



## SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



## AFRICA WINNER 2013

BanaPads produces comfortable sanitary pads from natural agricultural waste materials. They are low-cost, 100 % biodegradable, locally made, safe and hygienic. The enterprise aims to reduce absenteeism among schoolgirls in rural and poor communities, create a distribution network of female entrepreneurs and establish sustainable independent micro-businesses.



## BanaPads Social Enterprise, Uganda

### BUSINESS MODEL

BanaPads are sourced and produced locally using readily available banana pseudostem wastes. The enterprise employs a franchise model led by young rural women to manufacture and distribute the pads. The finished products are marketed and sold across the region and profits go towards repaying micro-loans, salaries and eventually revenue.

Using a door-to-door distribution model, BanaPads employs young female entrepreneurs known as "Champions", providing them with a complete start-up kit of inventory, training and marketing support.

### ENTERPRISE FAST FACTS

Location	Mpigi
Year founded	2012
Sector	Waste management
Product/Service	Biodegradable sanitary pads

### CONTACT

Mr. Richard Bbaale

✉ [banapads@gmail.com](mailto:banapads@gmail.com)

🌐 [www.banapads.org](http://www.banapads.org)

### Social impacts:

- Bringing 3,300 girls aged 10–19 in rural and poor areas back to school, thus increasing access to education.
- Offering training and job opportunities to young women in the production of sanitary pads, sales and collection activities.
- Creating alternative livelihoods through the distribution model, allowing women to create a sustainable business that benefits the entire community.

### Environmental impacts:

- 130,680 environmentally friendly sanitary pads have been produced.
- Reducing the 30 million tons of waste that goes to local landfill or garbage dumps by using banana pseudostem wastes and recycled materials.
- Improving the conservation of the natural world through community environmental education.

### Economic impacts:

- 26,330 packs already sold to 4,380 girls, generating sales of USD 19,751.
- Two production centres will operate in the Mpigi District and Rakai, with a production capacity of 526,700 units per shift.
- 20 full-time jobs have been created by the social enterprise: 10 BanaPads Champions and 10 BanaPads production workers.

It is estimated that nearly 16.5 million tons of bananas are produced in this country each year, resulting in over 30 million tons a year of banana stems left to rot.

### Scaling up activities:

- Establish one new production centre and implement a plan to open five new production centres over the next five years.
- Recruit and retain 40 managers and workers in various fields, including production, marketing, operation, distribution, human resources, finance and fundraising.
- Develop a microloan system for young rural female entrepreneurs in existing or newly formed groups, so they can buy a machine and begin producing sanitary pads in current local training centres.
- Attract USD 100,000 in funding in order to buy new equipment and to gain access to financial mentoring.



We manufacture affordable and eco-friendly sanitary pads, helping to keep village girls in school and create jobs for local women.



### Partnership

The **Global Social Benefit Incubator**, a programme developed by the Center for Science, Technology, and Society at Santa Clara University, assists the enterprise in developing business plans and supporting capacity-building and fundraising.

The **Social Entrepreneurship Forum** is a non-profit organisation based in Sweden. Its "Social Entrepreneurship Outreach Accelerator" provides funding and in-kind support for capacity-building, such as individual coaching and public events, connecting the enterprise with impact investors, venture capitalists, and equity and crowd funders.

The **Global Fund For Children** is a non-profit organisation based in Washington, DC, whose mission is to transform the lives of the world's most vulnerable children by making small grants to innovative community-based organisations.



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](mailto:info@seedinit.org) or visit:

[www.seedinit.org](http://www.seedinit.org)

### Partners

CONSERVATION  
INTERNATIONAL



Department  
for Environment  
Food & Rural Affairs



With the support of  
the Flemish authorities



Federal Ministry for the  
Environment, Nature Conservation  
and Nuclear Safety



### Corporate Partner

Hisense

### Founding Partners



### Hosting Partner

adelphi

### Supporter

Hogan  
Lovells