



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



SOUTH AFRICA WINNER 2013

NABIDI Power develops and distributes mobile phone and laptop chargers, lamps and radios that use kinetic energy. The first products with casings manufactured from a new bio-polymer made from sugar cane waste, the enterprise's products help mitigate climate change and reduce greenhouse gas emissions.



NABIDI Power, South Africa

BUSINESS MODEL

NABIDI Power products are for everyday use, with parts that can be repaired and replaced. NABIDI empowers the economy by using local SMMEs as the distribution network. These vendors market the products through their church and community organisations and are supported by small business development organisations in South Africa.


Local communities are thus empowered while maintaining a profitable and sustainable commercial operation. NABIDI Power has a database of potential vendors who are convinced of the commercial appeal of their products.


ENTERPRISE FAST FACTS

Location	Gauteng
Year founded	2012
Sector	Renewable energy / ICT
Product/Service	Handy power products

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Social impacts:

- Enabling communities without electricity to connect and communicate through the ICT network by supplying affordable and durable mobile phone and laptop chargers, radios and lamps.
- Creating employment for women and young people.

Environmental impacts:

- Commercialising a polymer based on a waste product from the sugar cane industry.
- Using batteries without lead acid or cadmium and organising a battery exchange and recycling programme.
- Reducing toxic emissions and fire hazards from paraffin-based candles and lamps.

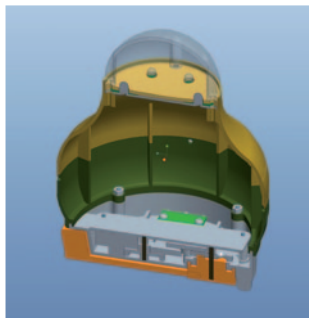
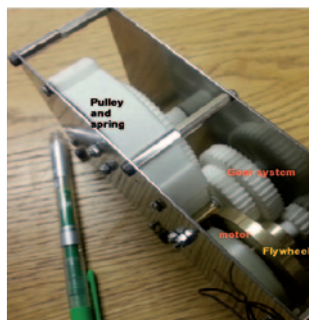
Economic impacts:

- Stimulating the local economy and assisting in growth of the green SME sector.
- Training SMME distributors of the products in business skills and giving them ongoing support through partnerships such as the Small Enterprise Development Agency (SEDA).

” Power at your fingertips – day and night.

Scaling up activities:

- Complete the product development phase for the range and register the intellectual property rights.
- When final prototypes are completed, look for commercialisation funding before starting manufacturing.
- Business development agencies will help identify potential SMME vendors and set up viable businesses.



Partnership

- **Nabidi Power** develops the “Handy Power” range and its business model, and is responsible for securing funding and financing.
- **The Innovation Hub** supports Nabidi Power with business incubation through the Maxum Business Incubator.
- **Climate Innovation Centre, Gauteng** provides technical mentoring and support to green businesses.
- **CSIR** developed the bagasse biopolymer and is developing the industrial process engineering necessary for commercial use.



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.

” In Africa, by Africa, for Africa.

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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