



Flower of Hope : Senegal

Making Agriculture Work for the Poor through Social Franchising

Project description

Flower of Hope sets up an innovative production system that offers resource-poor women land, inputs and professional training as well as market access to become self-employed agricultural entrepreneurs. Relying on environmentally friendly cultivation methods, the initiative produces premium hibiscus for export and domestic herbal tea markets.



Business model

The partnership offers women ready-made agricultural plots for lease, production factors and the know-how they need to cultivate and process quality crops.

It provides oversight and support for production and establishes market relations. For these services, the women contribute 10% of their profits.

While the first export market for hibiscus tea is beginning to flourish, women are encouraged to grow onion for local markets alongside the hibiscus so as to reduce business risks and contributes to local food security.

Scaling up activities in 2011

- Build strong customer relationships in two export markets in the US and Europe.
- Install appropriate irrigation systems and expand infrastructure and equipment to increase the number of cultivable plots.
- Increase women's understanding of and commitment to the franchising concept.
- Win government buy-in into social franchising as a promising mechanism for rural development.

Immediate needs

- Conduct market analyses and establish market contacts to generate export markets for Senegalese hibiscus tea.
- Train core partners' staff as trainers to build the capacity of women as regards the franchising strategy.
- Enhance website communication and marketing materials.
- Broker contacts for acquiring additional resources (financial, agricultural inputs, infrastructures, equipment).





SEED Awards 2010

for entrepreneurship in sustainable development

WINNER

Partnership

- ❶ **Agricola International** is a non-profit organisation with long-standing experience in African agriculture and agricultural business models.
- ❷ **SuperCrown** is an experienced community organisation working through adult education to build dignity and confidence.
- ❸ **USAID Economic Growth Project** aims to stimulate economic growth through entrepreneurial production and marketing of strategic crops.



Social, environmental and economic impacts

Social impact: In a country where access to land and markets is hard to get by for women, Flower of Hope offers an inclusive business model that provides both of these.

With democratic decision-making a fundamental principle of business management, the initiative fosters women's empowerment both economically and socially.

Environmental impact: The initiative is located near Lake Guier, the country's main source of drinking water, which is suffering from declining water quality and land degradation.

By promoting ecologically sound agricultural practices and improving waste management, it reduces the harm to environment and ecosystems.

Economic impact: In much of Africa, agriculture has yet to deliver on its potential for serving the poor. Flower of Hope provides women with all they need to make a sustainable and profitable livelihood from agriculture. To date, some 500 women entrepreneurs are reaping the first harvest of premium hibiscus calices.

Contact

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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

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