



SEED

promoting entrepreneurship
for sustainable development

10
10 YEARS OF
SEED AWARDS
2005 - 2015

Founding Partners



SAG-SEED Awards 2017

Application Form

This PDF form is **optimised for Adobe Reader version 7 and above**. This is free software which can be downloaded for all operating systems here: <http://get.adobe.com/reader/>

WARNING: The form will not work with PDF viewer programmes such as Apple Viewer, Chrome Viewer, etc.

Please fill in all fields marked with an asterisk*. **If your software has a “Highlight Existing Fields” button in the upper right corner, please deselect this option.** To assist you, visual aids show which fields are required and which are optional:

Required field: *

Optional field:

You are able to save the form and return to it later. At any time, you can click the yellow **Check Required Fields** button below to see whether you have missed any required fields.

Please submit your completed application via e-mail to seedawards2017@seed.uno by:

8 March 2017, 23:59 CAT

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Please tick the box below:

I would like to be considered for the **SAG-SEED Awards**. SEED standard eligibility criteria apply. SAG-SEED Awards are only available for enterprises in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda.

Section 1: Enterprise Summary

Please explain the summary details of your enterprise and where the activities take place. The title of the enterprise needs to be clear, as this will be the name shown on your SEED Award should the enterprise be selected. A summary which accurately describes the business model and the entrepreneurial as well as the innovative quality of the enterprise are of highest value for the SEED Jury and potential supporters and investors.

1. **Enterprise Title or Name (max. 80 characters): ***

2. **Country in which the enterprise mainly operates: * [INFO](#)**

3. **Does the enterprise mainly operate in: ***

Urban Areas

Rural Areas

Both

4. **In which sector does the enterprise work? ***

5. Have you previously applied for SEED and/or other awards and in which year?

Award	Year	Received Award	
Ashden Awards		Yes	No
Ashoka		Yes	No
BBC/Newsweek/Shell World Challenge		Yes	No
Equator Initiative		Yes	No
Schwab Foundation		Yes	No
SEED		Yes	No
Skoll Awards		Yes	No
Whitley Fund for Nature		Yes	No
World Bank Development Marketplace		Yes	No
BiD Challenge		Yes	No
Other		Yes	No
Other		Yes	No
Other		Yes	No

6. Does the enterprise work closely with any of the SEED's Partners, Supporters and/or Associates? [INFO](#) *

Yes

No

If yes, with whom and in which capacity? (max. 350 characters)

7. Briefly describe your purpose and the main activities of your enterprise: (max. 350 characters) *

8. Please provide a summary of the business model (max. 950 characters) *

9. In what ways is the enterprise entrepreneurial? (max. 650 characters) *

10. In what ways is the enterprise innovative? (max. 650 characters) *

11. When was the enterprise established and what steps have already been taken towards building the partnership and implementation of the enterprise? (max. 650 characters) *

Section 2: Information about Applicant and Partners

Please tell us who the main contact for the enterprise will be and complete details of other partners involved in the enterprise. Unless otherwise stated, SEED will assume that the main contact is leading the enterprise. In case the enterprise has more than two partners, please name the two most important ones. In case your enterprise will be shortlisted, you will have the option to provide information about additional partners.

Main Contact

Name of partner organisation: *

Organisation Type: *

If other, please specify:

How is this partner contributing to the enterprise? (max. 350 characters) *

Is it woman-led or owned? *

Yes

No

Is the leader of the enterprise between the ages 15-24? *

Yes

No

Title:

Gender: *

Male

Female

First name: *

Last name: *

Position:

Country: *

City: *

Address: *

Telephone: *

Email address: *

Website (URL):

2nd Partner

Name of partner organisation: *

Organisation Type: *

If other, please specify:

How is this partner contributing to the enterprise? (max. 350 characters) *

Title:

Gender: *

Male

Female

First name: *

Last name: *

Position:

Country: *

City: *

Telephone: *

Email address: *

Website (URL):

3rd Partner

Name of partner organisation: *

Organisation Type: *

If other, please specify:

How is this partner contributing to the enterprise? (max. 350 characters) *

Title:

Gender: *

Male

Female

First name: *

Last name: *

Position:

Country: *

City: *

Telephone: *

Email address: *

Website (URL):

12. How and to what extent are local partners involved in the planning, set-up, and operation of the enterprise? (max. 650 characters)

13. How do local partners or entities have prospect of benefitting from the enterprise? (max. 650 characters)

Section 3: Triple Bottom Line Benefits

The triple bottom line captures the essence of sustainable development. SEED is looking for enterprises that build social and environmental benefits into their business models in order to stimulate local economies, strengthen community resilience, and manage environmental resources soundly. Please elaborate the enterprises' top **MEASURABLE targets** ^{INFO} in all three dimensions i.e. social, environmental and economic, and describe the associated effects of each. To understand the stage of implementation of the enterprise it is essential that you state the progress that has already been achieved as regards each of the targets. Answer all the questions as clearly and concisely as possible.

Social targets and benefits

14. Please elaborate and quantify the main social target of the enterprise: (max. 650 characters) *

15. What are the associated benefits for the community and the living conditions of the people? (max. 650 characters) *

16. Please state the progress that has already been achieved on this target by the enterprise: (max. 650 characters) *

Environmental targets and benefits

17. Please elaborate on and quantify the top environmental target of the enterprise: (max. 650 characters) *

18. What are the associated environmental benefits and further implications for the community? (max. 650 characters) *

**19. Please state the progress that has already been achieved on this target by the enterprise:
(max. 650 characters) ***

Economic targets and benefits

**20. Please quantify the top business target in terms of the performance of the enterprise:
(max. 650 characters) ***

21. What are the economic benefits for the enterprise and for the community? (max. 650 characters) *

**22. Please state the progress that has already been achieved on this target by the enterprise.
(max. 650 characters) ***

Integration of social, environmental and economic benefits

**23. How does the enterprise integrate social, environmental and economic benefits?
(max. 950 characters) ***

Section 4: Potential for Scale-Up and Financial Sustainability

24. How is the enterprise expected to expand and grow over the next 5 years in ways that will produce economic, social and environmental benefits? (max. 650 characters) *
25. How is the enterprise currently financed and how will it be financed in the long term? (max. 650 characters) *
26. In order to scale up and increase future impacts, what are the most urgent needs for the enterprise? (max. 650 characters) *

Section 5: Local Focus and Benefits

27. Which type of skills development or training is your enterprise offering to communities and how many people have participated so far? (max. 650 characters) *

Section 6a: Climate Change Aspects

28. Is the enterprise contributing to: *

Reducing Greenhouse Gas emissions (Climate change mitigation)

Helping communities to adapt to climate change (climate change adaptation)

Both of the above

Neither of the above

I am not sure what these terms mean

29a. How does the product or service offered by the enterprise help to mitigate climate change / How does the enterprise help others to mitigate climate change? (max. 650 characters)

29f. How does the product/service offered by the enterprise help communities or consumers to adapt to climate change? (max. 650 characters)

Section 6b: Gender Aspects

30. How is the enterprise enabling gender equity and women's leadership? *

The budget for the enterprise addresses women's and men's differing needs for financial support

Use quotas to ensure women are included in the management committees or Board of Directors of the enterprise

Provide enabling measures such as child care so women can participate in the enterprise more easily

Use facilitators who are trained in gender sensitivity who can encourage women to speak out in groups with both men and women

Not applicable

Other: (max. 650 characters)

31. How does the enterprise promote gender equity and women's leadership within the community? *

Explicitly assess and respond to the unique needs of women in communities to ensure they can advance sustainable development in their community (e.g. access to markets, provision of public amenities, information through channels that are commonly used by women as well as men)

Provide training that is not often available or accessible to women to help them advance in the public domain or workplace (e.g. computer use, financial management, public speaking, etc.)

Address limited rights (to land, property, credit, natural resources, etc.) that hinder sustainable development for them and the community at large

Promote access to education for girls

Not applicable

Other: (max. 650 characters)

32. To what extent are gender aspects integrated into all enterprise operations? (max. 650 characters)

Section 7: Confidentiality and Disclaimer

I agree that the contact details in my submission may be shared with others. (Please note that this will mean that SEED will share your details with other possible funders and interested parties.

I agree for SEED to contact me in the future to support SEED's research programme by providing information about the progress of the enterprise. *

I understand and accept that if this application is short-listed, more details will be requested by SEED, including a draft business plan and references. *

I agree that if the application is successful and we receive a SEED Award the information contained in the application will be made public. *

Section 8: Other

How did you hear about the SEED Awards? *

One of our partners

SEED Partner [INFO](#)

SEED Associate [INFO](#)

Radio

Local NGO

Local Government

Previous SEED Winner

SEED's website

Facebook

Twitter

LinkedIn

SEED Newsletter

SEED Email

Other, please specify:

I would like to receive the quarterly SEED newsletter *

Yes

No

Want to be informed about new programme openings? *

Yes

No

END OF FORM: Thank You

Thank you very much for applying to the 2017 SAG-SEED Awards.

Please note that if you are shortlisted, we will ask you to provide:

- A draft business plan
- A letter from each partner explaining their role and their relationship to the applicant
- Three external references
- Photographs and any other relevant visual material to help us to picture your partnership

Once you have completed the application form, please send your application to the SEED Awards at seedawards2017@seed.uno via email. You will receive an email shortly to confirm that we received your application.

Appendix 1: Eligibility Criteria

SEED welcomes innovative ideas from any enterprise in a developing or emerging economy, which is working in partnership with others to generate economic, environmental and social benefits. SEED's independent International Jury of experts selects SEED Winners, those enterprises that have the greatest promise of making substantial improvements in poverty eradication and environmental sustainability while contributing to a greener economy.

Proposals which do not fulfil ALL the eligibility criteria below should not be submitted.

SEED Winners must:

a) Demonstrate entrepreneurship and innovation

The activities covered by the enterprise described in the application should be entrepreneurial and innovative, for example delivering new services to communities locally or regionally, bringing a new product to market, or developing a new, effective and financially sustainable way of delivering environmental and social benefits.

b) Deliver economic, social and environmental benefits

SEED expects applications from enterprises working in many different sectors. Any application will be considered as long as it fulfils these eligibility criteria and therefore has the potential to contribute towards the internationally agreed goals of the UN's Millennium Declaration and/or the Johannesburg Plan of Implementation. The enterprise should integrate economic, social and environmental aspects into the business model. SEED is looking for that can make a significant contribution to sustainable development by delivering:

- **Social benefits** such as community organisation, empowerment and employment, health or education benefits, or access to essential services; and
- **Environmental benefits** such as reduced carbon emissions, waste or pollution, or protecting biodiversity and ecosystems; and
- **Economic benefits** including income generation for the leading partners.

SEED will also be looking at the integration of components that respect and advance gender equity and balance.

c) Have the intention and potential to become financially sustainable

Applicants should be able to explain how the **enterprise will be financially viable in the long term**; it should have a sound business rationale. SEED can help winners to develop their ideas but a draft business plan should be already in place.

d) Be a partnership between different stakeholder groups

SEED is looking for sustainable development solutions, which are created through different types of organisations or stakeholders working together in partnership. To be eligible, this means the enterprise must involve at least three different partners (including main applicant), from different stakeholder groups, which have already agreed to work together. Partners can be any international/national organisation, investor, research institute, supplier, governmental bodies/agencies, NGOs, other social enterprise, development organisation etc.

e) Be locally-driven or locally-led

Local partner/s should be fully engaged in and have the prospect of benefitting from the enterprise, which should reflect the expertise, interests, and commitments of the local communities.

f) Have potential for scale up or significant replication

The partners should have ambitions for growth and strong potential for increased impact on the ground, either through growth of the enterprise and/or replication elsewhere. Award winners usually also have the potential to serve as inspiration to others. The needs of the enterprise should fit well with the kinds of support SEED can offer.

g) Be in the early stages of implementation

The enterprise has to be in the set-up phase and in the early stages of implementation. There should be proof of concept with evidence of some early impact.

SEED seeks applications that reflect innovative, forward-thinking, and realistic ideas for new products and services. Enterprises which are currently being formed and are in the early stages of implementation are eligible for the SEED Award. Partners should have agreed in principle to work together, even if there are no formal agreements yet in place.

It is of interest for the SEED Award whether enterprises have already attracted partial or full funding. The main aim of SEED and its partners is to assist with the difficult transition from start-up to establishment.

The enterprise should have a draft business plan, but will only be asked to submit the plan if shortlisted. Winning enterprises will demonstrate a good business rationale and give strong indications of significant economic, environmental and social benefits in the future.

h) Meet country-specific requirements

The enterprise's activities must be taking place in and benefiting communities in a country which is eligible for the SAG-SEED Awards 2017. A list of these can be [found here](#).

Appendix 2: Eligible Countries

Eligible countries for a 2017 SAG-SEED Award

SEED accepts applications from enterprises that are based and benefit communities in the following countries:

Africa
Burkina Faso
Ghana
Kenya
Mauritius
South Africa
Uganda

Appendix 3: SEED Partners and Associates

Partners	Corporate Partner	Associates
United Nations Development Programme (UNDP)	Hisense	Ashden Awards for Sustainable Energy
United Nations Environment Programme (UNEP)		Ashoka
International Union for the Conservation of Nature (IUCN)		BMW Foundation
adelphi research gGmbH		Cornell International Institute for Food, Agriculture, and Development (CIIFAD)
Conservation International		ERM Environmental Resources Management
European Union		Fair Trade in Tourism South Africa (FTTSA)
SWITCH Africa Green		Global Village Energy Partnership (GVEP)
Federal Ministry for Environment, Nature Protection, Building and Nuclear Safety, Germany		International Institute for Environment and Development
Government of Flanders		LEAD
Ministry of Environment and Forests, India		The South African Breweries Ltd
Ministry for Economic Affairs, Netherlands		The University of California of Berkeley
Department of Environmental Affairs, South Africa		TrustLaw
United Nations Industrial Development Organization (UNIDO)		United Nations Office for South-South Cooperation (UNOSSC)
UN Women		Whitley Fund for Nature
Department of State, USA		World Business Council on Sustainable Development
Hogan Lovells		UN Global Compact

Appendix 4: Measurable Targets & Triple Bottom Line

What are SMART targets?

SMART targets refer to an acronym built around the key characteristics of meaningful targets, which can be very helpful in evaluating the quality of projects proposed and carried out.

1. Specific – targets should be single issue and express clearly what they want to achieve (concrete, detailed, well defined)
2. Measurable – it is necessary to be able to measure whether a target is being met, or not (numbers, quantity, comparison)
3. Achievable - all targets should be achievable and attainable, and agreed upon between partners
4. Realistic – it should be possible to reach each target with the resources available?
5. Time – key to target setting is estimating the time by which each target will have been reached, allowing sufficient time to reach the goal, but not so long as to reduce performance.

What is the meaning of Triple Bottom Line?

The **triple bottom line** relates to integration of the social and environmental impact of an organisation's activities with its economic performance.