

**SEED**promoting entrepreneurship
for sustainable developmentGovernment
of Flanders

adelphi

APPLICATION INFORMATION

FREQUENTLY ASKED QUESTIONS

Green Entrepreneurship Awards 2024

HOW CAN I CONTACT THE AWARDS TEAM?

Email: awards_ep@adelphi.deMessenger: <https://m.me/seed.uno>

SEED social media channels

Twitter: https://twitter.com/SEED_SustDevFacebook: <https://www.facebook.com/SEED.uno>LinkedIn: <https://www.linkedin.com/company/seed-uno>Instagram: <https://www.instagram.com/seed.uno/>

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ABOUT GREEN ENTREPRENEURSHIP AWARDS

1. What are Green Entrepreneurship Awards?

The Green Entrepreneurship Awards is an awards scheme designed to celebrate the most innovative and promising locally led enterprises in sustainable development. Each year, multiple award categories are offered, ranging from country- or region-specific topics.

This year, the Green Entrepreneurship Awards by SEED are in Morocco.

The Award Winners and Runners-up are eligible for participation in our Catalyser and Catalyser Pro programmes, respectively.

2. Who can apply?

All environmental friendly and socially inclusive enterprises from eligible countries of each award category are welcome to apply.

SEED Awards are open to applicants from **Morocco**.

Regardless of the entity's legal status, the eligible enterprises must

- **contribute to sustainable development by providing solutions to social and environmental problems**
- **be market-driven entities**

These enterprises are ideally located within communities and generate lasting social and economic opportunities. They employ and incorporate low-income or vulnerable populations, including women and unemployed youth, in their value chains as suppliers, distributors and consumers.

In other words, the enterprises create impact in marginalised communities, and contribute to eliminating poverty through pioneer business models based on sustainability and the creation of responsible products, services and value chains.

Green Entrepreneurship Awards: Morocco

The Green Entrepreneurship Awards by SEED are open for enterprises that prevent or minimise damages caused by global warming and fluctuating weather patterns. In other words, SEED Awards look for enterprises that provide solutions to respond to effects of climate change or prepare for future impacts. Examples include supporting efficient use of scarce water resources; developing drought-tolerant crops; food insecurity prevention; coastal management, natural disasters management and warning system etc.

3. I have a sustainable business idea. Can I apply?

The Awards support established enterprises that have **proven market transactions** (you have started selling your products/services). Applications should present a clear business case and feasible financial sustainability for its current/future revenue model. Applications that have potential to scale and can be replicated in order to maximise impact will be highly favoured.

ABOUT APPLICATIONS

4. How do I apply for the Awards?

Entries for the SEED Green Entrepreneurship Awards 2023 **open on 1st March 2023**. Applications for the SEED Awards are accepted on the SEED Platform at <https://platform.seed.uno/>

New users will need to register for a new account to be able to access the application form. This provides secure access to all the information you will need to submit an application.

Registration and applications are now open. We encourage you to register early to the platform to receive updated information about the Awards.

5. I cannot access the Platforms, can I submit an application via another channel?

Applications are only accepted on the Platforms. That said, we endeavour to support all applicants as much as possible. [Please also contact the team](#) about your situation.

6. Can I submit my application in another language besides French?

Due to the selection process that consists of international jurors, all applications must be completed in French. [Please also contact the team](#) if you have any questions. We are here to support you!

7. What criteria do you use to choose the Award recipients?

When selecting the Award recipients, we look for enterprises that

- 1) contribute to meeting the above challenges
- 2) offer local economic, social and environmental benefits
- 3) have a strong business model with market traction;
- 4) are financially viable and scalable; and
- 5) are part of a partnership that has a local impact.

You can find more information about each of these criteria on our website: <https://seed.uno/programmes/enterprise-support/awards>

8. What are the selection process?

The Awards selection team will perform a first screening and shortlisting of the applications according to the criteria. All shortlisted applications will be considered by an international jury, consisting of experts of high credibility from all participating countries.

9. If we are not selected as an Award recipient this year, can we reapply next time?

You are most welcomed to do so. We also encourage you to apply for other Programmes offered in between each award cycle. You can follow our latest news on [seed.uno](#), our social media channels or subscribe to our newsletter after registration on our platform.

10. Can I amend my application once I have submitted it?

No, unfortunately not. Once you 'submit' your application, you will NOT be able to make any amendments. Please make sure to 'save' your application along the way and only 'submit' when you are absolutely ready.

11. How many Award recipients will be selected?

There will be 1 winner and 10 runners-up selected.

12. I do not understand the questions in the application form. And, how should I answer the questions to score well?

If there are some terms in the application that may be unfamiliar to you. [Please also contact the team](#) about your queries.

Be precise and concise in your answer! Demonstrate clearly which and how your enterprise's activities, products/services or practices relate to each question. You can utilise the SMART criteria - Specific, Measurable, Achievable, Realistic and Timeline - to construct your answers.

13. I have more questions, whom can I reach out to?

If you have any further questions, please reach out to us via our [contact details above](#).

AFTER APPLYING – NEXT STEPS

14. What happens after I submit my application?

Once you have submitted your application, you should receive an email confirming your submission. If you do not receive this, please check with the Awards team. (Don't forget to check your spam folder).

After the final deadline, the Awards selection team evaluates all applications based on a predefined set of eligibility criteria. If your enterprise is shortlisted, we will be in touch to request additional documents to further support your application. Your application together with the additional documents will then be evaluated by the Awards international jury. All applicants will be notified of their application results, whether successful or not.

The Awards winners and runners-up announcement is scheduled for July 2023.

15. What happens when my application is successful? What does the Award Prize offer?

Congratulations! You will become an Award Winner or Runner-up and receive a customised Support Package. Depending on your Award category the prizes are:

Green Entrepreneurship Awards 2024	
 WINNERS	<ul style="list-style-type: none">• Prize money of maximum EUR 15,000 matching grant*• Catalyser Pro Support package which includes<ol style="list-style-type: none">1) up to 12 months tailored capacity-building workshops from your enterprise's need assessment2) up to 12 months one-on-one expert advice.You will develop the investment readiness and operational excellence of your established eco-inclusive enterprise in order to effectively scale-up your business.
 RUNNERS-UP	<ul style="list-style-type: none">• EUR 5,000 matching grant*• SEED Catalyser Support package which includes<ol style="list-style-type: none">1) up to 6 months capacity-building workshops from your enterprise's needs assessment2) up to 6 months group expert advice with peer-learning opportunity.The programme will guide you to refine your business model in order to optimise your environmental, social and economic impacts and improve investment readiness as your future scale-up plan.

Winners and Runners-up will also receive:



Replication Support: For selected enterprises ready and willing to replicate their business activities in another region or country a dedicated replication support package will prepare you in getting ready for the next steps of replication.



Tools: Self-help tools that enable enterprises to prioritise and address their most urgent needs, for example conducting market analysis, developing a funding strategy, mapping stakeholder relationships and measuring impact.



Profiling: Winners and Runners-up are profiled nationally and regionally through a high-level Awards Ceremony as well as internationally through the programmes marketing and promotional activities such as our website, blog, social media and on-ground events.



Network Building: the Green Entrepreneurship Awards Programme facilitates connections with valuable contacts to support organisations, such as funders, policy-makers, Alumni, other SMEs, as well as Partners and Associates.

* Your enterprise is required to contribute additional funding (co-financing) of 33% or greater to any money received from the Programme. The co-funding can be from your own resources or from partners / third parties. It can be in cash or in-kind contributions. Shortlisted enterprises will be contacted to give further information on the prize money and matching grant conditions.

16. Does the Programme take equity or interest money from the Award recipients?

No. We take neither equity, nor interest money from the grant given.

17. What about my intellectual property?

Applying to the Award does not require you to provide information about your "start-up secrets" or intelligence. You are not required to disclose information about details of your proprietary technology. However, the application will ask for information that demonstrates your business progress, funding status, and market opportunity. This information is critical to help us evaluate your fit for the support programmes.

About SEED

SEED is a global partnership for action on sustainable development and the green economy that was founded by the United Nations Environment Programme (UN Environment), the United Nations Development Programme (UNDP) and International Union for Conservation of Nature (IUCN) at the 2002 World Summit on Sustainable Development in Johannesburg. SEED is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. SEED is hosted by adelphi research gGmbH, based in Berlin, Germany. Partners in SEED, in addition to the Founding Partners, are the governments of Flanders, Germany, India, the Netherlands, South Africa, and the United States of America; Conservation International; the European Union; Hogan Lovells; UNIDO; UN Women and SEED's Corporate Partner, Hisense.



**Government
of Flanders**

The SEED Awards in Morocco are sponsored by the Government of Flanders.