



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



AFRICA WINNER 2014

Kataara Women's Poverty Alleviation Group runs an innovative small-scale enterprise selling handicrafts made from elephant dung paper, and energy-efficient cook stoves. The enterprise aims to not only alleviate regional poverty but also to conserve its environment for future generations.



Kataara Women's Poverty Alleviation Group, Uganda

BUSINESS MODEL

The enterprise works with women to make paper from a unique local product – elephant dung. The innovative paper is used to make handicrafts like cards, menus, and notebooks that are sold to tourists. Women are also trained to construct energy-efficient cook stoves, which the enterprise markets locally.

Women work as paid employees and contribute a small membership fee to the enterprise. Profits are reinvested back into the enterprise as well as a micro-loan scheme that serves members.

ENTERPRISE FAST FACTS

Location	Kataara Parish
Year founded	2005
Sector	Biodiversity / Natural resource management
Product/Service	Cook stoves, handicrafts, elephant dung paper

Social impacts:

- Improving livelihoods through the sale of handicrafts and elephant dung paper, thus generating profits for enterprise members.
- Fostering a sense of community cohesion by showing how locals can work together to create innovative products that help conserve the local environment.

Environmental impacts:

- Reducing greenhouse gas emissions through the sale of energy-efficient cook stoves.
- Helping minimise deforestation and land encroachment surrounding the Queen Elizabeth National Park.
- Setting incentives for the conservation of the local elephant population.

Economic impacts:

- Creating a local industry through the sale of cook stoves, handicraft products and elephant dung paper.
- Helping provide low-interest loans for members; available because a portion of the group's profit is invested into a savings scheme held by the enterprise.

Contact

Ms. Agaba Moses

✉ katarawomens@gmail.com

” It surprises many people how elephant dung can be used to make paper and as a result, our project has received a lot of attention from our development partners.

Scaling up activities:

- Create a comprehensive business and financial plan.
- Seek funding to expand the enterprise's membership and services to other parishes within the region.
- Conduct research to find new markets that the enterprise's handicraft and paper products could be sold to.
- Continue to market cook stoves to surrounding villages by holding training sessions for community members, educating them on the benefits and uses of clean energy.



” Our region experiences many diseases because of indoor air pollution. By constructing energy saving stoves that use less firewood and emit less smoke, we are helping reduce respiratory illnesses.



Partnership

● **Kataara Women's Poverty Alleviation Group** is the key partner contributing to the enterprise. It is involved in all aspects of management and operations. The group has been working since 2005 on projects that minimise environmental impacts on Queen Elizabeth National Park while maximising community benefit in Kataara Parish.

● **World Wide Fund for Nature (WWF)** is a non-profit organisation that provides technical and funding support to the enterprise. They also provide media, marketing and communications support – helping the enterprise to share its messages with international audiences.

● **Rubirizi District Local Government** provides the enterprise with the services of one of its staff members, whose role is to provide technical support and training to members of Kataara Women's Poverty Alleviation Group.



The 2014 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda 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.

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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