2008 SEED Award Winners are:

*From Relief to Self Reliance* • Thailand  
*Guiding Hope* • Cameroon  
*Lighting up Communities* • Nicaragua  
*Oregano against MRSA* • India  
*Pintadas Solar* • Brazil