



## Food & Trees for Africa : South Africa

Sustainable development through greening activities

### Project description

Food and Trees for Africa (FTFA) is a social enterprise that is implementing sustainable natural resource management and food security programmes. FTFA has distributed over 3.6 million trees and facilitated the creation of over 2500 organic food gardens for the poorest in South Africa.



### Business model

FTFA has until now financed its programmes through private donations and financial support from public organisations, working in close cooperation with many private companies to develop innovative projects to fund trees, such as paperless billing, packing reductions, recycling, and promoting green products. Carbon offsetting is becoming a focal issue and creating new opportunities to distribute thousands of trees.

### Scaling up activities in 2011

- Seek certification for the tree and bamboo programmes as Verified Emission Reductions.
- Produce a promotion video on FTFA.
- Improve social media reach.
- Extend funding and investor networks.

### Immediate needs

- Advice in business planning, financial planning, marketing and networking with potential international funders.
- Additional funds and funding strategies to help scale-up the operations to other African countries.
- Investors and shareholders from private or institutional backgrounds.
- Capacity-development training to professionalise the organisation.





# SEED Awards 2010

for entrepreneurship in sustainable development

## WINNER

### Partnership

- **UNEP** partners with Food and Trees for Africa in the context of the „Billion Tree Project“.
- **South African Department of Agriculture, Forestry and Fisheries** assists FTFA with greening and food security activities.
- **The Woolworths Trust** supports the implementation of the EduPlant programme and the national school food gardening and greening programme.



### Social, environmental and economic impacts

**Social impact:** FTFA employs unemployed residents to monitor trees and provide assistance and information. As a result of the training received, many enter full time employment with other organisations. Permaculture food gardens equip community members with the knowledge to implement food gardens at schools and their homes.

**Environmental impact:** FTFA develops land sustainably and creates urban forest that contributes to climate change mitigation, and a multitude of environmental best

practices. The implemented programmes also educate residents to respect the environment, and teach them why and how to care for it.

**Economic impact:** Through FTFA's programmes, 7,400 community-based educators have improved their income. Many communities where food gardens have been implemented are able to sell products to other communities and retailers.

### 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](http://www.seedinit.org)

### SEED Secretariat

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