



## MakaaZingira : Kenya

East Africa's first truly sustainable FSC Certified Eco-charcoal

### Project description

MakaaZingira Enterprise has, since 2009, trained rural farmers to produce sustainable charcoal from fast-growing shrubs. It offers farmers an alternative to using lump wood charcoal and provides a long term solution to habitat loss.



### Business model

The briquettes are made from fast growing indigenous shrubs which are sustainably harvested, carbonised, mixed with waste cassava and coconut fibre, and then compressed.

The MakaaZingira eco-charcoal briquettes are eco-friendly, ethically produced and FSC certified. They burn longer, are easy to light and are clean.

Charcoal is the primary fuel source for people in East Africa, providing over 82% of all cooking and heating supplies.

### Scaling up activities

- Scale up production
- Appoint a MakaaZingira CBO Supervisor
- Register and establish MakaaZingira
- Expand the market
- Develop packaging and selling point of materials

### Immediate needs

- Financial support to upscale production and marketing to become financially sustainable by 2012 and lessen dependence on the external support currently provided by Wild Living Resources NGO.



# SEED Awards 2009

for entrepreneurship in sustainable development

## WINNER

### Partnership

- ❶ **Wild Living Resources** (WLR) is responsible for ethical and sustainable production; technical assistance; supervision; management guidance and assists with market access.
- ❷ **MakaaZingira**; community members that undertake the ethical and sustainable production of MakaaZingira eco-charcoal briquettes.
- ❸ **Kenya Organic Agricultural Network** (KOAN) provides technical training for Community Based Organisations/ Small and Medium Enterprises in sustainable land use, production, value addition and marketing.



### Social, environmental and economic impacts

**Social impact:** The community trainings and outreach programmes advocate gender equality and youth involvement. All community leadership positions are shared on a 50-50 basis between women and men whilst ensuring youth representation.

**Environmental impact:** Environmental benefits of MakaaZingira are important for all members joining the scheme; they commit to long term sustainable farm

management. Using fast growing indigenous shrubs results in the conservation of nature and slow-growing indigenous hardwood species.

**Economic impact:** The MakaaZingira Enterprise scheme employs more than 40 farmers with another 180 expected to join by 2011. MakaaZingira will be sold in two large supermarket chains totalling some 36 outlets and generating valuable income.

### Contact

**Wild Living Resources**  
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### SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



### About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: [www.seedinit.org](http://www.seedinit.org)

### SEED Secretariat

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