



## Everpix : South Africa

Developing and selling novel natural products to support rural communities

### Project description

Everpix and its partners create income for rural communities by manufacturing and selling a diversified portfolio of sustainable novel products made from natural resources. Indigenous tree planting by communities and the establishment of integrated "green" business development hubs empower future growth.



### Business model

In response to rapidly growing demand for novel natural oils, Everpix has developed a technology for extracting high-quality oil from marula nuts, an abundant and easily stored raw material available to local communities. The technology is scalable, easily replicable and adaptable to other raw materials.

Local communities in South Africa often lack the manufacturing technology to derive high-quality products from their natural resources and the logistics skills to ensure demand is met. Everpix provides them with the required technology and expertise.



### Scaling up activities in 2012

- Implement processes and develop products for at least two additional raw materials with similar value chains
- Secure financing so that annual sales can be increased to at least ZAR 25 million
- Secure financing so that the business model can be replicated in five additional areas of South Africa and two further countries in sub-Saharan Africa

### Immediate needs

- Short-term start-up financing to formalise and support the development of community businesses
- Human capacity
- Access to sales networks



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### Partnership

- ❶ **Everpix (Pty) Ltd.** develops and commercialises the technology and processes, and then sells the oil derived from raw materials.
- ❷ **The African Conservation Trust (ACT)** supports the community supply network of Everpix, improving access to information and enhancing the development of "green" community business development hubs.
- ❸ **Community coordinators** run the supply chains and implement the local community business hubs with support from ACT.



### Social, environmental and economic impacts

**Social impact:** Natural resources management and adding value to natural resources is an activity traditionally carried out by women. The initiative therefore strengthens and formalises women-led community structures, helping them to become equal business partners. It also helps them sustainably manage their biodiversity and water resources.

**Environmental impact:** The sustainable management of natural resources reduces land degradation and

improves water quality. Planting indigenous trees restores and conserves the biodiversity of the local ecosystem.

**Economic impact:** The initiative provides capacity, expertise and guidance for communities on how to create income from the value-added sale of products based on natural resources. This leads to increased rural income and greater rural purchasing power, boosting local economic activity.

### 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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