



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



SOUTH AFRICA WINNER 2014

Khoelife Organic Soap and Oils Co-operative markets organic soaps and oils. Through training and a microloans system, its members are enabled to become independent women entrepreneurs. Khoelife Manufacturing, the producer, uses traditional labour-intensive methods, certified organic ingredients and renewable energy.



Khoelife Organic Soap Co-operative, South Africa

BUSINESS MODEL

Khoelife Organic Soap Co-operative combines a franchise model with a microloans system. Members of the co-operative receive training and peer-to-peer support regarding management, finance and marketing in addition to receiving start-up capital. The purpose of the enterprise is to enable women entrepreneurs to set up independently-owned businesses.

As the first cohort begins to make headway, part of their commission and loan repayments will be used to support a new set of entrepreneurs, thus eliminating the need for external funds.

ENTERPRISE FAST FACTS

Location	Cape Town
Year founded	2013
Sector	Sustainable consumption and production (recycling)
Product/Service	Organic soap and oils

Social impacts:



- Empowering women through training programmes. Khoelife Co-operative provides a capacity-building ladder whereby women begin with elementary skill-training and committed members progress further onto bigger challenges.
- Making organic products available to poor communities at affordable prices.

Environmental impacts:

- Reducing the carbon footprint of sanitising products by replacing the use of petrochemical ingredients with natural oils, applying traditional, manual production techniques and using renewable energy.
- Promoting biodiversity, sound water use and waste management through the use of organically produced ingredients.

Economic impacts:

- Supporting women in setting up their own distribution businesses that contribute to their family's income.
- Creating additional sources of income for local and organic farmers.
- Increasing the sales of the products of Khoelife Organic Soaps and Oils Manufacturing.

Contact Ms. Madeleine Jenneker
 madijene@gmail.com
 www.khoelife.com

” Soap and cosmetics made energy-efficiently and with renewable energy, rooted in indigenous knowledge systems.

Scaling up activities:

- Expand the membership of the co-operative from the current five independent distributors, who sell 7,000 bars of soap a month, to 15.
- Develop a marketing strategy to promote lifestyle changes and increase the number of customers using organic soaps and oils. This would involve using a multiplicity of channels, e.g. the provision of samples, in-person promotions and building an internet presence in order to reach every strata of the society.
- Encourage local farmers to switch to the organic cultivation of ingredients by creating a market for organic products. Organic products are currently largely imported by the enterprise.
- Reach financial sustainability to allow for the growth of the co-operative without external support.



” Our organic soap is a best-seller because it does not cause allergies or eczema, and we have developed a low-cost version for sale in poor communities.



Partnership

• **Khoelife Organic Soap and Oils Co-operative** aims to empower women and build a distribution network for the products of Khoelife Organic Soaps and Oils Manufacturing.

• The company **Khoelife Organic Soaps and Oils Manufacturing** supports the co-operative with seed money, administrative support and stocks of certified organic products.

• **Impilo Yabantu**, a successful co-operative in the sanitation sector, advises Khoelife Co-operative on setting up co-operative and distribution networks.



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 or visit:

www.seedinit.org

SEED Partners



SEED Corporate Partner



SEED Founding Partners



SEED Hosting Partner

