



SEED | 10 YEARS OF
SEED AWARDS
2005-2015
promoting entrepreneurship
for sustainable development

Founding Partners



**AFRICA
WINNER 2015**

Masole Ammele breeds and grows fish through permaculture techniques in ponds managed by local communities. Each village responsible for a pond receives training on organic fish breeding and generates income from selling the fish, while the enterprise earns a commission.



Masole Ammele, Malawi

BUSINESS MODEL

Masole Ammele firstly selects local fish species that are being threatened due to overfishing and pollution. The enterprise then trains village members on organic fish farming according to permaculture principles, using affordable local input resources and conserving aquatic ecosystems.

In self-managed groups, villagers take care of the ponds and sell the fish to local markets, transferring five percent of all sales back to the enterprise.

ENTERPRISE FAST FACTS:

Location	Malawi
Year founded	2011
Sector	Sustainable Agriculture
Product/Service	Organic fish

Social impacts:

- Providing 60 % of household income by 2018 for each participant.
- Raising awareness in local communities on the potential of using permaculture techniques.
- Supporting communities to unite and organise themselves.

Environmental impacts:

- Increasing the use of environmentally friendly resources in breeding fish species.
- Contributing to less water pollution in target communities through the training sessions.
- Planting 10,000 trees in target communities by 2020.

Economic impacts:

- Establishing a sustainable fish-breeding system managed by local communities, preserving indigenous biodiversity resources.

Contact Mr. Godfrey Manda
godmamba.manda173@gmail.com

” By disseminating permaculture farming techniques, Masole Ammele is supporting an environmental and economically sustainable activity carried out by local communities.

Scaling up activities:

- Increase number of fish ponds and production volumes.
- Improve management of project resources, encouraging community groups to develop their own rules and regulation to increase effectiveness.
- Continuously involve additional communities in the initiative and provide a higher number of training sessions.
- Ensure quotas for female members in management committees and offer encouragements for women to participate, expecting to reach 60 active women by end of 2016.



Partnership

- The social enterprise **Masole Ammele Private (Limited)** promotes permaculture fish farming in Malawi.
- **Millennium Grains & Save Consultancy Services** seeks markets in Zimbabwe, contributes to transportation logistics and organizes workshops and conferences.
- **Mamo Enterprise** offers linkage services for the fish for local markets. It also supports the organisation of farmer cooperatives.
- **University of Malawi and Lilongwe University of Agriculture and Natural Resources** are research institutions that provide updated information on aquaculture.

” Permaculture fish farming can serve to organise the communities and empower them economically while preserving indigenous biodiversity.



Flanders
State of the Art

The 2015 SEED Awards in Malawi, Mozambique, Namibia are supported by the Government of Flanders, which is active in Southern Africa.

About SEED

SEED identifies and supports promising small scale social and environmental enterprises around the globe, enterprises who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these enterprises 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@seed.uno or visit:

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