



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



GENDER EQUALITY WINNER 2013

PROVOKAME produces innovative 100 % biodegradable plates made from natural fibres and recycled paper, which are also implanted with seeds. The enterprise trains and employs local women from rural areas in the plate production process. The plates are distributed via supermarket chains and organic shops.



PROVOKAME, Colombia

BUSINESS MODEL

PROVOKAME buys paper for recycling from local retailers and turns it into pulp enriched with natural fibres and seeds. This pulp is then transported to women in rural areas, who use it to make biodegradable plates. Finally, the plates are sold via supermarket chains and shops specialising in organic and natural products.


The production satellites are exclusively run by female heads of households who have been trained by PROVOKAME. They work from home and receive payment for each unit produced.


ENTERPRISE FAST FACTS

Location	Cali
Year founded	2010
Sector	Waste management
Product/Service	Biodegradable germinating plates

CONTACT

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Social impacts:

- Providing flexible work and business management skills to female heads of households.
- Enabling participants to generate an annual income of up to USD 3,000 dollars per year.
- Raising awareness about sustainable waste management in local communities.

Environmental impacts:

- 70 % of plates germinate into a plant in less than 6 weeks, creating food (tomatoes, roseberries, herbs) for human consumption.
- Offering an environmentally friendly alternative to traditional disposable items reducing pollution.
- Helping cut GHG emissions by substituting polymer plates.

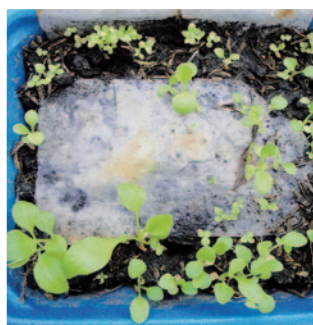
Economic impacts:

- Equivalent of 25 full-time jobs created, including 15 for women.
- Global sales of up to 720,000 units per month expected.
- Two direct distributors and one strategic alliance secured so far.
- Exports to USA should begin in the first half of 2014.

” Female heads of households are the human basis for the project, its main pillar and part of its social philosophy. The impact is threefold: economic, social and environmental.

Scaling up activities:

- Secure intellectual property rights (patents) for germinating plates and the production process in Colombia.
- Introduce the plates to the regional market, and expand to the national market by 2014 (medium-term target: 15 % market share).
- Enter the US market in 2014, initially in California and Florida, assuming demand for natural and organic products continues to grow in those states.
- Set up new production satellites right across Colombia (Andes, Pacific, Atlantic, Orinoco, Amazonia) and provide childcare for women so they can participate more easily in the enterprise.



” PROVOKAME’s target is to create production sites in every region of Colombia, empowering female heads of households with limited resources by training them in the manufacture of germinating plates.



Partnership

● **Papelyco** is a Colombian company producing paper for recycling and eco-paper solutions. Since 2010 it has been working with PROVOKAME, providing capital assets and human resources to help the enterprise achieve its social and environmental goals.

● **New Ventures Colombia** is a global programme created by the World Resources Institute to support local small and medium-sized enterprises with environmental policies, training and investor opportunities.

● **Pontificia Universidad JAVERIANA – Campus Nova** supports companies and innovative entrepreneurs with business training, business development support and business planning.



The 2013 SEED Gender Equality Awards are supported by UN Women, the UN Entity for Gender Equality and the Empowerment of Women; and UNIDO, which promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. Additional support is from the international law firm, Hogan Lovells.

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

Partners



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