



SEED Awards 2011

for entrepreneurship in sustainable development

WINNER

Feed, Care and Beautify Yourself with the Same Plants : Senegal

Using African plants to create sustainable cosmetic and nutritional products.

Project description

The initiative supports local women in cultivating and processing traditional plants for beauty and health products that comply with international standards. It improves the lives of the rural population by equipping women with the skills to transform plants into raw materials for cosmetic and health products, and training them in handicraft production.



Business model

The initiative, which focuses on women, seeks to identify new uses for traditional African medicinal plants, as well as growing them and processing them in innovative ways. The active substances contained in the plants can be used in numerous ways for cosmetic and food products, such as oils and loofahs, which are then sold in pharmacies and specialised shops. Women are trained in processing the plants and in handicrafts such as sewing and embroidery.

The initiative also raises environmental awareness, protects natural resources and exploits them in a sustainable manner.

Scaling up activities in 2012

- Train and educate 100 women on environmental issues and create up to 30 employment opportunities
- Create sustainable income for women in the rural region of Thiès by connecting them to local markets
- Increase research into traditional knowledge to enable the creation of cosmetic and food products, thereby adding value to African plant products
- Protect biodiversity and raise awareness of environmental issues by working with local communities and establishing community agreements on local resources

Immediate needs

- Access to capital to continue site development work and the purchase of raw materials and equipment
- Improve agricultural yields through access to water and a drip irrigation system
- New technical improvements for processing plant matter, including a grinder, press and drying machine, and technical equipment for the plant laboratory
- Support an innovative visibility campaign, including planting an ethno-botanic garden





SEED Awards 2011

for entrepreneurship in sustainable development

WINNER

Partnership

- ❶ **The Dr Marie Diallo Laboratory** is the founder and driver of the initiative, including the research into new uses for African plants
- ❷ **The Association ASKANE** is a transformative women's group operating in the Thiès region
- ❸ **Baobab de Saveurs** provides technical support for agricultural production and community development
- ❹ **Awomi** supports the initiative financially
- ❺ **The Union des Femmes Chefs d'Entreprise du Sénégal** provides support for capacity building



Social, environmental and economic impacts

Social impact: The initiative improves living conditions in rural areas by improving the skill sets of women. It also enables access to local and international markets and reduces migration to cities by providing stable income opportunities.

Environmental impact: The initiative helps protect the ecosystem through capacity building and community education. The goal of sustainable agricultural production and environmental protection is formalised in a local community agreement.

Economic impact: The initiative is a member of the World Fair Trade Organisation Africa and adheres to its principles, including generating sustainable and equitable income. It aims to further diversify production and consumption within Africa.

Contact

Marie Diallo

Email: askane@mariediallo.com

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

SEED Secretariat

info@seedinit.org

