



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



AFRICA WINNER 2013

The beekeeping enterprise Blessed Bee for Life provides farmers with tools and equipment for beehives, teaches them about beekeeping and helps them sell their honey products. Women are fully integrated into production, reducing not only poverty but also environmental degradation.



Blessed Bee for Life, Uganda

BUSINESS MODEL

Blessed Bee for Life promotes modern beekeeping techniques by providing training in beekeeping, tree planting and the production of honey, wax and propolis, explicitly targeting the rural poor. The enterprise also promotes waste management during the training sessions, as sawdust from the construction of the hives is used as bio-fuel.


The enterprise operates in rural Uganda. It aims to improve the livelihoods of the members of local communities by establishing new business collaborations and creating job opportunities.

ENTERPRISE FAST FACTS

Location	Yumbe
Year founded	2007
Sector	Agriculture
Product/Service	Sustainably produced honey

CONTACT

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Social impacts:

- Creating job opportunities for women and young people at different stages of the production of honey and wax candles.
- Overcoming poverty in rural areas.
- Providing disadvantaged communities with various training courses on modern beekeeping and honey-processing technology.

Environmental impacts:

- Contributing to the greening of the environment as planting trees is necessary for beekeeping.
- Promoting sustainable land use and reducing land degradation.
- Reducing deforestation by providing local communities with recycled sawdust for heating and cooking.

Economic impacts:

- Promoting entrepreneurship in rural communities.
- Establishing collaborations between honey producers, buyers and local authorities.
- Providing income to the poor by including them in the enterprise's business activities.

” In 2013, more than 17 tons of high-quality honey were produced with the help of modern beekeeping techniques.

Scaling up activities:

- Increase sales revenues by 30 % by implementing new sales and marketing strategies.
- Organise a working network of over 120 beekeepers with the potential to double the production of honey, wax and propolis.
- Participate in business promotion activities such as the annual agricultural show and trade fair organised by the Uganda National Farmers Federation.
- Launch an advertising campaign on the radio to attract potential buyers and farmers.



” Through innovative beekeeping in rural communities, Blessed Bee for Life contributes to sustainable development in northern Uganda.



Partnership

🔴 **Blessed Bee for Life** introduces farmers to modern beekeeping techniques, promoting the production of sustainable honey.

🔴 **Yumbe District Farmers' Association** mobilises farmers to participate in the training sessions and promotes beekeeping as new or alternative source of household income.

🔴 **Kakwa Beekeepers** is a cooperation of local beekeepers that uses the modern honey production and hive-building technology promoted by Blessed Bee for Life.



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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