



SEED Initiative

for entrepreneurship in sustainable development

SEED and the private sector : a brief overview

The SEED Initiative is a global partnership for action on sustainable development and the green economy.

Founded by UNEP, UNDP and IUCN at the 2002 Summit on Sustainable Development in Johannesburg, SEED supports innovative small-scale and locally driven entrepreneurs around the globe which integrate social and environmental benefits into their business model at the outset.

The goal of SEED is to support the ability of such entrepreneurs to scale up or replicate their activities. This furthers their contribution to local economies and communities while promoting the sustainable management of natural resources and ecosystems, and reducing poverty, marginalisation and exclusion.

An integrated programme

Collecting Global Best Practices

SEED Awards

Influencing Policy

Supporting Entrepreneurs



The SEED Programme

SEED Awards: Through an annual, global awards scheme SEED finds and reveals a wealth of novel ways of doing business. An international jury of experts selects and recognises the most promising and innovative start-ups.

Support SEED Winners to scale up: Jointly with the winners, SEED develops individually-tailored business and management plans; identifies other needs; builds networks; and profiles at high level events.

Identify best practices and develop tools: SEED tracks progress to identify the economic, social and environmental contributions SEED Awardees are making and the obstacles they face; from this experience, specific tools for entrepreneurs are developed.

Influence policy: The insights that SEED collects from working with innovative enterprises on the ground are brought up to policy makers to stimulate a more enabling framework for social and environmental entrepreneurs.



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Businesses are helping SEED and its winners



Lovells, an international commercial law firm which provides pro bono legal advice to SEED winners.



ERM, a global provider of environmental, health and safety, risk, and social consulting services, advises SEED Winners on a pro bono basis.

By joining SEED, your business would:

- demonstrate leadership in corporate social and environmental responsibility to a global audience
- engage with major governments, organisations, and the United Nations on how to gear up the Green Economy
- connect directly to SEED Winners, with potential new business opportunities and access to local markets.

Meet some SEED Winners

Solar conversion of traditional kerosene hurricane lamps (Bangladesh)

A national NGO in partnership with a local NGO and a cooperative have developed an innovative device called "SuryaHurricane", a low-cost solar lantern made from recycled parts of the conventional and much used kerosene lantern.

Oro Verde®- Facilitating market access for artisan miners (Colombia)

A national NGO and local community associations are engaged in an initiative to reverse environmental degradation and social exclusion produced by illegal and uncontrolled mechanized mining. A mining certification process and capacity building program have been created. More than 1000 artisan mines are now following social and environmental criteria.

KAITE: Zimbabwe's bridge to the world (Zimbabwe)

A small business, a research institution and an association of small-scale women farmers together are facing the challenge of improving rural livelihoods and reversing severe land degradation through innovative organic farming of essential oils, made from the indigenous *Tarhchonanthus camphoratus* bush.



SEED Information Sources

- SEED website: www.seedinit.org
- SEED Annual report
- Entrepreneurs toolkit - www.entrepreneurstoolkit.org

For further information, and how to join SEED, contact

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SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.

