



## SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



## AFRICA WINNER 2013

Tia Nuru enables and empowers individuals through consultation, educational events and training in how to build sustainable living systems. In this way the enterprise reduces the environmental footprint of their customers while promoting new services to the local community and preserving local resources.



### Tia Nuru, Tanzania

#### BUSINESS MODEL

Tia Nuru offers consultancy and training services in the area of green building and sustainable lifestyle in the city of Arusha, which is currently experiencing a property boom. To reach both low- and high-income groups, products and pricing are differentiated depending on the target group: homeowners, hotels and lodges, corporations, schools or NGOs.

The enterprise offers products and training courses in cob building, compost toilets, grey-water reuse systems and sustainable farming. It reaches its clients via existing information networks and through its partners.

#### ENTERPRISE FAST FACTS

Location	Arusha
Year founded	2012
Sector	Climate change mitigation
Product/Service	Sustainable production and consumption

#### Social impacts:

- Empowering the community of Arusha through providing training in green building, enabling the community to implement sustainable practices locally.
- Raising environmental awareness among school children by providing training in sustainable lifestyles, targeting over 150 children per year in five years time.

#### Environmental impacts:

- Reducing GHG emissions by avoiding manufactured building materials, such as cement, and increasing energy efficiency.
- Increasing the use of environmentally friendly materials, such as cob for walls.
- Reducing water use through the installation of compost toilets and grey-water reuse systems.

#### Economic impacts:

- Currently providing employment opportunities for five people, with the potential to hire more than 20 people in the next five years, each with annual income of USD 900.

#### Contact

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” Arusha, which borders many famous national parks and protected areas, can be a flagship example of how a green city can function.

### Scaling up activities:

- Develop a marketing plan to raise awareness about the availability of the enterprise's services.
- Collect client input for use in designing suitable consultancy, training and education programmes.
- Acquire and develop the necessary human and physical resources to scale up the enterprise's services, increasing the number of full time employees from four to five by Year Two, and to more than ten by Year Five.
- Identify potential new clients and extend services to markets beyond Arusha, thereby boosting sales.



” The role of Tia Nuru – which means ‘illuminate’ in Swahili – is to raise awareness about sustainability issues and to build partnerships that will spread the message of natural living in Arusha.



### Partnership

🔴 **Jobortunity** is a training institute that enables vulnerable young people aged 18–24 to get jobs in the hospitality industry and keep them. It implements the building skills and work attitude training programme.

🔴 **Earth Products** is an enterprise supplying and installing clay tiles and tanga stone. It offers practical skills training in floor construction and develops new sustainable products for houses.

🔴 **Mti Mmoja Mazingira** is a non-profit community project encouraging forest conservation. It supports an indigenous tree-planting initiative to compensate for the trees used in green building.



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

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