



SEED
promoting entrepreneurship
for sustainable development

Founding Partners



Replicating Eco-Inclusive Enterprise Solutions for Green Economy and Sustainable Development in East Africa

5 September, Kampala, Uganda

Summary Report



The **SEED East Africa Symposium 2017** on **September 5th** in **Kampala, Uganda** was attended by more than 75 key stakeholders from government, enterprises, financial institutions, policy makers and accelerator programmes from **Uganda** and **Kenya**. Also present were representatives of the **United Nations** and the **European Union**. The event's participants jointly developed approaches to sustainability and innovation and discussed future multi-stakeholder partnerships to support the promotion and replication of business models that can successfully contribute to the transition to an inclusive green economy and sustainable development in East Africa.

The event was part of the implementation of "**Promoting Eco-Entrepreneurship in Africa**", a **SWITCH-Africa Green** multi-country project in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda.

The main challenge articulated for this symposium was on how to **recognize and replicate proven, successful business models** that contribute to the fulfilment of the vision of the **2030 Agenda for Sustainable Development** and its **Sustainable Development Goals**.

Practitioners' Dialogue

From Incubation to Replication – Enhancing Business Development Support

Business growth and development of small-scale eco-inclusive enterprises can be enhanced through professional and tailored business development support (BDS) to overcome internal growth barriers as well as better cope with external challenges. More than 50 participants from key stakeholder groups such as SMMEs, BDS service providers, national and international support programmes, and

funders such as the European Union came together in the practitioners' dialogue morning session. Setting the scene for discussion, **Magdalena Kloibhofer** of SEED presented the interlocking set of enterprise support programmes from start-up to replication of eco-inclusive enterprises that SEED has developed under the Switch-Africa Green programme, and later the IBA-SEED platform for BDS providers as a tool to improve transparency in the sector. Two rounds of intense table discussions served to both facilitate networking between participants as well as compile a critical and constructive analysis and set of recommendations on how to improve BDS services for eco-inclusive enterprises, with a focus on Uganda, and how to further strengthen cooperation between all relevant actors in the field.



Key Takeaways

- **Accessibility of BDS services** is limited mainly by the cost of services, geographic concentration of offers in urban areas, language barriers, and lack of skills in SMEs to adequately benefit and implement learnings from capacity building opportunities.
- **Suitability of BDS services** offered can be affected by factors such as a mismatch of offers with actual enterprise needs due to misaligned priorities, or lack of local advisors with local knowledge and contextual embeddedness.
 - **Third-party funding** is needed and **flexible payment models** such as success-based instalments should be developed by providers.
 - **Longer-term engagement** with enterprises is needed.
 - **Local advisors** should be deployed to work with SMEs.
 - **Multi-Stakeholder collaboration** should integrate all relevant perspectives into the design of effective support programmes and interventions.
 - **Capacity building of local BDS providers** should be a high priority to ensure delivery of tailored and effective business development services aligned with international standards and best-practice.
- **Collaboration among local BDS providers** is essential to overcome wide existing gaps in information and transparency within the sector, facilitate collaborative networks of small-scale service providers, as well as enable specialization on topic areas and client lifecycle stages to improve service quality and leverage synergies between service providers.

- **Trust and collaboration** in the sector is impeded by a lack of transparency, structures for exchange and cooperation, and competitive mind-sets between advisors.
- **Platforms for collaboration** could enhance the maturity of the sector, specific steps to be taken include the set-up of soft-infrastructures such as databases of clients and service providers; platforms to profile, interact and exchange ideas; and an institutional framework such as an association of BDS providers, which could also launch an accreditation system

Key Note Speeches

SEED was honoured to have important keynote speakers who shared great insights for various stakeholders in the eco-inclusive entrepreneurial space.

Joshua Mutambi, Commissioner- Processing & Marketing and SAG-MTIC Project Coordinator at the Ministry of Trade, Industry and Cooperatives of the Republic of Uganda highlighted the **importance of SMEs** for sustainable development, in example for **climate change mitigation** and promoting the use of **renewable energy** in Uganda and East Africa.

Also **Wilson Kwamya**, speaking for UNDP on behalf of the UN Resident Coordinator Rosa Malango illustrated the importance of **SMEs which are significantly driving the industrial development of Uganda** as the Ugandan investment authority found out.

Both, government and UN representatives ensured continued support for eco-inclusive SMEs. They appreciated the visible impacts of the European Union, SEED and further organisations in promoting eco-inclusive entrepreneurship and sustainable consumption and production.

Cédric Merel, Head of Cooperation at the Delegation of the European Union to Uganda outlined the EU's efforts on sustainable development in Uganda and the creation of green and sustainable jobs. Under this umbrella the EU plans to **merge the two focal cooperation areas agriculture and infrastructure into one single Inclusive Green Economy focal sector**. Merel appreciated the positive impacts SMEs and especially the SAG-SEED Award Winners have in meeting local challenges around clean energy, climate friendly agriculture and waste recycling, living standards and employment in their communities. He outlined his hope that the 2017 SAG-SEED Award Winners will **inspire further enterprises to tackle environmentally and social challenges on the ground while creating new jobs**.

All speakers praised SEED's efforts in organizing the Symposium to strengthen multi-stakeholder partnerships for successful eco-inclusive business development.

Key Takeaways:

- Special attention must be given to SMEs and the support and incentives they need as they promote and drive innovation, as well as industrial development.
- Eco-inclusive SMEs can play a significant role in implementing the 2030 Sustainable Development Agenda on the ground since they are rooted in local ecosystems and first responding to local social, environmental and economic challenges.
- Governments' and International Organisations' commitment is crucial to assist SME's development in and their contribution to the transition to inclusive green economy.
- Multi-stakeholder partnerships can create needed platforms to share experiences and learn from each other on ways and means to propel economic growth in support to sustainable development and poverty eradication.



Joshua Mutambi
Ministry of Trade, Industry and
Cooperatives, Uganda



Wilson Kwamya
United Nations Development
Programme



Cédric Merel
Delegation of the European Union
to Uganda



Arab Hoballah
SEED

SAG-SEED Award Ceremony

The SAG-SEED Award Ceremony highlighted innovative solutions and business cases of six outstanding eco-inclusive enterprises from Kenya and Uganda who won the 2017 SAG-SEED Award, with key support from the European Union and SWITCH Africa Green.

The annual SEED Awards identify and support the most promising and innovative small and medium-sized eco-inclusive enterprises in developing and emerging economies. Since 2005 over 220 SEED Winners have been selected by the SEED International Jury and were celebrated at high-level International Awards Ceremonies. SEED Winners benefit from business and management advice which is triple bottom line focused; high-level profiling; and access to an international network of businesses, governments, investors, legal, development, and finance institutions.

The 2017 SAG-SEED Award Winners from Kenya and Uganda are vivid examples how SMEs contribute to implementing the 2030 Sustainable Development Agenda and its SDGs in local communities. Through elevator pitches of the enterprises' representatives, the audience was briefly introduced into their eco-inclusive idea, business model and the specific impacts they achieve.

The 2017 SAG-SEED Award Winners received congratulations from the European Union, United Nations and the Ugandan Government. **Joshua Mutambi**, Ministry of Trade, Industry and Cooperatives of the Republic of Uganda, appreciated that Award Winners share insights about their business cases, knowledge and good practises, which motivate others to engage in eco-inclusive entrepreneurship. **Wilson Kwamya** and **Teddy Twine**, UNDP, outlined how SAG-SEED Award Winners solve sustainable development challenges locally and inspire others to follow. **Cédric Merel**, Delegation of the European Union to Uganda appreciated the SAG-SEED Award as a promising way to prompt interest from the private sector towards self-entrepreneurship.

Finally, each Winner was presented a personal certificate for their valuable work.



Out of 15 2017 SAG-SEED Award winners, six winners listed below were honoured at the Awards Ceremony at the SEED East Africa Symposium 2017.

Horizon Business Ventures Limited, Kenya

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.

ICOSEED Enterprises, Kenya

ICOSEED turns banana stems leftover from harvesting into fibre that can be used to make fabrics for bags, purses or table mats. The enterprise creates alternative income opportunities for farmers in the production of fibre and in the sewing of products.

Kencoco Limited, Kenya

Kencoco produces and sells charcoal briquettes from recycled agricultural coconut waste, charcoal dust and resells clean cook stoves. The products are a viable low-cost alternative to environmentally damaging fuels such as firewood, kerosene and wood charcoal.

Brent Technologies, Uganda

Brent Technologies uses an innovative, low-cost technology (S-TECH) to transform waste motor oil into fresh motor oil, diesel fuel and roofing asphalt shingles. This overcomes shortages of motor oil and diesel fuel and increases transportation to areas that have limited access to basic necessities.

Gorilla Conservation Coffee, Uganda

GCCoffee is a for-profit social enterprise aiming to improve livelihoods of coffee farmers and protect mountain gorillas in the area. GCCoffee buys coffee at a premium, processes and sells it as a branded roasted coffee, whose purchase includes a donation to Conservation Through Public Health (CTPH).

Masupa Enterprises, Uganda

Masupa Enterprises offers cheap and environmentally friendly cooking solutions to both urban and rural communities. Its briquettes are made from waste such as dry leaves, paper, peels and other fruit and vegetable waste and are sold together with cook stoves to households and commercial customers.

Panel and Roundtable Discussion

Boosting Collaboration for Eco-Inclusive Enterprise Development

Operating under challenging conditions, eco-inclusive enterprises need innovative and integrated support approaches as key part of an enabling environment. Acknowledging the benefits of multi-stakeholder collaborations, the panel discussion showcased ideas and solutions for supporting the private sector to foster East Africa's path towards an inclusive green economy.

The panel discussion was attended by **Samuel Rigu** from Safi Organics (2016 SAG-SEED Award Winner from Kenya), **Noah Ssempijja** from YICE Uganda (2016 SAG-SEED Winner), **Carolyn Kirabo** from Yunus Social Business, **Jealous Chirove** representing the International Labour Organization and **Sebastian Okeke** of the African Development Bank.

The interactive discussion was held on stage and in-between as a lively roundtable discussion with the audience. Participants outlined success factors of eco-inclusive business development and furthermore highlighted approaches on how to support eco-inclusive enterprises on their journey. The discussion also touched on successfully creating collaborations of international organisations, governments and implementation partners in order to galvanise action through the promotion of eco-inclusive enterprises.

Key Takeaways:

- **Key success factors** for eco-inclusive business development include: passion, dreaming big, networks and partnerships, continuous innovation and branding.
- **Financial support** is still high rated among the challenges that eco-inclusive SMEs face. SMEs do not only struggle to find financial support, but also to **find the right financing model**.
- Eco-inclusive enterprise development needs **investors**. It cannot only rely on governments and external funds.
- To attract investors, eco-inclusive enterprises need **profitable business cases meeting local, regional or national market needs**.
- Financial institutions such as the **African Development Bank** support SMEs in submitting sound business plans and proposals when applying for funds.
- Awards such as the SAG-SEED Award do not only provide important capacity building, but also **publicity that helps enterprises** increasing their base of customers and supporters.
- While already having partnerships in place, governments, international organisations and financial institutions **need to collaborate even more** among each other and with further key stakeholders to support eco-inclusive business development.



SEED Exhibition

During the breaks participants visited the exhibition area where around 15 eco-inclusive enterprises as well as organisations and programmes from various sectors and countries presented their work and programmes.



Quotes and Statements

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"The twofold objective of the European Union is to foster jobs creation and contribute to an economy more respectful of our environment. This means that we intend to engage more with the private sector on the sustainable path towards development. We want to build on the experience gained by SEED and support the incubation model for the creation and growth of more micro, small and medium-sized enterprises"..

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Cédric Merel, Delegation of the European Union to Uganda

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"Working together, we can create jobs, inspire other businesses and increase economic growth by developing and using clean energy technologies in an inclusive manner."

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Joshua Mutambi, Ministry of Trade, Industry and Cooperatives, Uganda

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"SAG SEED awards provide selected eco inclusive businesses an opportunity to implement key insights and learnings to their business models to facilitate growth and maximise social impact. I was happy to share key factors for success with these companies and I look forward to seeing them scale and contribute to a strong private sector in East Africa."

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Carolyn Kirabo, Yunus Social Business