



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



AFRICA WINNER 2013

Au Grain de Sésame, a locally based enterprise, runs environmental arts and crafts workshops training women in vulnerable situations. The approach uses a new design concept based on an innovative technique for recycling paper.



Au Grain de Sésame, Morocco

BUSINESS MODEL

Au Grain de Sésame designs, produces and sells arts and crafts that use an innovative technique for recycling paper. The enterprise improves quality of life for both its customers and its producers – women in vulnerable situations who are trained to manufacture the ecological products.

Au Grain de Sésame is launching a new range of ecological products using natural, local materials. These products will be marketed locally online and through Fairtrade/ ecological trade channels.


ENTERPRISE FAST FACTS

Location	Rabat
Year founded	2007
Sector	Sustainable production and consumption
Product/Service	Organic arts and crafts

CONTACT

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Social impacts:

- Involving at least 25 women from the medina of Rabat-Salé a year, providing them with specific trainings and new sources of income.
- Preserving cultural heritage: Mixing local know-how with imported techniques makes it possible to preserve and develop age-old local heritage.
- Encouraging consumers to change their behaviour in line with climate change.

Environmental impacts:

- Raising awareness about environmental conservation and encouraging eco-friendly consumerism.
- Reducing waste by recycling paper collected from the local community.

Economic impacts:

- Developing fair trade products that guarantee fair remuneration for the women of the medina of Rabat-Salé.
- Creating access to employment for women in vulnerable situations by building their confidence and skills and providing them with sustainable incomes.

” Training courses and innovative production techniques open the door to a better life.

Scaling up activities:

- Launch three workshops (home furniture, giftware, artistic wrapping) and gradually set up new production sites enabling the entire production process to be managed, from raw material to final product.
- Increase the number of women trained from 25 a year to a minimum of 100 a year.
- Explore new business opportunities, such as the Fairtrade label, to boost revenues.



” Training, trade and culture.



Partnership

• **Institut de la Méditerranée de Corse** is an association enhancing the visibility of Au Grain de Sésame through networking. It also offers fundraising and training opportunities.

• **IFG Strategy and Management** is a company providing moral and managerial support, as well as advice and assistance about project implementation.

• **ClairCom'Net** is a public relations agency specialised in creating websites and marketing strategy consulting. It acts as consultant to the enterprise on issues of marketing strategy.



The 2013 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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