



## SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



## SOUTH AFRICA WINNER 2013

MRDP Sunwater aims to supply solar water heating through black PVC pipe systems, allowing communities – and especially women and children – to save time and money. By reducing the need to gather firewood, the enterprise helps communities save trees and manage their natural resources sustainably.



### MRDP Sunwater, South Africa

#### BUSINESS MODEL

MRDP Sunwater promotes an efficient, easy-to-handle, low-maintenance passive water-heating system through various marketing channels. It also uses feedback on pilot systems from community members to identify potential entrepreneurs who can promote the concept.

In addition, MRDP provides support, training and assistance to these entrepreneurs, encouraging them to set up their own businesses. This includes providing practical exercises in business management, training in bookkeeping, technical training, planning and monitoring, and all other aspects of project-cycle management.

#### ENTERPRISE FAST FACTS

Location	Skuinsdrift
Year founded	2012
Sector	Energy / renewables
Product/Service	Solar water-heating systems

#### CONTACT

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#### Social impacts:

- Women and girls are usually responsible for collecting wood. They benefit enormously from the product as it gives them more free time to spend on other social and economic activities.
- Training is provided to women from the communities to help them advance in the public domain or workplace.

#### Environmental impacts:

- Local biodiversity and ecosystems are protected as fewer trees are cut down to heat water.
- Less firewood burned for water-heating purposes means less smoke pollution, which results in improved household air quality.
- Helping with community environmental education and awareness-raising helps reduce the use of firewood, which in turn leads to fewer GHG emissions.

#### Economic impacts:

- 150 households in two villages acquired a Sunwater system in the first year. Each is now spending significantly less on fuel for heating.
- The enterprise generates annual incomes of ZAR 5,000 for its employees.
- Monthly household spending on firewood can be reduced by up to ZAR 400.

” The passive heating system is efficient, requires little maintenance and all the materials needed are locally available. The system pays for itself within three months.

### Scaling up activities:

- Identify more entrepreneurs to promote and supply the system and help with training.
- Install approximately 50 additional systems to help with marketing and raise awareness of the concept.
- Carry out further research on possible improvements, such as rooftop installation.
- Further monitor the exact savings per household in terms of money value, time and number of trees saved.



” Household spending on firewood for heating water can be reduced to nearly zero.



### Partnership

• **Madikwe Rural Development Programme (MRDP)** funded the pilot systems, conducts practical feasibility and technical research, supplies training and skills transfer, and provides support on the technical design.

• **Skuinsdrift Development Committee** are users of the product and members of the local community. They help with needs assessment, monitoring and evaluation.

• **Ikagisano ELC** are users of the product. They provide voluntary support and assist with the monitoring and evaluation of the system.

• **Thuto Motheo DCC** are users of the product. They provide voluntary support and assist with the monitoring and evaluation of the system.



The 2013 SEED Awards in South Africa 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)

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