



# SEED Awards 2011

for entrepreneurship in sustainable development

# WINNER

## Tayab Eco-Orchards : Cameroon

Enriching and preserving biodiversity through sustainable agriculture and eco-tourism

### Project description

Tayab Eco-Orchards (TEO) improves the living conditions of the rural population in Tayab through the promotion of organic agriculture and eco-tourism. The initiative contributes to the fight against deforestation and land degradation whilst creating new income-generating activities.



### Business model

TEO produces a range of premium organic fruit (plantain, citrus fruits, cocoa) destined for local and international markets. Thanks to a unique system combining sustainable agriculture with eco-tourism, TEO will be able to keep its prices competitive whilst still adhering to the standards for fair trade products and organic farming.

The initiative's use of the Internet and mobile telephones to sell its products represents an innovative marketing strategy for the agricultural market.



### Scaling up activities in 2012

- Develop the current site to enable the land to be managed efficiently and sustainably, and enlarge the holding by more than 20 hectares
- Establish an internal mechanism for financing the initiative's agricultural and eco-tourism activities in a sustainable manner
- Facilitate the transfer of adapted technologies by training the local workforce
- Construct and fit out four eco-gites and set up the website [www.tayab.org](http://www.tayab.org)

### Immediate needs

- Financial support for the sustainable agro-forestry activities, for constructing and furnishing the eco-gites and for additional equipment (logistics equipment, office equipment, agrifood tools)
- Technical support for certifying and labelling the holding company's products
- Technical and financial support for promoting the agricultural products and eco-tourism
- Technical support for strengthening the initiative's management skills and training the local population in agricultural techniques



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### Partnership

- ❶ **Groupe d'Initiative Commune des Agriculteurs Professionnels du Cameroun (GIC AGRIPO)** is the lead manager and beneficiary of the project
- ❷ **Engineers Without Borders – Cameroon (EWB C)** provides technical support for the initiative's agricultural activities
- ❸ **Planète Urgence (PU)** provides technical support for human resources training



### Social, environmental and economic impacts

**Social impact:** TEO offers direct and indirect employment opportunities for women and young people, involves itself in their education and provides a source of long-term income for the community. Alongside infrastructure improvements (roads, water, power), the initiative also helps to improve the villagers' general living conditions.

**Environmental impact:** TEO helps to preserve the biodiversity of the region's forests by developing eco-tourism and farming activities that respect the environment. By promoting agro-forestry and

sustainable crop management, TEO is helping the local population to become more aware of climate change and to adapt as necessary.

**Economic impact:** TEO plays a pivotal role in the local economy by creating new market opportunities, boosting revenues for producers and developing a network. Ten percent of the initiative's profits will be invested in a special fund for developing the community. TEO thus supports the creation of income-generating activities in the fields of organic farming and eco-tourism.

### Contact

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### SEED Partners

SEED's founding partners are the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature) and SEED is hosted by UNEP-WCMC. Other current partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED's corporate partner, Hisense.

### 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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