

Horizon Business Ventures processes seed oil extracted from tree seeds and leaves and markets it to the local and international cosmetic industry. The enterprise builds capacity within local seed collection groups and thus offers employment opportunities through sustainable management of existing natural resources.



## Horizon Business Ventures Limited, Kenya

### 🏆 SAG-SEED AWARD WINNER 2017 🏆

#### BUSINESS MODEL

Horizon Business Ventures produces essential oils from seeds and leaves including cape chestnut, marula, baobab and leleshwa. Local seed collection groups, mainly women, supply seeds and leaves to the women- and youth-managed collection centres, where they are purchased by the enterprise and delivered to the factory for processing.

The enterprise follows a market-led conservation strategy: commercial products are produced for a growing market while helping to preserve biodiversity. By-products are converted into animal feed and organic pesticides.

#### ENTERPRISE FAST FACTS:

Location	Mount Kenya region, Kenya
Year founded	2015
Sector	Manufacturing
Product/Service	Essential oils from non-wood tree products (NWTPs)

#### Contribution to the SDGs:



#### Social impacts:

- Generating 74 employment opportunities along the oil value chain by 2019.
- Reducing poverty by providing a daily income of USD 4.20 during the harvesting season compared to the average of USD 2 off-season.
- Enhancing gender equality by creating opportunities for women in skill development and entrepreneurship.

#### Environmental impacts:

- Mitigating climate change by reducing illegal logging and charcoal burning in collection areas by 40 % so far.
- Promoting tree domestication on farms.
- Reducing the vulnerability of the ecosystem to climate change through the adaptation of tree-based systems.

#### Economic impacts:

- Creating a market for raw materials resulting in an additional annual income of around USD 300 for up to 800 collectors.
- Enabling savings and asset creation within the community; so far 300 women and youth have joined savings and credit cooperatives.

” By helping to conserve trees the enterprise not only contributes to preservation of the cultural heritage but sustains an economic future resource for the next generation.

### Scaling up activities:

- Process and sell at least 8,000 litres of oil made out of croton, cape chestnut, leleswa, marula and baobab per year.
- Increase sales revenues from USD 85,000 to USD 142,000 by the end of 2017, and triple that number by 2021.
- Attract investment opportunities of up to USD 200,000 by the end of 2017 to complete payment for the oil distillation machine and to import specified bottles and jars for packaging.
- Increase the number of women-managed seed collection centres from 24 to 50 by 2019 and establish a system that allows raw material suppliers to own the enterprise by buying shares.



### Partnership

- **Horizon Business Ventures Limited** is the leading organisation, involved in operations, research and business development.
- **Help Self Help Centre (HSHC)** supported the initial research and development, construction of buildings, purchase of equipment and market research and currently establishes networks of raw material suppliers for the enterprise.
- **Kenya Forest Services (KFS)** is the legal custodian of the forest. It is involved in training on best collection practices and monitoring the health of the habitat in collection areas.
- **Community Forest Associations (CFAs)** and women-managed seed collection centres are responsible for mobilising seed collection and promoting trees grown on farms.

### Contact

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The 2017 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are supported by SWITCH-Africa Green, which is implemented by UNEP with the assistance of the European Union.

### About SEED

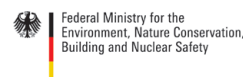
SEED is a global partnership for action on sustainable development and the green economy. Founded by the United Nations Environment Programme, the United Nations Development Programme and the International Union for Conservation of Nature at the 2002 World Summit on Sustainable Development in Johannesburg, SEED supports innovative small scale and locally driven enterprises around the globe which integrate social and environmental benefits into their business model. The 2017 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are part of the multi-country project “Promoting Eco-Entrepreneurship in Africa” implemented by SEED under SWITCH-Africa Green (SAG). SAG is implemented by UNEP with the assistance of the European Union. Other project partners in SAG are UNDP and the United Nations Office for Project Services (UNOPS). South African Awards are co-financed by the Government of Flanders.

[www.seed.uno/sag](http://www.seed.uno/sag)

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