



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



AFRICA WINNER 2014

KingFire is an urban recycling initiative using organic material otherwise considered waste to create briquettes. Sourced from local materials, the briquettes offer an alternative energy source to firewood or charcoal and provide quality, affordable, sustainable fuel for heating and cooking.



KingFire Briquettes, Uganda

BUSINESS MODEL

KingFire creates a bio-energy value-chain through producing and selling briquettes. Bio-waste is locally sourced and turned to char, then mixed with molasses, compressed and sun-dried. Vendors, who market equipment like cook stoves and paper bags, sell the final product. KingFire also facilitates community workshops on the benefits and uses of sustainable energy.

Made from bio-waste, the briquettes are low-cost, benefiting users and making the product accessible to urban and rural markets. The business profits from a wide market share and smart branding.

ENTERPRISE FAST FACTS

Location	Kampala
Year founded	2013
Sector	Energy / Renewables
Product/Service	Carbonised organic biomass briquettes

Social impacts:

- Employing locals in the sourcing, producing and selling of the briquettes.
- Educating the public on recycling practices and alternative, sustainable energy sources.
- Reducing the number of people suffering carbon monoxide poisoning from charcoal burning.

Environmental impacts:

- Enhancing waste management in urban areas through recycling.
- Promoting environmental conservation through reducing the need for deforestation for firewood.
- Reducing carbon emissions from landfills and from deforestation.

Economic impacts:

- Producing a long-lasting, slow-burning, and heat-efficient product that is low-cost for the user.
- KingFire's urban location means manufacturing and transport costs are kept to a minimum – resulting in savings for end users.
- Creating a local value chain from bio-waste that is generating jobs and increasing customers' disposable income.

Contact

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” Our enterprise has created job opportunities and improved standards of living for customers. It has no limitation in terms of education level or physical abilities, and is helping curb down crimes by engaging youths.

Scaling up activities:

- Continue market research and expansion especially to semi-rural areas, and further develop product branding as “the preferred biomass briquettes for households in Uganda”.
- Acquire equipment to increase production capacity, and acquire more space for manufacturing and storage.
- Purchase a vehicle to transport raw materials and to deliver finished products to consumers.
- All of the above will help KingFire achieve its short-term goal of increasing current production volume from 50 kg to 200 kg of briquettes per day.



” We are sure of our potential due to what we have been able to achieve on such a small scale so far.



Partnership

KingFire Briquettes founded and now produces KingFire's brand of biomass briquettes. As well as facilitating production and sales, KingFire's team is responsible for ongoing product research, monitoring and development.

Uganda Industrial Research Institute (UIRI) supports KingFire to improve briquette quality through ongoing technical research and marketing advice. UIRI also helps to provide specific manufacturing machinery needed to scale the business.

Uganda Manufacturing Association (UMA) helps to identify new markets for KingFire at the same time as educating potential clients on the environmental benefits of using briquettes. UMA also provides networking opportunities for KingFire.



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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