



Thrive : South Africa

Achieving sustainable well-being through entrepreneurship

Project description

Thrive combines business principles with community engagement, unlocking synergies between symbiotic enterprises within Hout Bay to address issues in water, energy, biodiversity, local food and waste with proven, replicable, triple bottom line solutions. The initiative creates jobs and income for local residents and generates social and environmental benefits for the broader community.



Business model

Thrive facilitates the creation of social enterprises in Hout Bay, enhancing their chances of success. It selects proven solutions and helps the formation of a network of entrepreneurs by providing business support and mentorship. In parallel, Thrive's community programme fosters a socially and environmentally aware and receptive Hout Bay community that acts as client, resource and beneficiary.

Thrive's enterprises include job-creating recycling projects, wetland alien vegetation clearing and water quality improvement, and a bicycle-based local food service linking growers with clients.



Scaling up activities in 2012

- Support five sustainable social enterprises by the end of 2012
- Conduct a baseline well-being survey of Hout Bay by June 2012
- Establish a network of business mentors and community supporters
- Increase community awareness and engagement through five annual events

Immediate needs

- Support for conducting a baseline assessment of community well-being
- Financial support for the early stages of the enterprises and Thrive's operating costs
- Contacts with supporters, funding partners and strategic partners, including those experienced in establishing social enterprises
- Support in the areas of marketing, design and communication



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Partnership

- ❶ **Thrive** leads the initiative and manages the network of organisations
- ❷ **The Hout Bay Partnership** connects Thrive to potential partner organisations and community members in Hout Bay
- ❸ **The Environmental Resource Management Department, City of Cape Town**, provides policy advice, connections to City of Cape Town government departments and support for the initiative
- ❹ **The Environmental Evaluation Unit, University of Cape Town** provides expert advice and assistance with environmental research and projects
- ❺ **The Environmental Conservation Group of Hout Bay and Llandudno** provides additional capacity and expertise
- ❻ **Project 90x2030** connects **Thrive** to environmental organisations and initiatives



Social, environmental and economic impacts

Social impact: By fostering entrepreneurship, Thrive contributes to long-term capacity building in the community and to social cohesion. The initiative creates jobs and up-skilling opportunities in a variety of sectors including waste management, food production and processing, biodiversity rehabilitation, energy, and water conservation.

Environmental impact: Thrive fosters environmental conservation through its projects and awareness-raising

activities. So far, 290 tons of waste has been diverted from landfill sites, recycling measures have been initiated at ten schools, and 30,000 m² of private land has been secured for food, waste and energy initiatives.

Economic impact: Unemployment rates can be as high as 25% in South Africa. Job creation is therefore of primary concern to create income and stimulate growth in all sectors of the economy. Thrive creates jobs and offers opportunities for entrepreneurship.

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

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