



## Do you have a business idea and need expert support to turn it into reality?

### SAG-SEED SmartXchange Starter Programme Durban, South Africa May - June 2018 **Application deadline: 26 April 2018**

The SAG-SEED SmartXchange Starter invites entries from teams who develop green and inclusive business solutions to one of the key social and environmental challenges in South Africa. The winning teams will receive support on turning their idea into reality.

#### Find solutions for one of the following challenges



#### Agriculture Challenge

What is your business idea to generate decent employment, preserve resources, and feed populations in an unpredictable environment?

**Get inspired by:** 2015 SEED Winner "[\*Botanic Treasures\*](#)" from Kenya leverages traditional farming techniques of smallholder farmers to grow the nutritious Moringa tree, process and market health food products nationally and internationally. Over 1,000 individuals are employed along the value chain, providing economic stability for rural communities. The cultivation of the drought-resistant plant helps prevent soil erosion and promote sustainable agroforestry in the face of climate change.



#### Manufacturing Challenge

What is your business idea to produce goods or provide services for the manufacturing sector while ensuring energy and water efficiency as well as employment opportunities?

**Get inspired by:** 2011 SEED Winner "[\*Man and Man Enterprise\*](#)" produces and markets efficient biomass cooking in Ghana. The stoves are manufactured from scrap metal by artisans trained by the enterprise. What makes the stoves special is a ceramic lining which retains heat, reducing charcoal consumption by 40 %. As a consequence end users make substantial savings on fuel costs and deforestation and carbon emissions are reduced tremendously compared to traditional stoves.



#### Waste Management Challenge

What is your business idea to promote waste management for solid or organic waste lifting waste pickers out of informality and reducing pressure on landfills?

**Get inspired by:** 2010 SEED Winner "[\*EcoPost\*](#)" from Kenya manufactures fencing posts from recycled plastic; a widely available material as Nairobi produces more than 2,000 tonnes of solid waste daily. By replacing wooden fencing posts, EcoPost not only offers customers a more durable alternative, but also decreases carbon emissions from deforestation, burning of waste and landfills. From a cottage industry EcoPost has grown to an enterprise securing livelihoods for 2,000 people, mostly waste pickers



As the examples of successful eco-entrepreneurs above show, innovative solutions reach from inventing new products or services to improving on existing solutions. For example adapting a product or the distribution model can allow you to access new customer groups or to improve the value for customers, local communities or the environment.

## SAG-SEED SmartXchange Starter Programme

During the SAG-SEED SmartXchange Starter, the winning teams will develop and refine their business ideas under guidance of experts:



**Participation in the Starter programme is free of charge! Participants have to cover their own transport and accommodation costs.** The workshops will take place in Cape Town. To learn more read our [blog from workshop to market in seven weeks](#).

## How to apply

Teams with 2-5 team members and an idea for addressing one of the three challenges above can apply. We particularly welcome applications from women and youth.

Please send the completed [application form](#) to [starter-southafrica@seed.uno](mailto:starter-southafrica@seed.uno) by **26 April 2018**.

An internal team will evaluate all applications and inform you about the outcome. You can access the application form here: [www.seed.uno/support/starter](http://www.seed.uno/support/starter).

In case of questions please write us at [starter-southafrica@seed.uno](mailto:starter-southafrica@seed.uno), call SEED South Africa team at +27 12 803 5900 or SmartXchange team at +27 31 307-1988.

## Help us spread the word

Does that opportunity sound interesting for your network? Please forward the Call for Applications and make use of our [media package](#), including proposed text for social media, a social media image as well as flyers and posters.

## Support for the Starter Programme



European Union



The Starter Programme are supported by SWITCH-Africa Green. SWITCH-Africa Green is implemented by UNEP with the assistance of the European Union. The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies.

Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.



SAG-SEED Starter workshop May-June 2018 in Durban is Co-financed by SmartXchange. SmartXchange is an incubator whose core mandate is to provide enterprise development

services to small, medium and micro enterprises (SMME'S) in the Media, Information Communication Technology and electronics (MICTe) sector. SmartXchange manages a programme that identifies and assists in developing quality skilled MICTe SMME's in KwaZulu Natal and also to build a pool of skilled MICTe workers that will enable KwaZulu Natal businesses to flourish.

## 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 (UNEP), 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's comprehensive programme triggers the full potential of market-based mechanisms to avert environmental degradation and tackle social problems. From an annual global awards scheme that scouts for and supports the most promising innovative and locally-led social and environmental start-up enterprises in developing countries to enhancing the quality and capacities of business development service providers – SEED builds the ecosystem for social and environmental entrepreneurship.

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; SWITCH-Africa Green; Hogan Lovells; UNIDO; UN Women and SEED's Corporate Partner, Hisense. To learn more about the project components implemented under the SWITCH-Africa Green multi-country project "Promoting Eco-Entrepreneurship in Africa" visit: [www.seed.uno/sag](http://www.seed.uno/sag).

### SEED Founding Partners



### SEED Partners



### SEED Hosting Partner



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