



## SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



## SOUTH AFRICA WINNER 2014

Growing The Future is an entrepreneurial programme promoting organic, sustainable and innovative food production in South African households. The programme combats food insecurity, promotes dietary variety, reduces household poverty and supports economic opportunities for the unemployed.



## Growing the Future, South Africa

### BUSINESS MODEL

The enterprise offers a three-phase programme. During the first stage, unemployed beneficiaries receive training and inputs in order to implement home gardens. In the second phase, a community garden training centre provides support and market access to new gardeners. Gardeners can acquire land to become smallholder farmers during the last stage.

Each gardener receives a “GreenBox”, a starting kit utilising wicking beds to grow produce in dry areas with poor soil quality. The box, innovative to the region, promotes adaptation to climate change.

### ENTERPRISE FAST FACTS

Location	Gansbaai
Year founded	2013
Sector	Food security
Product/Service	Community gardens, wicking beds

### Contact

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### Social impacts:

- Increasing food security through household food production.
- Promoting diet variety in prevention of dietary related illnesses.
- Providing market access for households to sell excess produce.
- Improving access to nutritional and affordable food for communities.

### Environmental impacts:

- Conserving 60 % of the community's water through innovative gardening solutions.
- Reducing agricultural waste through vermicomposting.
- Improving sustainable land use and ensuring soil has higher nutritional levels.
- Reducing necessity to import food, in turn decreasing the effects of transportation.

### Economic impacts:

- Increasing entrepreneurial and economic opportunities through food production, especially for women.
- Decreasing participating households' monthly food expenditures, which increases the available budget for other non-nutritional necessities.

” Providing access to affordable and nutritious food and creating entrepreneurial opportunities through food production, skill development, land provision and long-term support.

### Scaling up activities:

- Implement the second phase of the programme by constructing and managing a community centre and garden in Gansbaai. The garden will host training sessions, support, access to supplies, and organic urban gardening experts. The third phase will be implemented in 2016.
- Implement 120 home gardens, reaching 500 beneficiaries and improving food security in the Gansbaai communities of Masakhane and Gansbaai in Phase 1 of the project.
- Acquire funding to roll out further “GreenBoxes” in the Gansbaai community to improve food security.
- Implement the ‘achievement funnel’, which will allow committed gardeners to receive further tailor-made training in organic agriculture and sustainable, organic agriculture.



” Ensuring food security and encouraging dietary variety while increasing well-being through the creation of day-time occupation for unemployed members of the community.



### Partnership

• **The Grootbos Foundation** is the non-profit arm of the Grootbos Private Nature Reserve in the Western Cape. For ten years, the Foundation has promoted the conservation of biodiversity through education, research, management and ecotourism.

• **Soil for Life**, a non-profit organisation in Cape Town, assisted the enterprise during its initial stages and currently acts as a consultant regarding management and organisational issues.

• **The South African Department of Agriculture** assisted the enterprise in profiling the 120 households selected to participate in the programme. The Department is interested in expanding the programme to other communities.

• **The Local Economic Development Office** of the Municipality of Overstrand provided assistance during the initial project planning stages and is supporting the second entrepreneurial stage of the programme with its connections to funding opportunities.



The 2014 SEED Awards in South Africa are largely 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. Additional support is from **Hisense**

### 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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