



## Vivus : Ghana

Combining agricultural crop and residue transportation with organic waste processing

### Project description

VIVUS has developed an innovative rural transportation system enabling the efficient collection of small quantities of crops and agricultural waste in remote areas. The initiative then sells the crops in urban centres and converts the residues into biogas and fertiliser.



### Business model

Vivus combines three value chains in an innovative fashion:

- Rural transportation: Selling pushcarts and bicycle carts and establishing an on-demand mobility services system
- Food crops: Collecting and marketing produce from smallholder farmers
- Agro-residues: Collecting and selling organic waste as a fuel source, and working towards setting up a biogas and fertiliser plant

Crops are transported to urban centres and sold to retailers and organised groups of female vendors. Residues are converted into fertiliser and biogas for electricity, cooking or use as fuel gas.



### Scaling up activities in 2012

- Establish a pilot rural mobility and collection centre in Ghana
- Win and carry out a first biomass sourcing / transportation service contract
- Prototype and start production of two key technologies (carts, cargo motorbikes)
- Conduct an in-depth feasibility study for a biogas fertiliser plant and raise sufficient funding to set up such a plant

### Immediate needs

- Links to impact investors
- USD 300,000 in funding to roll out the pilot rural mobility and collection centre
- Partnership with a research institution for technology prototyping
- Links to potential project developers interested in agricultural residue



# SEED Awards 2011

for entrepreneurship in sustainable development

## WINNER

### Partnership

- **Vivus Ltd.** develops the rural transportation system, collects and markets crops and agricultural waste
- **Esoko Co.** provides the software solution for a mobile-phone-based information system for crop farmers and vendors
- **Ghana Bamboo Bikes** are developing a bamboo cargo bicycle



### Social, environmental and economic impacts

**Social impact:** The initiative buys crops and residues from 200 farmers, resulting in a 10% increase in their income, which indirectly benefits about 1,200 members of their families. In addition, by providing individuals with carts and other means of transportation, the initiative frees up women and children from their physically demanding, time-consuming head-carrying duties.

**Environmental impact:** A rural transportation system relying mainly on emission-free carts and bicycles

aids social and economic development without having a negative impact on the environment. Spearheading agricultural residue recycling from smallholder farmers explores untapped potential for resource efficiency.

**Economic impact:** The rural mobility system aids the economic development of remote communities by creating access to affordable transportation and integrating smallholder farmers into the regional food crop and agro-residue value chains.

### Contact

**Mr Richard Ahedor Seshie**

Email: [s-richard@vivusrenewables.com](mailto:s-richard@vivusrenewables.com),  
[www.vivusrenewables.com](http://www.vivusrenewables.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](http://www.seedinit.org)

### SEED Secretariat

[info@seedinit.org](mailto:info@seedinit.org)