



SEED Awards 2008

for entrepreneurship in sustainable development

WINNER

Pintadas Solar • Brazil

A community-led approach to water-efficient crop irrigation and bio-fuel production in semi-arid regions

Pintadas Solar has won one of five **2008 SEED Awards** for its work to help small farmers communities to adapt to climate change, improve local food security, mitigate their own carbon emissions, and reduce poverty by increasing income and creating local employment opportunities.

Partners in *Pintadas Solar* are developing a community-led approach to disseminate small-scale irrigation technologies in the semi-arid Northeast of Brazil. This region is characterized by little precipitation, hot temperatures, sandy soils and prolonged periods of droughts, which are increasing due to climate change.



Scaling up impacts

As part of the Award, SEED is supporting *Pintadas Solar* in its efforts to grow. Starting from the experience gained during the implementation of 7 pilot irrigation projects, the partners are looking for organizations that will help with refining the technological platform and the approach to launch a regional small-scale irrigation programme that could be replicated in parts of the world which are facing similar challenges.

Planned activities include:

- **Working with communities to create a fully integrated package** of technology that includes adequate water pumping and irrigation technologies, fertilizers, technical assistance and capacity building to increase crop production
- **Developing a replicable micro-finance model** to support farmers access the technological package above
- **Commercializing food products** in local, regional and specialty (i.e. organic, fair trade) markets
- **Creating agro-energy farmer cooperatives** to develop small-scale bio-fuel systems (vegetable oil and hydrous ethanol).

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 relevant national and international **commercial organisations** and/or **research institutions** with an interest in **developing and rolling out an appropriate technological package**.
- **Expert support** to develop the replicable **micro-finance model**.
- **Expert support** for a hydraulic and agricultural characterization of the region.
- **Funding partners** to support the regional scale-up of the project.



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Contacts

- **SEED Initiative Secretariat** – Helen Marquard
helen.marquard@seedinit.org
- **SEED Support Programme** – Kristiane Schäfer
kristiane.schaefer@collectiveleadership.com
- **Pintadas Solar** – Thais Corral, thaisc@redeh.org.br
or Daniele Cesano, daniele.cesano@gmail.com

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



Lead partners in *Pintadas Solar*

- **Rede de Desenvolvimento Humano** (Network for Human Development): based in Brazil, REDEH represents the *Pintadas Solar* collaborative partnership. REDEH is part of the international coalition SouthSouthNorth. www.pintadas-solar.org or www.redeh.org.br.
- **Rede Pintadas**, represents the farmers and local organizations. www.pintadas.ba.gov.br



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