



# SEED Initiative

for entrepreneurship in sustainable development

## SEED : 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.

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



### 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.

**Supporting SEED Winners:** Based on their needs, Award Winners receive an individually-tailored support package which includes:

- networking to interested organisations
- profiling their initiatives nationally and internationally
- skills development such as partnership management, finance and technical expertise
- business planning.

**Identifying best practices and developing tools:** SEED continuously studies the progress of the SEED Awardees to increase the understanding of how innovative start-ups grow, the obstacles they face and their economic, social and environmental impacts. This is used to develop tools useful for all entrepreneurs.

**Influencing policy:** The evidence and insights are translated into policy messages to stimulate a more enabling framework for social and environmental entrepreneurs. SEED presents these messages to international forums and policy platforms as well as through its website, publications and learning tools.

### An integrated programme

Collecting Global Best Practices

SEED Awards

Influencing Policy

Supporting Entrepreneurs





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## Meet Some SEED Winners

### **Solar conversion of traditional kerosene hurricane lamps** (Bangladesh, *SEED Winner 2009*)

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.

### **Himalayan Oregano Oil and Sustainable Livelihoods against MRSA** (India, *SEED Winner 2008*)

Local businesses and an NGO have teamed up with a UK university and identified an essential oil from high altitude Himalayan oregano as an antimicrobial agent that could be used in handsoaps and surface disinfectants in hospitals as a preventative against the bacterium Methicillin-resistant Staphylococcus Aureus (MRSA).

### **Oro Verde® - Facilitating market access for artisan miners** (Colombia, *SEED Winner 2009*)

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.



### **A Global Marketing Partnerships for SRI Indigenous Rice** (Cambodia, Madagascar and Sri Lanka, *SEED Winner 2005*)

Farmers in Asia and East Africa are partners in an initiative to boost rural incomes through the marketing of indigenous and environmentally-friendly grown rice varieties. Commercial rice cultivation in the developing world is becoming increasingly questionable as a result of low market prices and the financial and environmental costs of using chemicals and fertilizers.

### **Guiding Hope - Upscaling fair trade honey and wax marketing** (Cameroon, *SEED Winner 2008*)

Partners plan to expand their production of organic, fair-trade honey from the remote Adamoua savannah to reach international markets and to become Cameroon's largest exporter of high quality beeswax, as well as building an international market chain for the community-owned soap- and candle making businesses.

## SEED Information Sources

- SEED website: [www.seedinit.org](http://www.seedinit.org)
- SEED Annual report
- Entrepreneurs toolkit - [www.entrepreneurstoolkit.org](http://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.

