



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



LED light from 2013 SEED Low Carbon Winner Nuru Energy lighting a kiosk at night

SEED Annual Report 2013

**Green and social entrepreneurship:
Grassroots solutions to sustainable development**

Table of Contents

| | |
|--|----|
| 1. Message from SEED Board Chairman and Executive Director | 4 |
| 2. Reflections: Mikael Henzler, Managing Director at Adelphi Research, SEED hosting partner | 6 |
| 3. SEED: reveals a wealth of innovative entrepreneurial and triple bottom line solutions at the grassroots to alleviate poverty | 7 |
| 3.1 SEED: A special niche | 7 |
| 3.2 Triple Bottom Line enterprises provide local solutions | 7 |
| 3.3 The SEED approach | 8 |
| 4. Sharing local solutions with policy- and decision-makers | 9 |
| 4.1 SEED three year investigation | 9 |
| 4.2 2013 SEED Symposium | 10 |
| 4.3 SEED at the UN High-Level Thematic Debate | 11 |
| 4.4 Conclusion: putting solutions into practice | 11 |
| 5. Solutions for and from entrepreneurs – and some hurdles to overcome | 12 |
| 5.1 SEED Awards 2013 – revealing solutions at the grassroots | 12 |
| 5.2 SEED support: strengthening local solutions | 20 |
| 6. Working with partners to share new solutions | 24 |
| 6.1 SEED expansion: new Partners and partnerships bring new focus areas | 24 |
| 6.2 New Supporters and Associates | 25 |
| 6.3 Local institutions and country offices providing the in-country SEED Support | 26 |
| 6.4 Full list of donors, associates and other partners | 27 |
| 7. SEED Board and Governance | 28 |
| 7.1 SEED Board | 28 |
| 7.2 Governance structure | 29 |
| 8. Annex: Financial Overview for the 2013 SEED Cycle (Dec 12–Mar 14) | 30 |



A litre of light, Colombia



Pumpkin Value Addition Enterprise, Uganda



Trees for Global Benefit, Uganda



**SEED Awards
2013
WINNER**



Awamu Biomass Energy, Uganda



Tambul Leaf Plates, India



Gogle Energy, Ethiopia

1. Message from SEED Board Chairman and Executive Director

Sharing solutions to Advance Social and Green Entrepreneurship

This year we have chosen to frame our Annual Report around the topic addressed by the Global South-South Development Expo which was hosted by the UN Office for South-South Cooperation and UNEP at its headquarters in Nairobi at the end of October: *Solutions for building inclusive Green Economies*.

The SEED Annual Symposium was held at the Expo. With over 10 years' experience in working with small and micro enterprises that integrate social and environmental benefits into their business models, SEED's input to the 'Solutions' debate was to highlight the contributions of those triple bottom line Small, Micro and Medium size Enterprises (SMMEs) in achieving sustainable development at the grassroots, to draw attention to the constraints they face, and to point to possible enablers.

SMMEs play a vital role in the global economy, but social and environmental enterprises still constitute an almost vanishingly small proportion. The green economy can only fully take hold if ways are found to help their more rapid emergence, growth and consolidation because in addition to their core objectives, social and environmental enterprises develop the most appropriate solutions to local circumstances, create employment, build community organisations and resilience, and provide training.

SEED Winners are exemplars. We have been struck once again by the innovation and spirit that exists at the grassroots to make social and environmental entrepreneurship work – demonstrated by another promising cohort of SEED Winners who were celebrated at the International Awards Ceremony in Nairobi. Through the generous support of the European Union, the German Federal Ministry for the Environment, the Government of Flanders, our other governmental Partners, UN Women, UNIDO and the SEED Corporate Partner Hisense, 34 Awards were presented to triple bottom line enterprises which targeted

solutions to the challenges of agriculture and food security, biodiversity, construction, energy and climate change. While most are based in Africa, the Low Carbon and Gender Equality Awards went mainly to enterprises in Colombia, Peru, India and Viet Nam. The Winners demonstrated their products and services in a "marketplace", and took fully on board the South-South solutions agenda, sharing ideas and planning collaboration. These hands-on entrepreneurs also took their experience to a wide range of policy makers – researchers, lawyers, government, finance and capacity building institutions – in the Symposium which teased out not only the well-known needs for hard skills-building and financing but also for softer skills such as partnership management and community engagement.

The Symposium pointed to policy responses such as flexible financial instruments and products; reporting mechanisms; certification schemes that recognise compliance with social and environmental goals; and user-friendly platforms that enable entrepreneurs to find their way through the different financing models and products, programmes of skills development, regulatory requirements, research institutions for support and testing of products, and legal advice.

In June SEED was invited to the UN High-Level Thematic Debate on Entrepreneurship for Development which provided a good opportunity for SEED to share some of the main findings from its research and experience as regards barriers and enablers to support social and environmental entrepreneurship.

It is not only "Solutions" that have been a focus this year. Change has also featured high on the agenda. First, at the end of March, after 18 months of invaluable support from the World Conservation Monitoring Centre (WCMC) as our host institution, Adelphi Research, the Think-and-

Do Tank based in Berlin, took over the hosting. Adelphi has for many years helped in the delivery of the awards and support to SEED Winners, and so was well placed to take on this elevated role. The SEED Team has expanded considerably as a result – more than 10 people – which opens up many new possibilities for the further growth of SEED. Second, our flagship national programme in South Africa is taking off, with its dedicated SEED Awards, the appointment of a Coordinator now located in the UNEP South Africa office, and a Steering Committee which draws its membership from several government departments as well as the Founding and South African Partners of SEED.

We are delighted to have been joined by new Partners – UNIDO and UN Women, with whom we will develop our work on Women's Economic Empowerment – and a new member of the Board, Teresa Fogelberg from the Global Reporting Initiative; they bring fresh voices into the strategic planning of the SEED programme. Also, we welcome a new Supporter, the international legal firm Hogan Lovells, and new Associates – Trust Law, the BMW Foundation, and the UN Office for South-South Cooperation. All help to expand our networks and increase the opportunities for the SEED Winners.

Our special thanks go to our longstanding Partners, and to Hisense with whom a further 3-year agreement was signed in Nairobi, to all the members of the SEED International Jury who give much time and enormously careful consideration to the selection of the SEED Winners, and to the SEED Team. Chris Whaley of the UK Department for Environment, Food and Rural Affairs deserves a special mention for his committed chairmanship up until 1 April, steering SEED adroitly through the institutional changes.

Next year will see intense preparations on the post-2015 agenda, to which SEED will contribute. We will continue actively to provide direct support to small social and environmental enterprises, again offering several categories of awards, while also seeking to expand our geographical reach. Our core objective remains: to work for the transformation towards an inclusive green economy as part of sustainable development and poverty eradication. The Partners of SEED continue to seek new partners and opportunities to help us to realise that.



Julia Marton-Lefèvre

Chairman, SEED Board,
Director-General, IUCN



Helen Marquard

Executive Director, SEED

2. Reflections: Mikael Henzler, Managing Director at Adelphi Research, SEED hosting partner

Adelphi Research was delighted to be approached by the SEED Board Chairman in 2012 with an invitation to host the SEED Initiative. We had already been working very closely with SEED for over six years, as a service provider assisting with the implementation of the SEED Awards and the SEED Support. There could hardly have been a better or more welcome opportunity to strengthen this long standing partnership even further. It seemed to Adelphi that becoming the SEED's hosting partner would bring advantages to both parties, not only in terms of implementation of the programme, but also by combining resources, building linkages between SEED and Adelphi activities, and jointly developing new partnerships .

The SEED programme has clear synergies with Adelphi's activities in areas such as climate change adaptation and mitigation, energy transformation, green and climate finance, inclusive business and corporate social responsibility. For instance Adelphi is working on large scale market-based mechanisms for sustainable development, which feeds into SEED's work on the financing of the "missing middle". Adelphi has also been running workshops for winners of G20 Inclusive Business Challenge on behalf of GIZ, and has been assisting with the setting up of sustainable local entities which provide business support (e.g. Climate Innovation Centre Kenya; Cleaner Production Centres in China and Croatia). All of these can provide invaluable insights and networks for the SEED Support in terms of profiling and match-making between SEED Winners and other support organisations.



Mikael P. Henzler, Managing Director
Adelphi Research, SEED Hosting
Partner

During these first months of hosting, it has become very clear how these synergies have the potential to create opportunities to upscale the SEED efforts on a regional and national level. Jointly organising the SEED Symposium, International Award Ceremony and the International SEED Workshops in the framework of the Global South-South Development Expo was a good example of what Adelphi Research and SEED together can achieve.

Also in terms of resources, this partnership has a strong advantage for SEED: six full time staff members from various professions and backgrounds support the SEED Secretariat, in addition to administrative staff.

I regard our new role as SEED's hosting partner as a great honour and opportunity, with both institutions focussed on reaching out to entrepreneurs and local organisations, multiplying and catalysing our efforts to expand sustainability entrepreneurship.

In five years from now we would hope to have created with SEED national or regional programmes and to have extended and increased the impact of triple bottom line enterprises worldwide by working in partnerships with some of the most important and local knowledge, technology, finance and business intermediaries.

A handwritten signature in black ink, appearing to read "Mikael P. Henzler".

Mikael P. Henzler
Managing Director, Adelphi Research

3. SEED: reveals a wealth of innovative entrepreneurial and triple bottom line solutions at the grassroots to alleviate poverty

3.1 SEED: A special niche

SEED was founded by UNEP, UNDP and IUCN at the 2002 World Summit on Sustainable Development to pursue sustainable development through entrepreneurship. Within a crowded landscape of development actors, SEED occupies a unique niche. For over 10 years SEED has identified triple bottom line solutions at the grassroots – **134 local innovative social and environmental enterprises in 41 countries** – and supported their growth

- enhanced sustainable development at the local level, and
- impetus to growth from the bottom up.

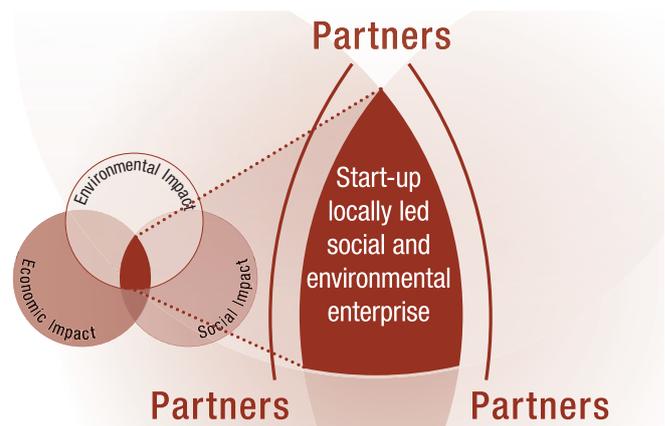
While more and more programmes support the development of small and microenterprises as engines of local development and poverty reduction, there are very few that recognise the potential of SMMEs to generate triple bottom line returns, and of these, SEED is one of the very few that focuses on supporting such enterprises during their start-up phase.

3.2 Triple Bottom Line enterprises provide local solutions

Entrepreneurship is now viewed more broadly as a road to economic development. Social and environmental enterprises, such as SEED Winners, could therefore contain some of the answers to sustainable development by developing innovative social and environmental solutions that tackle local and global problems.

SEED Winners are examples of how triple bottom line SMMEs are already making the green economy a reality. They are creating a new entrepreneurial approach which centres on values, on respect for communities, and on the imperative of using natural resources wisely. They demonstrate with their innovation that environmental challenges can be solved, and in a way that at the same time creates economic and social benefits. This practical delivery of sustainable development through entrepreneurship is relevant to the Sustainable Development Goals currently being elaborated in the UN.

But these triple bottom line start-up enterprises struggle to get a secure footing and to scale-up, and their contribution is often under-recognised.



3.3 The SEED approach

The goal of SEED is to support the ability of such start-up enterprises to scale up or replicate their activities through a multi-track approach:

- **at the grassroots:** SEED provides direct **tailor-made capacity building** and **networking support** to selected social and environmental enterprises;
- **at national and regional level:** by working together with regional and national institutions, SEED increases local capacity and builds bridges between local, national and regional stakeholders;
- **through policy inputs:** **empirical research** enables SEED to gather insights into how triple bottom line start-ups grow, the barriers they face, and their economic, social and environmental impact; these insights are provided to national and international policy and decision makers and institutions with the aim of creating a more enabling framework for such enterprises.

The direct support to SEED Winners goes beyond the provision of financial resources. Our experience has shown that start-ups equally need access to networks, technical expertise, business and management advice, and visibility platforms. SEED takes these needs into account, providing a flexible, one-to-one, and tailored support package that covers financial, management, business and profiling aspects.



SEED Winners presenting their business models to each other at the 2013 International Winners' Workshop that took place on 1 – 2 November 2013 at the UN Office Nairobi, Kenya.



Executive Director Helen Marquard presenting insights from SEED Research at the panel discussion "Entrepreneurship as a Tool for Empowerment" that took place during the High Level Thematic Debate at the 67th Session of the United Nations General Assembly, on 26 June 2013, in New York.

4. Sharing local solutions with policy- and decision-makers



The SEED Winners show us a viable path to a greener economy and highlight the power of creative local business models that can inform the discussions on the post-2015 development agenda. –

Helen Clark, UNDP Administrator

4.1 SEED three year investigation

One of the central features of the SEED programme is its commitment to increase:

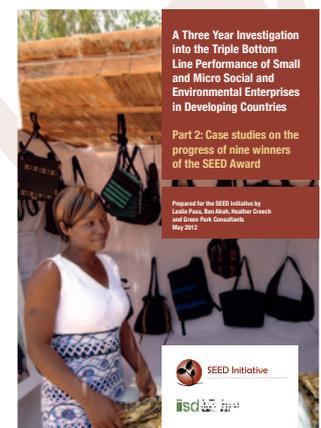
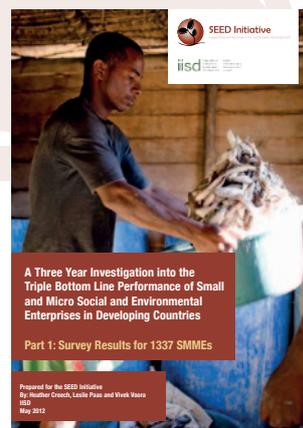
- knowledge for entrepreneurs and
- the understanding of how social and environmental start-ups grow, which barriers they face, their economic, social and environmental impact and in turn their contribution to sustainable development.

In 2009, SEED and the International Institute for Sustainable Development (IISD), our research partner at the time, embarked on an extensive 3 year study of SEED Winners from 2005–2011 as well as applicants to the SEED Awards 2010–2011. The findings were published in June 2013 and there is little doubt from the data collected over the three years of the study that the majority of enterprises within this community of social and environmental entrepreneurs are changing the model of how to deliver sustainable development on the ground. The SEED Winners in particular are demonstrating significant capacity to establish and deliver on social, environmental and business targets and indicate a level of progress beyond that of the survey group as a whole.

Nonetheless, policy-makers and the international community have a crucial role to play to find better ways of supporting these entrepreneurs and lowering the barriers they face so as to allow new solutions to emerge and jobs to be created.

While a brief overview of the insights is summarised in our [Analysis for Policy Makers](#) published in 2012, the full research findings of the 3 year study are available in:

[A Three Year Investigation into the Triple Bottom Line Performance of Small and Micro Social and Environmental Enterprises in Developing Countries, Part 1 & 2.](#)



4.2 2013 SEED Symposium

On October 31, the **SEED Symposium and International Awards Ceremony** took place in Nairobi in the framework of the Global South-South Development Expo organised by the UN Office for South-South Cooperation and hosted by UNEP. It brought together about 170 people from a range of sectors including finance, capacity building, research, government, civil society and legal organisations with hands-on grassroots entrepreneurs, the 2013 SEED Winners.

The Symposium was opened by Achim Steiner, UN Under-Secretary-General and Executive Director of UNEP. He stressed that development was more than economic progress; it was as much about social and environmental advancement. The green economy gave space and scope to the environmental and social dimensions and to the achievement of a more equal distribution of growth. The SEED Winners illustrated the reinvention of the economy with sustainable development as the new paradigm.

The keynote speaker and 2013 UN Champion of the Earth Laureate Martha Isabel Ruiz Corzo illuminated the power of action at the grassroots to effect change. Her remarkable story was securing Biosphere Reserve status for the Sierra Gorda in Mexico under an exceptional public-private co-management system. Her success came from her innovative approach to finding sustainable de-

velopment solutions for poor communities who had become environmental service providers and derived part of their livelihood from protecting local ecosystems.

The SEED Symposium also included several panel sessions in which policy makers from the African Development Bank, African Facility for Inclusive Markets, EU, ILO, UNDP and UNIDO outlined programmes that could help grassroots social and environmental enterprises. SEED Alumni described the hurdles they had encountered in scaling up, and in response capacity building and financing institutions pointed to potential opportunities and gaps.

Particular needs identified to counter some of the barriers to the scale-up of the social and environmental entrepreneurship sector, all of which needed to be gender sensitive, were:

- financial instruments and products that can support the growth of pipelines of investible businesses
- capacity building services that can be tapped into as enterprises move from the micro to small and medium size, and that develop both soft skills – community engagement, participatory decision-making, partnership management -, and hard skills – business planning, legal support, monitoring and evaluation – to help enterprises to establish and grow their intellectual property value



Helen Marquard, SEED Executive Director (l.), Achim Steiner, UN Under-Secretary-General and UNEP Executive Director (m.) and Alex Zhu, President, Hisense Middle East Holdings Co. Ltd. (r.) at the International Awards Ceremony

- reporting formats and mechanisms for small and micro enterprises that include social and environmental targets to monitor their impact
- standards and certification schemes that recognise compliance with social and environmental goals, so raising public awareness and demand
- user-friendly platforms that provide sound roadmaps to available financing, regulatory requirements, research institutions for support and testing of products, skills development products, and legal advice.

The framework of the Global South-South Development Expo and its focus on solutions, could not have been more fitting for the subsequent International SEED Winners' Workshop: in the course of two days the SEED Winners readily shared ideas and experience about how to deal with problems and several already started putting in place plans for closer collaboration over the coming months.

4.3 SEED at the UN High-Level Thematic Debate

In June, the President of the 67th session of the UN General Assembly, H.E. Vuk Jeremić, convened a high level thematic debate on "Entrepreneurship for Development" following the adoption of a resolution co-sponsored by an impressive number of countries. SEED was invited to participate in one of 3 panels, namely "Entrepreneurship as a tool for empowerment".

What better platform for presenting some of the major policy-relevant findings from the SEED research? Our results showed that triple bottom line entrepreneurship at the local level enhances empowerment and resilience since in addition to the goals set by mainstream enterprises, it:

- created and builds on partnerships with a range of stakeholders
- raised community awareness of environmental concerns and how to deal with them
- enabled members of the community to acquire skills
- helped to promote the interests of women and youth
- supported participatory decision-making, providing access to information
- stimulated the formation of community structures.

But there was much that could, and should, be done to stimulate the growth of the social and environmental entrepreneurship sector, notably in the areas of finance, partnership and skills building, and triple bottom line planning. And there was a need to encourage women and youth to become entrepreneurs and to devise tailored support programmes.

The conclusions of the debate that were most relevant to SEED were:

- the call to governments more urgently to create enabling environments for entrepreneurs,
- for the establishment of dedicated training programmes and centres of excellence to support technology entrepreneurs, and
- the opening up of collaboration opportunities between researchers and entrepreneurs.

Entrepreneurship was seen as having the potential for transformational impact in unleashing innovation to support the future sustainable development goals and achieve greater economic, social and environmental benefits.

A report will be prepared for the 69th session of the General Assembly which inter alia will identify measures that could be taken at all levels in support of entrepreneurship, drawing on the recommendations from the Thematic Debate. The SEED Secretariat will seek opportunities to participate in any follow-up.

4.4 Conclusion: putting solutions into practice

The benefits of triple bottom line enterprises have been underlined over and over again through the research and during international debates, particularly in tackling poverty, improving social conditions, and addressing environmental degradation. To achieve the best possible implementation of the green economy, it is essential that policy-makers address triple bottom line entrepreneurship at the grassroots and in particular how best the ideas that abound at the local level might be nurtured.

Further efforts should be made to support grassroots enterprises with various levels and types of skills building, and financing, including new instruments that can accommodate the particularities of the increasingly common hybrid – not-for-profit/for-profit – entrepreneurship models.

5. Solutions for and from entrepreneurs – and some hurdles to overcome

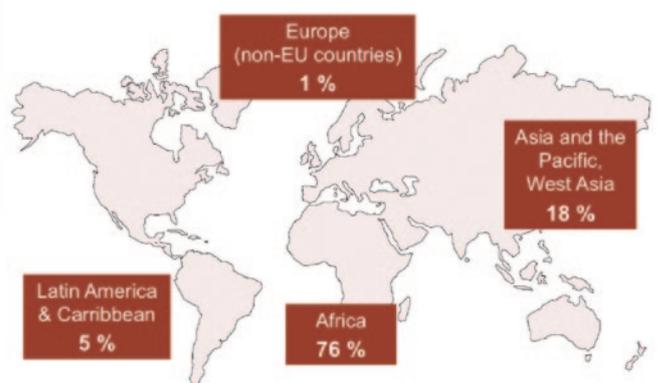
5.1 SEED Awards 2013 – revealing solutions at the grassroots

5.1.1. Introduction

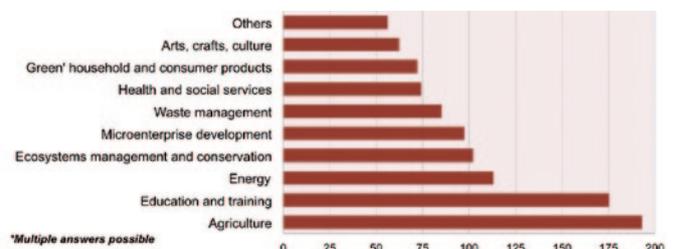
In April 2013 SEED launched the 2013 SEED Awards to identify the most innovative and promising social and environmental start-up enterprises in the developing world. Since 2011 SEED has introduced special focus areas:

- Similar to previous years, the 2013 SEED Awards placed a special focus on Africa, with 20 awards being made to enterprises in Ethiopia, Morocco, Mozambique, Namibia, South Africa, Tanzania and Uganda. This is part of a larger project 'Stimulating the Green Economy in Africa', which is funded largely by the European Union, and a separate project funded by the Government of Flanders (Flanders International Cooperation Agency) to grant a further two Awards in the South African provinces of Free State, KwaZulu Natal and Limpopo.
- Reflecting the growing need to encourage climate-smart enterprises at the grassroots level, a further 10 SEED Low Carbon Awards were made to social and environmental enterprises that focus on mitigation and adaptation to climate change in Colombia, India, Tanzania, Uganda and Viet Nam. These Awards are funded mainly by the International Climate Initiative of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety.
- Two SEED Gender Equality Awards complete the line-up. UN Women and UNIDO are funding enterprises that are women-led or -owned and prioritise gender equality or women's empowerment as a core objective. The Gender Equality Winners will also be supported by our Supporter Hogan Lovells, the international law firm.
- Thirty-four particularly promising enterprises were selected out of 493 applications from 85 countries.

Geographic coverage per region



Sectoral distribution



Top 10 submissions by country

| | |
|----------------------|--------------------|
| 1. Uganda (139) | 6. Vietnam (12) |
| 2. South Africa (55) | 7. Ethiopia (12) |
| 3. Tanzania (39) | 8. Morocco (10) |
| 4. India (32) | 9. Namibia (7) |
| 5. Colombia (13) | 10. Mozambique (4) |

Detailed statistics of the 2013 SEED Awards are available on the SEED website www.seedinit.org/awards/statistics.html.

5.1.2. 2013 SEED Jury

The 2013 SEED Award Winners were selected by the independent International Jury. SEED is extremely grateful for their generous dedication of time and the rigour with which they considered each of the candidates. The members of the jury are:

Helmy Abouleish: Managing Director, SEKEM Holding, Egypt.

Rachid Amrani: National Programme Manager, Business Advisory Services, European Bank for Reconstruction and Development, Morocco.

Seema Arora: Executive Director, CII-ITC Centre of Excellence for Sustainable Development, India.

Lucy Aviles: Independent Senior Advisor on Rural Development, Gender Mainstreaming and Social Impact Assessment, Bolivia/Germany

Srey Bairiganjan: Head of Research and Enterprise Engagement, New Ventures, India

Phillip Bohwasi: Executive Director, Zimbabwe Opportunities Industrialization Center, Zimbabwe.

François Bonnici: Director, Bertha Centre for Social Innovation and Entrepreneurship, University of Cape Town Graduate School of Business, South Africa.

Nancy Chege: National Coordinator, UNDP Global Environment Facility's Small Grants Programme, Nairobi, Kenya.

Julie Clarke: Programme Manager, Development Bank of Southern Africa, South Africa

Thais Corral: SEED Winner 2008; Director, Adapta Sertao, Brazil.

Saliem Fakir: Head of the Living Planet Unit, WWF, South Africa.

Jeff Felten: Managing Director, Camco Clean Energy, Tanzania.

Andrew Gamble: Partner, Hogan Lovells, UK.

Leticia Greyling: Senior Lecturer, Rhodes Business School, South Africa.

Douglas Kativu: Head of Global Reporting Initiative Focal Point South Africa.

Nguy Thi Khan: Executive Director, Green Innovation and Development Centre, Viet Nam.

Jane Kisakye: Independent Senior Advisor on Environment Conservation and Community Development, Uganda.

Paul Laird: Corporate Partnerships Manager, Earthwatch, Oxford, United Kingdom.

Tanya Lobel: Director, Actis, United Kingdom.

Edward Mungai: CEO, Climate Innovation Center, Kenya.

Bert van Nieuwenhuizen: Senior Advisor Renewable Energy East and Southern Africa, SNV Netherlands Development Organisation, Kigali, Rwanda.

Shrashtant Patara: Senior Vice President, Development Alternatives, India.

Tamzin Ractliffe: Chief Executive Officer, Nexii, Cape Town, South Africa.

Patricio Sande: President, Scientific Research Association, Mozambique.

Sarah Timpson: Senior Adviser on Community-based Initiatives, UNDP, New York City, United States.

Diana de la Vega: Communications Specialist, Clean Energy Programme, Colombia

Gisele Yitamben: President, Association for the Support of Women Entrepreneurs, Cameroon.

” *These microcompanies are the little acorns from which big and mighty businesses could well grow, but they are more than that. These mini enterprises are achieving profitability, not at the expense of their environment or their communities, but by providing solutions to the social, economic and environmental challenges of our time. If proof is needed that a transition to an inclusive Green Economy is underway, then look no further than these remarkable entrepreneurs –*
Achim Steiner, UN Under-Secretary-General and UNEP Executive Director

5.1.3. 2013 SEED Winners: grassroots solutions

The 2013 SEED Gender Equality Award winners (by country) are:

Colombia:



PROVOKAME produces innovative 100 per cent biodegradable plates, made from natural fibres and recycled paper, which are also implanted with seeds. The enterprise trains and employs local women living in rural areas in the plate production process. The plates are distributed through supermarket chains and organic products shops. The entire process contributes not only to the reduction of pollution and sustainable waste management, but also creates job and income for women, while additionally increasing environmental awareness among the community.

Peru:



Life Out Of Plastic – L.O.O.P. is a 100 per cent women-owned organization that designs and sells green products such as reusable bags and fleece made from rPET fibre – a textile derived from bottle recycling. L.O.O.P.’s mission is to raise awareness among coastal communities about plastic pollution using market tools such as social media to fund education campaigns, art exhibitions, guided tours for school-groups, and beach clean-up activities, all teaching the value of marine ecosystems to communities.

The 2013 SEED Low Carbon Award winners (by country) are:

Colombia:



Un litro de luz Colombia promotes an alternative lighting system based on recycled plastic bottles that are filled with pure water and bleach and then fitted on roofs. This brings lighting to rural and peri-urban poor areas that are not connected to a conventional electricity distribution grid. The enterprise employs women to identify the homes in which the lighting is to be installed, targeting deprived families; women and men are employed equally for the installation.

India:



Pollinate Energy Establishing a micro-distribution network for appropriate and affordable green household products, this enterprise targets urban poor migrant communities in India that rely on kerosene for their daily lighting requirements. Their mission is to create job opportunities for local “Pollinators” to start their own businesses as micro-distributors that bring clean energy technology, in the form of small-scale solar lights, directly to the most needy communities.



Sustaintech India Pvt. Ltd markets and distributes a line of environmentally friendly fuel-efficient commercial cook stoves designs for cooking, food processing and post-harvest processing. They are extending sustainable energy technologies to lower income communities, creating positive financial, environmental and healthy impacts, and promoting climate change adaptation.



Tambul Leaf Plates promotes production of arecanut leaf plates as a livelihood option amongst rural communities in Northeast India, providing training, technical, financial and marketing assistance to the rural producers to enable them to establish their arecanut leaf plate making enterprises. Tambul Leaf Plates provides 100 per cent buy back guarantee to the rural producers and purchases the plates at a fair price.

Uganda:



Awamu Biomass Energy embraces the innovative design, manufacture and distribution of micro-gasifier stoves with a flat-pack design making them accessible to the last mile, using renewable energy from dry organic biomass, and increasing agricultural profitability and sustainability through environmentally responsible production of fuels.



Nuru Energy Working with local organizations to recruit and train micro-franchise entrepreneurs, this enterprise markets an innovative and simple-to-use off-grid recharging platform that uses kinetic energy. Their pedal generator provides reliable, clean, sustainable power anytime to recharge portable LED lights as well as other low-power devices, such as radios and mobile phones.



Trees for Global Benefit is a cooperative carbon offsetting scheme linking small scale landholder farmers in Uganda to the voluntary carbon market, combining carbon sequestration with rural livelihood improvements through small-scale, farmer-led, agro-/forestry projects while reducing pressure on natural resources in national parks and forest reserves.

Vietnam:



Dichung.vn An innovative start-up that has set out to create an online platform that helps reduce traffic jams and environmental pollution in urban areas of Vietnam. Their easy-to-use online network platform creates favourable conditions for car sharing and allows its users to collaborate in favour of reduced carbon emissions and mitigation of climate change.



Solar Serve designs, manufactures, trades and installs equipment using renewable energy, such as solar devices, clean cookers and fuels. Solar Serve specifically targets poor communities and people in areas of serious deforestation, helping them to change their habits of cutting down trees for traditional firewood, so reducing air pollution and bringing practical economic benefits and healthy improvement to the population.



Southeast Asia Renewable and Adaptive Energy (SEA-RAE) is a consortium of academic and business partners with the common goal of providing sustainable energy services to rural areas, particularly through photovoltaic arrays and hydroenergy harvesters. They source labour locally and educate community members about operations and maintenance, thus creating resilient technical installations.

The 2013 SEED Africa Award winners (by country) are:

Ethiopia:



Gogle Energy Saving Stoves is a renewable energy enterprise that produces improved cook stoves and briquettes for various end users all over Ethiopia, working in partnership with different international agencies and state institutions. This helps to reduce deforestation and contributes to the shift towards clean energy, while also providing income for local communities.

Morocco:



Au Grain de Sésame is an arts and crafts workshop which trains disadvantaged women to design and create organic products based on an innovative technique of recycling paper. Preserving and promoting the local art and cultural heritage, Au Grain de Sésame contributes to raising awareness of environmental conservation, while encouraging the choice of eco-friendly purchasing.



High Atlas Agriculture This enterprise aims to export organic farming products to generate a revenue stream that assists rural communities throughout the entire agricultural development cycle (tree nurseries, irrigation, training, organic certification, and marketing) and thus increases household incomes for rural families while preserving natural resources.



The 2013 SEED Award Winners together with the SEED Team

Mozambique:



moWoza is a mobile phone marketplace platform that allows informal cross-border traders to access price-related information and an order and pre-pay inventory, and to receive delivery status notifications and access credit on their mobile phones. By empowering especially female traders to trade efficiently and transparently, *moWoza* improves the livelihoods of women and fosters their business activities in the communities.

Namibia:



The Dried Fish/Food Company Working in partnership with a community organization that empowers women entrepreneurs, this enterprise manages a value-added fish and food processing facility that focuses on solar dried products. They provide day-to-day food for rural and urban communities, proactively managing food security. As women are the primary distributors of the dried fish the enterprise is also working towards reducing the economic gender gap.

South Africa:



5 Star Stoves creates a local bio-energy value chain out of waste biomass, producing biomass pellets which are used in a updraft gasification stove to cook and heat. The stoves are assembled in the community and distributed locally via a franchising model. The enterprise thus generates income for the local community, encourages more efficient use of natural resources and also improves energy security by using local bio assets.



Farmer Eco Enterprise Development – FEED Africa develops conservation low-carbon agriculture for emerging organic farmers, helping to empower them as entrepreneurs. They bring support in management, training, mentorship and marketing skills, and connect the farmers to markets, enabling them to join the mainstream agricultural economy and to adapt to climate change.



Muthi Futhi is a community business which cultivates and processes indigenous medicinal plants for sale both as primary raw materials in bulk, and in the form of finished herbal products. Many of the plants cultivated are endangered in the wild due to over-harvesting, and this pioneering business is designed both to protect the biodiversity of KwaZulu-Natal and to create sustainable jobs for rural women.





Khulumani Gogos Going Green is a small enterprise initiated by elderly women living in rural areas who form savings clubs to enable them to gain access to solar lighting and electricity. It thus supports successful small enterprise development and management in the solar energy sector, while reducing women's vulnerability to sexual assault and facilitating access to communication technology for rural communities.



MRDP Sunwater aims to supply solar water heating through black PVC pipe systems allowing communities and especially women and children to save time, money and trees. This heating system is well accepted in the community and easy to maintain. By reducing the need to gather firewood to heat water, MRDP Sunwater helps the community to manage their natural resources sustainably.



NABIDI Power aims to develop and distribute lamps, radios and chargers designed to operate for days at a time without recharging. Being the first products with casings manufactured from a new bio-plastic made from sugar cane waste, their energy products help mitigate climate change and reduce greenhouse gas emissions.



The Duncan Village Secondary Recycling Cooperative collects and recycles organic waste, processing it into valuable nutrients i.e. compost, vermi-compost, organic food, and biogas, enabling communities to capture the full value of their organic waste resources. By using best practices in food composting and urban food production, the enterprise contributes to improve community waste management.

Uganda:



Agroforestry for sustainable land use and economic empowerment is a land use change initiative which targets smallholder farmers through community groups, allowing them to plant mostly native trees and various commercial viable crops such as nuts, beans, maize and rice that are subsequently sold through local grocery markets. While facilitating access to markets for its members, the enterprise also contributes to forest protection and conservation.



BanaPads Social Enterprise produces comfortable sanitary pads from natural agricultural waste materials. They are low-cost, fully biodegradable, safe and hygienic, and made locally, following international standards. The objective of this enterprise is to reduce absenteeism of schoolgirls in rural and poor communities while creating a women's entrepreneur network through which the pads are distributed and sustainable independent micro-businesses are established.



Blessed Bee for Life This apiculture enterprise makes hive tools and equipment available to farmers while also teaching them beekeeping and assisting with gaining market access for their honey. Women are fully integrated into the honey value chain, reducing not only extreme poverty among the rural communities but also environmental degradation.



Busia Waste to Energy-Eco-briquette Production Enterprise seeks to provide alternatives to charcoal and firewood by collecting waste for the production of eco-briquettes. The enterprise, run by women, also trains local communities in technical aspects of solid waste management and sensitizes them to the importance of forest protection.



Green Organic Watch Cocoa Project promotes certified organic cocoa production and strengthens the capacity of farmers to carry out effective sustainable farming practices in order to tap into speciality export markets. While continuously improving the farms in terms of production, productivity and quality, the enterprise contributes to sustainable agricultural and green business development.



Growing a Sustainable Future: Sustain for Life Hospital Gardens In partnership with an international and a Ugandan NGO, two hospitals created this enterprise to harvest organic farming products that deliver nutritious food for hospital patients and staff members while training vulnerable and marginalised community members in organic farming.



GRS Commodities Ltd. The enterprise has developed a biogas plant which utilises agricultural waste such as manure collected from local farmers, and other biowaste such as water hyacinth, to produce renewable energy for rural communities and off grid applications. Also in development is a rice husk gasification plant.



Pumpkin Value Addition Enterprise By using a climate-resistant crop, this enterprise proposes an alternative to traditional food plants and gives women an opportunity to start small-scale businesses that generate healthy value-added food products. They offer women technical skills training in pumpkin value addition and also link these women entrepreneurs to the market and to financial institutions.

Tanzania:



KARIBU Solar Power A modular solar lamp that is sold via a franchising network is the value proposition of this enterprise. By paying in small increments, which replicate the required cash flow for kerosene, KARIBU is making high quality solar lighting and mobile phone charging affordable, allowing also poorer communities to enjoy the benefits of solar lighting and energy.



Tia Nuru This enterprise enables and empowers individuals through consultation, educational events and training in how to build sustainable living systems. This comprises cob building, compost toilets, grey-water re-use systems, and sustainable farming. In this way the enterprise reduces the environmental footprint of their customers while promoting new services to the local community and preserving local resources.

Further details about all SEED Winners can be found on the SEED website at www.seedinit.org/awards/all/2013.html

5.2 SEED support: strengthening local solutions

Learning from our experience of working with social and environmental start-up enterprises for the last 10 years, the SEED Awards not only carries a money prize but includes a support package that is tailored to the specific needs of each winning enterprise.

5.2.1. The SEED e-Support Platform (e-SP)

We constantly look for ways of improving the extent and delivery of the SEED support. In 2013 the SEED e-Support Platform was introduced which facilitates information exchange between SEED Award Winners and their advisors by providing a one-stop-shop for all aspects of the SEED Support.

The platform is structured around the logic of the also newly developed SEED Enterprise Blueprint, building upon the central pillars of success of SEED Award Winners: A sound triple-bottom-line performance, strong partnerships, community engagement and last but not least a viable business model.

In order to work on the central pillars of the SEED Enterprise Blueprint SEED developed a toolbox which is tailored to the specific needs of start-up social and environmental enterprises. Geared by the interactive toolbox, SEED is able to provide a customised, high quality support package.

We will be evaluating whether the use of the Blueprint results in further strengthening of the 2013 Award Winners' social and environmental enterprises and enables them to attract necessary investment and financing to scale up.



5.2.2. Profiling SEED Winners, SEED insights and tools to promote the transition towards a green economy

In order to promote social and environmental entrepreneurship at the grassroots, SEED not only aims to enhance the ability of SEED Winners to scale up and/or replicate their activities, but also to:

- provide insights to other entrepreneurs who are looking to introduce a triple bottom line into their business models, and
- help those who are already addressing social and environmental aspects to assess and improve their triple bottom line performance and grow their enterprises.

A new **website** has been developed to increase the visibility of all the SEED Winners and allow them to share their solutions more widely, as well as to improve the dissemination of the SEED insights for policy, research findings, and tools to a wider audience of entrepreneurs and international agencies. This includes a new **Entrepreneurs' Centre**, a publicly available resource platform where entrepreneurs can access numerous resources and tools.

5.2.3. SEED Alumni: how some grew in 2013

Ghana - 2011 SEED Winner - Waste Enterprises

Waste Enterprises was chosen as a 2011 SEED winner for its efforts to develop innovative ways of reusing human waste with the aim of improving sanitation services for the poor and restructuring the economics of sanitation in developing countries. The venture turns faecal waste into renewable fuel for industrial kilns and boilers. Waste water is also treated for use in ponds for fish farming which can provide additional income generation.



2012–2013 was nothing short of ground breaking for Waste Enterprises. They have recorded several key milestones in commercialising their product, “GreenHeat” (a biomass fuel) and **starting a sanitation revolution across Africa**. These achievements are direct results of the SEED Support plan developed with the SEED advisor, which included guidance for prototyping several processing ideas, networking and partnership formation, and the creation and quality testing of fuel samples. During the support period they were able to:

- bring in a biomass engineer student from the USA who worked on designing drying beds, running experiments, burning trials, etc. Much of his work was supported by SEED and his findings allowed them to further develop the drying process and make connections with potential buyers.
- create the GreenHeat biomass fuel (from human waste they de-water the sludge so capturing all the solids and drying them to 90% after which it looks like sawdust or gravel). The fuel can then be burned in kilns that can use other biomass fuels, such as wood pellets, palm nut kernels, or rice husks.

- send samples to a third party evaluation firm. The results showed an energy value ranging from 16–21 MJ/kg, which is higher than the 15 MJ/kg of wood pellets.
- complete their business plan.
- receive angel investment to scale the pilot to a beta, small commercial scale.
- hire full-time engineers from the United States and Ghana to implement the new small commercial scale plant.
- form a partnership with local waste management companies to pilot the small commercial plant at their site.

Waste Enterprises has also benefitted from contacts gained through participation in a Young Leaders Forum of the BMW Foundation, a new SEED Associate.

Women SEED Alumni are celebrated internationally

Promoting women-led or -owned initiatives which instil gender equality and women’s empowerment is an important component of SEED’s work, and below are examples of some top SEED Award winning women-led enterprises and their achievements.

- **WEPCO**, SEED’s first Gender Equality Winner in 2011, achieved some important milestones in their scale up over the last year. With the SEED Award they were able to:
 - develop a showroom, “NAARI-Eco Gift Centre” to showcase all handicrafts for WEPCO’s recycled products



- construct a paper storage house where paper is recycled into new products such as files, pen holders, envelopes, bags, and greeting cards
 - train students in various schools about solid waste management
 - increase the number of eco clubs in schools to 54
 - produce marketing materials to increase awareness, including through pamphlets, stickers, and radio programmes.
- Lorna Rutto, founder of **Ecopost** and 2010 SEED Award Winner, was recognised by the Guardian as **one of the 25 top African women achievers**. By recycling waste plastic into aesthetic, durable and environmentally-friendly fencing and building materials, EcoPost is reducing plastic litter on streets and open fields, offering



Lorna Rutto (r.) together with Helen Marquard (l.) at the 2013 SEED Symposium in Nairobi, Kenya.

an alternative way to help conserve forests. Lorna already employs 40 Kenyans directly and has created 500 indirect jobs. Lorna was voted one of the 20 Youngest Power Women by Forbes in 2012. Her vision is to create 100,000 new positions in the next 15 years.

- Bernice Dapaah, Executive Director of the **Ghana Bamboo Bikes Initiative**, also a 2010 SEED Winner, was selected as a fellow of the inaugural class of the **Vital Voices Lead Fellowship Program**. Last year she was invited to join the **World Economic Forum's Global Agenda Council on Biodiversity and Natural Capital** which includes relevant leaders from business, government, academia and civil society to address key global



issues. She was also selected as a member of the prestigious World Entrepreneurship Forum, and of UnitedSucces. She won the 2012 **World Business and Development Award** in Rio, was a winner of the **GIZ Impact Business Award** 2011 and was the 2nd runner up of the 2012 International Road Federation InARoadD Award and a 2012 Dubai International Best Practice Award which is administered jointly with UN Habitat. At the last Conference of the Parties to the UN Convention on Climate Change, the UN Secretary-General, Ban Ki-Moon, rode into the meeting on one of Bernice's Bamboo Bikes.

- **Claire Reid Reel Gardening (Pty) Ltd** is a start-up business specialising in hand-made vegetable and herb seed strip products created and patented by Claire Reid, the company founder. Not only did the initiative win the 2010 SEED Award, the bronze **International Green Award** 2011 and the **South African Breweries (SAB) Foundation Innovation Award** in



2011, Claire Reid Reel Gardening also supports a Student Social Venture at the University of South Africa. With the help of their tutelage, the "Reel Gardening" team won the EMEA regional round of **Global Social Venture Competition** and was chosen out of 50 other teams at the London regional round of the Hult Prize for the opportunity to present their plans at the **Clinton Global Initiative** for a chance to win the final round.

Lighting Up Hope and Communities. The Solar Women of Totogalpa, working with a university research centre in Managua, an NGO, and experts on solar technology, continue to expand their activities in northern Nicaragua. Following the SEED Support, they formed a cooperative which has built its own solar restaurant and a youth centre in the grounds of their Solar Center on the Pan American Highway. They also attract growing numbers of students – including many from other countries – to learn about how they deploy renewable energy technologies and sustainable agricultural and reforestation practices.



- the training on partnerships helped greatly in strengthening the relationships between the major partners.
- introduced bulk storing of shea nuts during shea nut season: 400 bags of shea nuts were purchased by the women, leading to the production of 132kg of shea butter; as a result, shea butter is now available for sale to customers throughout the year and producers can sell directly to buyers.
- training was given to two more community groups on shea soap production.



Shea Economic Empowerment Program. This enterprise improves the livelihoods of women shea nut producers by offering training, greater ownership within the supply chain, and access to improved technology. As a result of the improved production quality, the shea butter producers have greater access to local and international shea butter markets. SEED Support has strengthened the enterprise in different ways:

- the introduction to partners in Ghana facilitated by SEED has opened doors that otherwise could not be reached, such as to the World Bank.
- the training on pitching and profiling the enterprise has helped attract new partners and helped the Shea Economic Empowerment Program to present its work at various events.

- the enterprise was able to engage with technical experts in labelling and designing of packaging; it now has its own labeled cartons for soap and shea butter.
- the enterprise is still training producers about the required quality standards in shea butter production and promoting a better understanding of the shea butter market.
- the enterprise organised a trip to India for experience sharing with a Self Employed Women's Association on how to build a viable rural marketing company.

More examples of the SEED Winners' progress are available on the SEED website at:

- SEED Case studies
- SEED News
- SEED Support in Focus: SEED Capacity Building

6. Working with partners to share new solutions

6.1 SEED expansion: new Partners and partnerships bring new focus areas

The SEED Programme has expanded significantly in 2013 and thanks to the long-term contributions of some existing and some new Partners, several new focus areas have been introduced.

Partnering with the European Union to stimulate the green economy in Africa



In 2012, the **EU** approved the SEED project on “Stimulating the Green Economy in Africa through Social and Environmental Entrepreneurship” for 2013–2015. Building on the experience gained in 2010–2012, SEED is working with social and environmental entrepreneurs at the local level in a further 6 African countries (Ethiopia, Morocco, Mozambique, Namibia, Tanzania, and Uganda). A key consideration for extending the support for social and environmental entrepreneurship to other African countries is the opportunity for African entrepreneurs to connect with one another, allowing them to build business relations and more importantly to act as a collective force for promoting a green economy in Africa.

Consolidating the establishment and operation of SEED South Africa is also an important part of this project. This country pilot, initiated in 2010, operates on exactly the same lines as the **general SEED model**: innovative start-ups in South Africa are identified and **supported** in scaling up and expanding their enterprise. The Winners as well as applicants are included in the **SEED research** and specific insights relevant to South Africa are made available to South African policy- and decision-makers to facilitate a more enabling regulatory, financing, marketing, and skills development framework which can stimulate the green economy at the grassroots in the country.

SEED South Africa aims also to create a national community of successful social and environmental entrepreneurs,

providing increased business opportunities for the entrepreneurs themselves and for the wider business community. An important vehicle for the implementation of the programme is the SEED South Africa Steering Committee whose members are from interested government departments and the SEED Founding Partners.

SEED embarks on a new partnership with the Government of Flanders

With the support of the Flemish authorities



Through the support of the Flemish Government, SEED

has an additional focus in the South African provinces of Free State, Limpopo and KwaZulu Natal to strengthen the capacity of local entrepreneurs and, subsequently, stimulate more employment and better livelihoods while respecting natural resources.

This project will complement other activities being supported by the Flemish Government in South Africa in the area of social entrepreneurship, including the newly approved Social Enterprises Fund of the Industrial Development Corporation, and a project on employment creation through small and medium scale enterprise development in the Free State.

SEED continues to support gender equality through a new partnership with UN Women and UNIDO



While women own about a third of all businesses in the

world, and nearly half of those in developing markets, women's potential contributions to small and medium size “green” businesses have only recently been given attention. Investing in women entrepreneurs is not only good for gender equality and women's empowerment but is also smart in terms of poverty reduction, economics and sustainable development.

For this reason, SEED has partnered with **UN Women** which sponsored the first SEED Gender Equality Award in 2011. In 2013, two Gender Equality Awards were made to outstanding women's enterprises; these are supported by **UN Women**, **UNIDO**, both of which have become SEED Partners. Additional support is provided by the international legal firm **Hogan Lovells**.

Gender equality is mainstreamed throughout the SEED programme.

Contributing to climate change mitigation and adaptation through a partnership with the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety



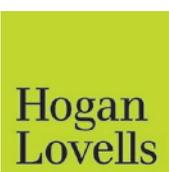
While the significant role that small, micro and medium-sized enterprises play in the global economy in generating employment and helping communities out of poverty has been recognised, little attention has so far been given to their potential to contribute to climate change mitigation and adaptation.

In 2013, SEED entered into a partnership with the **German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety** to gain insights into the potential of innovative start-up enterprises that are addressing mitigation and adaptation. The Low Carbon SEED Awards are for enterprises in 5 target countries (Colombia, India, Tanzania, Uganda and Viet Nam). This represents a distinct and dedicated effort to promote climate-smart enterprises, and to tap into the pool of innovative ideas for addressing climate change at the local level.

6.2 New Supporters and Associates

In 2013 SEED continued to expand its programme with the help of new supporters and associates and through strengthening ties with existing ones:

New SEED Supporter



Hogan Lovells is a global legal practice that helps corporations, financial institutions, and governmental entities across the spectrum of their critical business and legal issues globally and locally.

Their pro bono practice draws on the experience of professionals worldwide to improve the lives of those without access to justice or the means to hire lawyers, and to

meet the legal needs of charities and non-profit social enterprises. Providing high-quality legal services to those most in need and least able to pay is an integral part of being a lawyer.

Hogan Lovells has generously provided pro bono legal advice to SEED and some of its Winners for several years in its role as Associate, and the additional financial contribution in 2013 facilitated the support to the Gender Equality Winners.

New SEED Associates

BMW Stiftung Herbert Quandt

The **BMW Foundation** inspires and supports people to work for the common good and for a society that is capable of meeting the challenges of the future. Together with cross-sector collaborations with partners across the globe, the Foundation searches for innovative solutions in politics, business and society, currently in seven key areas in which it develops and implements programmes, enters into thematic and programmatic partnerships, and supports other institutions.



Thomson Reuters Foundation, the charitable arm of one of the world's leading providers of news and information, is committed to empowering people in need around the world with trusted information and free legal assistance. TrustLaw Connect is an innovative programme of the Foundation that links social enterprises and NGOs with top law firms from around the world offering their legal assistance pro bono. Through this partnership, all SEED Award Winners are eligible for fast-track access to TrustLaw Connect in order to access free legal assistance around the world.



The **UN Office for South-South Cooperation** mainstreams South-South cooperation across the UN system and throughout the international development community. It works to support countries' efforts to manage, design and implement South-South cooperation policies and initiatives through the identification, sharing and transfer of successful Southern-generated development solutions. It also advocates for support to South-South initiatives.

6.3 Local institutions and country offices providing the in-country SEED Support

SEED not only aims to build the capacity of start-ups, but also to increase local institutional capacity and to build bridges between local, national and regional stakeholders. For this reason we are moving increasingly to deliver the SEED Support with the assistance of local service providers, expert national organisations, or international agen-

cies with local country offices, selected through a competitive tender process. These local service providers will take on the role of local advisors. In the first instance, they will work alongside the SEED advisors to provide the in-country and remote business support but longer term, they will take on the full support. The service providers are:

| Country | Local service provider | Short description |
|----------|--|---|
| Colombia | Reflejarse | Reflejarse is a consulting firm with knowledge, experience and global networks in sustainability. Reflejarse helps its clients to integrate environmental and social responsibility into their business strategies and to use this as an opportunity to create value. In the 2013 SEED Cycle Reflejarse is providing business support to 1 SEED Low Carbon Award winner and 1 Gender Equality Award winner in Colombia. |
| Ethiopia | Nitsare Project Service Plc. | Nitsare Project Service Plc, supports local and international organisations to perform better with regards to household energy, indoor pollution and health. By conducting studies and by using highly experienced professionals, the latest developed technologies and state of the art thinking, they contribute key elements to program/project activities and transform the current practice of the communities where they work. In the 2013 SEED Cycle Nitsare Project Service Plc is providing business support to 1 SEED Africa Award winner in Ethiopia. |
| India | New Ventures India | New Ventures India aims to be the premier business accelerator in the Green Business Space. Their mission is to match scalable green business opportunities with skills, talent, technology, markets and money. The programme is a joint initiative of the Confederation of Indian Industry (CII) – Sohrabji Godrej Green Business Centre, Hyderabad and the World Resources Institute, Washington DC. In the 2013 SEED Cycle New Ventures India is providing business support to 3 SEED Low Carbon Award winners in India. |
| Morocco | CEED | The Centre of Entrepreneurial and Executive Development (CEED) recognises the need of entrepreneurs to have tools and support to spur innovation, create jobs, and build thriving economies. CEED not only provides entrepreneurs with business know-how through its accelerator programmes but also connects participants to mentors and a community of entrepreneurs that can help take their small businesses to next level – a holistic combination of market connections, community engagement, capacity building and access to capital. In the 2013 SEED Cycle CEED is providing business support to 2 SEED Africa Award winners in Morocco. |
| Uganda | GVEP | GVEP International (Global Village Energy Partnership) is a non-profit organisation that works to increase access to modern energy and reduce poverty in developing countries by helping small energy businesses to establish and grow. In the 2013 SEED Cycle GVEP is providing business support to 3 SEED Low Carbon Award winners, 2 SEED Africa Award winners in Uganda and 2 in Tanzania. |
| Uganda | African Centre for Technology Studies (ACTS) | African Centre for Technology Studies (ACTS) is an independent African think-tank on the application of science and technology to development. In the 2013 SEED Cycle ACTS is providing business support to 2 SEED Africa Award winners in Uganda. |
| Uganda | Enterprise Uganda Foundation Limited (EUG) | Enterprise Uganda Foundation Limited (EUG) is a public-private institution designed to support the government in realising its objective of promoting the development of Small and Medium Scale Enterprises (SMEs) to become the main vehicle for expanding production, providing sustainable jobs and enhancing economic growth. In the 2013 SEED Cycle EUG is providing business support to 6 SEED Africa Award winners in Uganda. |
| Vietnam | SNV | SNV is an international not-for-profit development organisation. Starting out in the Netherlands nearly 50 years ago, SNV now works in 38 countries in Africa, Asia, and Latin America. SNV's global team of advisors use their specialist expertise in agriculture, renewable energy and water, sanitation & hygiene to contribute to solving some of the leading problems facing the world today. In the 2013 SEED Cycle SNV is providing business support to 3 SEED Low Carbon Award winners in Vietnam. |

6.4 Full list of donors, associates and other partners

SEED Donors

| Partners | Corporate Partner | SEED Supporter |
|---|-------------------|----------------|
| United Nations Environment Programme (UNEP) | Hisense | Hogan Lovells |
| United Nations Development Programme (UNDP) | | |
| International Union for the Conservation of Nature (IUCN) | | |
| adelphi research gGmbH | | |
| Conservation International | | |
| European Union | | |
| Federal Ministry for Environment, Nature Protection and Nuclear Safety, Germany | | |
| Government of Flanders through the Flanders Cooperation Agency (FICA) | | |
| Ministry of Environment and Forests, India | | |
| Ministry of Economic Affairs, Netherlands | | |
| Independent Development Trust, South Africa | | |
| Ministerio de Asuntos Exteriores y de Cooperación, Spain | | |
| Department of Environment, Food and Rural Affairs, United Kingdom | | |
| United Nations Industrial Development Organization (UNIDO) | | |
| UN Women | | |
| Department of State, USA | | |

SEED Associates

| Associates | | |
|---|---|---|
| Ashden Awards for Sustainable Energy | Ashoka | BMW Foundation |
| Cornell International Institute for Food, Agriculture, and Development (CIIFAD) | ERM Environmental Resources Management | Fair Trade in Tourism South Africa (FTTSA) |
| Global Village Energy Partnership (GVEP) | International Institute for Environment and Development | LEAD |
| The South African Breweries Ltd | The University of California of Berkeley | TrustLaw |
| United Nations Office for South-South Cooperation (UNOSSC) | Whitley Fund for Nature | World Business Council on Sustainable Development |
| UN Global Compact | | |

7. SEED Board and Governance

7.1 SEED Board

The SEED Board has full responsibility for the SEED programme and its further development. The members of the SEED Board are:



Julia Marton-Lefèvre
Chairman

Director General of International Union for Conservation of Nature (IUCN)



Stephan Contius
Vice Chairman

Head of the Division for United Nations and Cooperation with Developing and Newly Industrialised Countries, at the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Berlin, Germany



Teresa Fogelberg

Deputy Chief Executive – Government Relations, International Organizations, Development and Advocacy (GIDA) – at the Global Reporting Initiative



Jennifer Morris

Executive Vice President of the Ecosystem Finance and Markets Unit of Conservation International (CI) and co-chair of the Resource Management Group of Conservation International



Nick Nuttall

Director of the Division of Communications and Public Information (DCPI), United Nations Environment Programme (UNEP)



Thembi Nwedamutswu

Chief Executive Officer, Independent Development Trust (IDT), South Africa



Surya P. S. Parihar

Joint Secretary, Ministry of Environment & Forests, India



Marta Pedrajas Herrero

Senior Advisor on Development Policy Planning, General Secretariat for International Cooperation for Development, Ministry of Foreign Affairs and Cooperation, Spain



Daniel A Reifsnyder

Deputy Assistant Secretary, Bureau of Oceans and International Environmental and Scientific Affairs, Department of State, United States



Veerle Vandeweerd

Director, Environment and Energy Group, Bureau for Development Policy, United Nations Development Programme (UNDP)



Marcel Vernooij

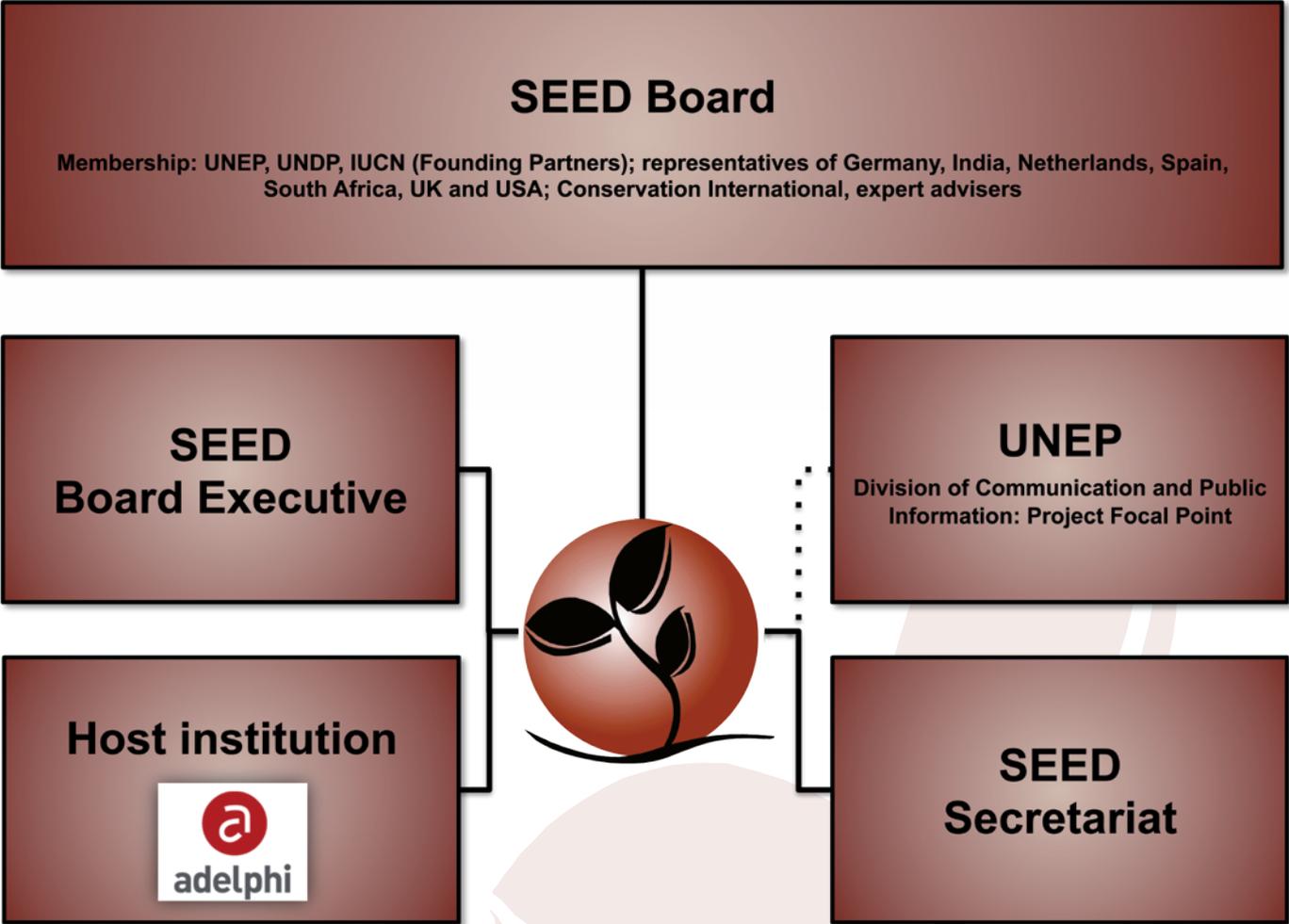
Head, Food Security and Agricultural Commodities, Department of European Agricultural Policy and Food Security, Ministry of Economic Affairs, the Netherlands



Christopher Whaley

Head of International Division, Department for Environment, Food and Rural Affairs, United Kingdom

7.2 Governance structure



8. Annex: Financial Overview for the 2013 SEED Cycle (Dec 2012 – Mar 2014)

Obligated donor contributions for the 2013 SEED Cycle December 2012 – March 2014 and beyond

| Donor | Amount (donor currency) | Total obligated donor contributions directly available to SEED (in thousand EUR) |
|---|---|--|
| Belgium: Public Planning Service on Sustainable Development | - | - |
| Conservation International | - | - |
| European Commission* | 400,000 € | 400.0 |
| Government of Flanders (FICA)** | 289,598 € | 289.6 |
| Germany: Federal Ministry of the Environment International Climate Initiative (IKI) | 228,100 € | 228.1 |
| Hisense International Co.*** | 200,000 USD | 150.0 |
| Hogan Lovells | 15,000 GBP | 17.3 |
| India: Ministry of Environment and Forests | - | - |
| Netherlands: Ministry of Economic Affairs (€25,000 for 2013 and €25,000 for 2014) | 50,000 € | 50.0 |
| South Africa: Independent Development Trust**** | 10,000 USD | 07.5 |
| Spain: Ministry of Foreign Affairs and Cooperation | - | - |
| UK: Department for Environment, Food and Rural Affairs (Defra's £50,000 contribution for 2012–2013 was received in 2012 and is included in the funds brought forward from previous years) | - | - |
| UNIDO | 40,000 USD | 30.0 |
| UN Women | 50,000 USD | 37.5 |
| Brought forward from previous years | 314,952 € | 315.0 |
| Totals income received (EUR) | | 1,524.9 |
| UNEP Project Support Costs* and share of Hisense funds to UNEP for support towards the organisation of the SEED Symposium 2013*** | | 83.4 |
| WCMC Project Support Costs** | | 26.3 |
| Total available income for SEED Operations (EUR) | | 1,415.2 |
| * contribution subject to 6,2% Project Support Costs at UNEP | ** contribution subject to 10% Project Support Costs at WCMC | |
| *** contribution subject to 7% Project Support Costs at UNEP | **** contribution not administered through UNEP or Adelphi Research | |

Provisional Expenditures / Commitments overview for the 2013 SEED Cycle (December 2012 – March 2014)

| Programme component | Activity | Estimated budget (in thousand EUR) |
|---|---|---------------------------------------|
| Identifying social and environmental start-up entrepreneurs through the SEED Awards | Management, preparation of the 2013 SEED Awards i.a: <ul style="list-style-type: none"> • development of application the form, the online and off-line application systems and the online scoring system • update of the SEED website • development of associated communication tools and promotional materials • selection and invitation of the international Jury • shortlisting and selection process | 203.3 |
| Subtotal A | | 203.3 |
| SEED Capacity Building Support to 2013 SEED winners (Tier 1 support) | Management and implementation of the SEED Support (Tier 1): <ul style="list-style-type: none"> • Implementation of remote business plan support • Implementation of in-country capacity building support (i.a. 3 day workshop) • development of a SEED Support Plan, • design and print of 100 flyers and 1 roller banner per SEED Winner • additional networking and profiling; such as linkage to potential funders and to SEED Affiliates | 254.1 |
| Financial contribution to 2013 SEED Winners | Cash award (USD5,000) disbursed directly to each SEED Winner for the implementation of their support plan | 125.0 |
| | Funds disbursed directly to each SEED Winner to attend the 3 day in-country workshop(s) | 50.0 |
| SEED Financial Capacity Building Support to selected SEED Alumni (Tier 2 support) | Management and implementation of the SEED Support (Tier 2): <ul style="list-style-type: none"> • Selection of SEED Alumni. • Advanced one-to-one support particularly regarding access to finance, building financial literacy, putting in place/refining sound accounting and financial management systems, etc... • Support the enterprise in financial planning, to enable long-term sustainability of its operations and a steady growth. • Strengthen the financial monitoring in the enterprise operations. | 24.5 |
| Financial contribution to selected SEED Alumni taking part in the Tier 2 support | Cash award (USD 40,000) disbursed direct to each SEED Alumni for the implementation of their needs plan to scale up | 70.0 |
| Subtotal B | | 523.6 |

| Programme component | Activity | Estimated budget (in thousand EUR) |
|---|--|---------------------------------------|
| 2013 SEED Symposium, International Award Ceremony and 2-day International Winners' Workshop | Management and implementation of the SEED Symposium, Award Ceremony and International Workshop: <ul style="list-style-type: none"> • Coordination of logistics • Organisation of programmes • Selection and invitation of speakers • Preparations of promotional material • on site implementation • reporting | 109.3 |
| | Attendance of SEED Winners and speakers at the SEED Symposium, Award Ceremony and International Workshop | 49.0 |
| Subtotal C | | 158.3 |
| Consolidating SEED South Africa | Operationalising and consolidating SEED South Africa: <ul style="list-style-type: none"> • co-implementation of the SEED Awards in SA • co-implementation of the Support to SEED Winners in SA • Training, networking and acquiring new partners for SEED South Africa • management of the SEED SA programme • workshop facilitated by external adviser to identify key elements for the SEED SA Strategic Plan | 72.5 |
| Subtotal D | | 72.5 |
| Research Programme | <ul style="list-style-type: none"> • Finalisation of the SEED 3-year study on the barriers and enablers social and environmental face • Development of case studies • Evidence gathering for an extensive impact study and a replication study • Developments of reports • Development and dissemination of policy messages | 101.8 |
| Subtotal E | | 101.8 |
| Policy, Outreach, Communication and Fundraising | <ul style="list-style-type: none"> • Development and production of communication material such as SEED Flyers, presentations, banners, SEED social media and the SEED Annual report • Development and maintenance of the SEED Website • Attend international fora to disseminate and present SEED's research results and information for policy and decision-makers | 127.7 |
| Subtotal F | | 127.7 |
| Management, Coordination and Strategy | Staff Salaries and T&S for: <ul style="list-style-type: none"> • the overall management and coordination of the SEED Programme and, • strategy development | 142.7 |
| | Overheads at WCMC Dec 12 – Mar 13 and Adelphi project support costs Apr 13 – Mar 14 | 35.6 |
| Subtotal G | | 178.3 |
| Operational total | | 1,365.4 |



Women working with Muthi Futhi, 2013 SEED Winner in South Africa

For more information please write to info@seedinit.org or visit www.seedinit.org.



Partners



With the support of the Flemish authorities



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety



Corporate Partner



Hosting Partner



Founding Partners



Supporter

