



SEED Awards 2010

for entrepreneurship in sustainable development

WINNER

High-value syrup from Prekese fruits for community livelihood empowerment : Ghana

Building rural enterprises producing Prekese syrup to create income for local communities

Project description

Relying on local raw materials, this initiative promotes the sustainable cultivation and harvesting of Prekese fruits in rural communities, allowing income to be generated over the whole life cycle of the tree.

Business model

Small scale extraction plants will be set up in selected communities to process *Tetrapleura tetraaptera* (Prekese), an indigenous tree species, which grows in the wild and on people's farms.

Women and unemployed youths will be trained in the production of Prekese syrup which will then be commercialised on the local and national market.

Furthermore, the establishment of Prekese plantations in rural areas is planned to ensure a constant supply of quality fruit.



Scaling up activities in 2011

- Funding partners to support pilot processing plant set-up and the establishment of fruit plantations.
- Planning consultants to assist with establishing small enterprises and market linkages.
- External management support and technical training.

Immediate needs

- Establish sustainable Prekese syrup processing operation networks in urban and rural areas giving employment to women and youth.
- Create Prekese plantations of 5,000 ha throughout the country to ensure quality and consistency of fruit supply.
- Training of youth and women in processing technology and management skills.
- Carry out awareness raising campaigns on sustainable harvesting and cultivation.
- Marketing of Prekese products such as jam, wine, glucose syrup, ethanol and yoghurt to achieve an average revenue of 440,000 € per annum within the first 5 years of operation.





SEED Awards 2010

for entrepreneurship in sustainable development

WINNER

Partnership

- ❶ **CSIR - Forestry Research Institute** is in charge of upgrading, transferring and promoting the processing technology which has been developed and coordinates production and marketing activities.
- ❷ **CONDEF - Conservation and Development Foundation** conducts awareness-raising activities on cultivation and sustainable harvesting of Prekese fruits in communities.
- ❸ **TODAY - Training of Disadvantaged African Youths** facilitates the establishment of small-scale Prekese syrup enterprises.



Social, environmental and economic impacts

Social impact: The initiative seeks to carry out capacity building activities on community level to share knowledge about production and processing skills and to raise awareness on sustainable harvesting techniques. This results in direct community involvement and empowerment, especially of women and youth in rural areas.

Environmental impact: The set-up of Prekese plantations will serve as carbon sink thus contributing to climate change mitigation. The use of spent

pulp in the production of animal feed will avoid the indiscriminate dumping and burning of waste that would otherwise have caused environmental pollution.

Economic impact: The initiative will help build entrepreneurial economies across Ghana. More than 10 new businesses and the creation or retention of more than 5,000 employees in the country is expected, raising income levels of the local people.

Contact

Nana Sarfo Agyemang Derkyi
Email: nanasaaaf@yahoo.com
dertch@csir-forig.org.gh

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

SEED Secretariat

info@seedinit.org