



## SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



## AFRICA WINNER 2014

Piratas do Pau (PdP) Upcycling Training Centre trains and employs young Mozambicans in the design and production of modern furniture made from 90 % reclaimed materials. The products are sold locally through a distribution network.



### Piratas do Pau Upcycling Centre, Mozambique

#### BUSINESS MODEL

PdP provides young unskilled Mozambicans with the chance to train and work as a craftspeople or designer in a unique upcycling centre which designs appealing modern household products, including furniture, soft furnishings and bags, from reclaimed materials.

As competition comprises low-quality imported furniture and traditional style furniture, demand for unique quality products is high. Currently all products are sold locally, using 90 % reclaimed materials.

#### ENTERPRISE FAST FACTS

Location	Maputo
Year founded	2010
Sector	Sustainable consumption and production (recycling)
Product/Service	Modern furniture, training and jobs

#### Social impacts:

- Training young Mozambicans to be craftspeople and designers.
- Providing not just manual skills but training in mathematics, technical drawing, design, management and project planning.
- Empowering young people to obtain employment and new opportunities.

#### Environmental impacts:

- 90 % of PdP's products are made from reclaimed materials, including disused wood, thereby reducing waste.
- Educating people about upcycling and thereby decreasing demand for new products made from mining or logging.
- Reducing carbon emissions created by transport involved with imported products.

#### Economic impacts:

- Generating incomes for over ten people including four trainees.
- Stimulating the economy and creating a new market for modern furniture design that previously did not exist.
- Creating a value chain that sees 100 % of the upcycled products sold locally.

#### Contact

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” PdP’s work has brought a broad spectrum of Mozambicans and internationals in contact with the concept of upcycling, its value and benefits.

### Scaling up activities:

- Expand production and diversify products to include metal furniture, other home wares and furnishings including lamps and bags to meet market demands.
- Improve infrastructure to allow expansion of workshop, office, training and showroom space.
- Seek urgent investment to purchase wood- and metalworking machines and tools, and for the ongoing free training of young Mozambicans.



” Unskilled motivated youngsters are contracted to receive a full training programme – theoretical, practical and creative – to become skilled employees and part of the production of high quality design products.



### Partnership

● **Abdesign Unipessoal** is a design business with a social and environmentally-responsible focus and the enterprise’s lead partner. It founded the brand Piratas do Pau and set up the training programme and upcycling centre.

● **Action Humanitaire contre la Délinquance** is a non-profit organisation that is assisting with the setting up of the training programme and fundraising activities and supporting marketing and communications.

● **Centro de Formação Profissional da UGC DA** is a training centre outside of Maputo involved in selecting trainees, running the training programme and hosting the upcycling centre.

● **Associação Moçambicana de Reciclagem** is the biggest collector of re-usable waste in Mozambique and provides PdP with access to construction wood, pallets and other materials.



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](mailto:info@seedinit.org) or visit:

[www.seedinit.org](http://www.seedinit.org)

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