



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

Founding Partners



**AFRICA
WINNER 2015**

People of the Sun offers unique handmade homeware products created from recycled and local, natural materials by marginalised artisans in Malawi. Artisans are organized in six enterprises, and profits from sales are reinvested in the organisation to ensure growth and support to artisans.



People of the Sun, Malawi

BUSINESS MODEL

People of the Sun created six artisan enterprises and, through partnerships with internationally recognized designers, is expanding the market for handmade homeware items. Its products are developed with waste or natural materials found locally.

The enterprise has developed an inclusive value chain that generates social benefits to impoverished local artisans and offers innovative products to the market.

ENTERPRISE FAST FACTS:

Location	Blantyre, Malawi
Year founded	2012
Sector	Waste & Sanitation
Product/Service	Handicraft homeware products

Social impacts:

- Empowering artisans through eye-level cooperation, support and capacity building, as well as additional income.
- Offering savings groups and access to lighting.

Environmental impacts:

- Saving resources and creating awareness on recycling by developing beautiful products from waste materials.
- Reducing waste in Blantyre city by collecting and recycling paper, cardboard and glass.
- Utilising sustainable sourced natural material and creating awareness on the impact of deforestation.

Economic impacts:

- Strengthening local handicraft micro-enterprises by building a supporting network, linking to new markets and providing training.
- Supporting the transition to sustainable sourcing and green products in the handicraft industry.

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” Eye-level business partnerships with artisan groups create a sense of empowerment and ownership along with increased responsibility and efficiency.

Scaling up activities:

- Improve production facilities for existing artisan groups, investing in new tools and workspaces.
- Expand artisan members in existing artisan groups in order to increase capacity and reach more markets, and develop one or two new artisan enterprises.
- Expand national sales to cover local running costs and elevate international sales in order to allow an international expansion of the enterprise and its replication in other countries, such as Gabon.
- Increase marketing efforts, such as the presence in international events, and the development of new product lines in order to reach other international markets.



” Using local and sustainable sourced materials is important, not only for our brand but also for the long-term supply of materials.



Partnership

• **People of the Sun** is an inclusive handicraft trading NGO that provides capacity building and access to markets for artisan enterprises.

• **Mango Club** is an enterprise composed of over 40 weavers. The club has a trade relationship with the enterprise and also receives regular business support.

• **Bangwe Carvers** is a micro-enterprise composed of six artisans selling to People of the Sun and receiving support in a similar agreement to Mango Club.



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:

www.seed.uno

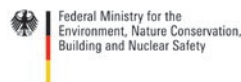
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