SWITCH Africa Green – SEED Multi-Country Project
Promoting Eco-Entrepreneurship in Africa

Update SAG-SEED South Africa
June 2017

www.seed.uno/sag
About SEED

Vision
A world of flourishing communities where social and environmental entrepreneurship drives sustainable development

Mission
Promoting entrepreneurship for sustainable development

Objectives
1. Enable and promote SE enterprises to accelerate a green and inclusive economy
2. Enhance enabling conditions for SE enterprises through evidence gathering and engaging with policy makers
3. Expand the ecosystem for SE enterprises through enhanced business development services
4. Expose and share successful entrepreneurial solutions with key stakeholders
About the SAG-SEED Multi-Country Project

Objective

Potentiate and accelerate a green and inclusive economy and foster an enabling environment for eco-entrepreneurship and sustainable consumption and production, so as to provide a SWITCH Africa Green response to Africa’s goal of sustainable development.

Specific objectives

- Enhance the uptake and replication of eco-enterprise models to increase private sector-led inclusive green growth;
- Promote enabling conditions for eco-entrepreneurship through enhanced and green business development services and provide evidence and insights for policy makers
Overview of Project Components
Implemented in all six target countries

WP-A. SAG-SEED BDS+
Capacity Building of BDS Providers

WP-B. SAG-SEED Starter
Incubation of new eco-enterprises

WP-C. SAG-SEED Catalyser
Strengthening of existing eco-enterprises

WP-D. SAG-SEED Replicator
Facilitation of eco-enterprise replication

WP-E. SAG-SEED Policy
Advocating for conducive policy frameworks

WP-F. SAG-SEED Visibility and Outreach
Events & Communication
Achievements until now in all six target countries

**SAG-SEED Catalyser**
Strengthening of existing eco-enterprises

<table>
<thead>
<tr>
<th>Applications received</th>
<th>SAG-SEED Award Winners*</th>
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</thead>
<tbody>
<tr>
<td>851</td>
<td>31</td>
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</tbody>
</table>

*The 15 2017 SAG-SEED Award Winners will be announced in July officially.

"It has been an invaluable experience, other programmes give money, but this has given us so much more."

Lungelwa Tyali, SAG-SEED Winner Solar Turtle

**SAG-SEED BDS+**
Capacity Building of BDS Providers

<table>
<thead>
<tr>
<th>Applications received</th>
<th>Trainings of Trainers</th>
<th>Trainers participated</th>
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<tbody>
<tr>
<td>180</td>
<td>6</td>
<td>114</td>
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**SAG-SEED Starter**
Incubation of new eco-enterprises

<table>
<thead>
<tr>
<th>Applications received</th>
<th>Starter Workshops</th>
<th>Teams</th>
<th>People*</th>
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<tbody>
<tr>
<td>499</td>
<td>10</td>
<td>138</td>
<td>379</td>
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</tbody>
</table>

*Not all team members participated in both workshops.

**SAG-SEED Replicator**
Facilitation of eco-enterprise replication

<table>
<thead>
<tr>
<th>Applications received</th>
<th>Replicator Connect Workshops</th>
<th>Participants</th>
</tr>
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<tbody>
<tr>
<td>455</td>
<td>9</td>
<td>222</td>
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</table>

**SAG-SEED Networking & Research**
Outreach, Symposia and Publications

<table>
<thead>
<tr>
<th>People participated in the Africa and South Africa Symposia</th>
<th>Sectoral Business Conditions Briefs developed</th>
<th>SAG-SEED Newsletter Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>600+</td>
<td>2</td>
<td>1900+</td>
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</table>

“We the opportunities for collaboration were fantastic.”

Lesley Donna Williams, Impact Hub South Africa
South Africa: Achievements

### SAG-SEED Catalyser
**Strengthening of existing eco-enterprises**

<table>
<thead>
<tr>
<th></th>
<th>129</th>
<th>5</th>
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<tbody>
<tr>
<td>Applications received</td>
<td>SAG-SEED Award Winners*</td>
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* 2017: 3 SAG-SEED Award Winners from South Africa

### SAG-SEED BDS+
**Capacity Building of BDS Providers**

<table>
<thead>
<tr>
<th>18</th>
<th>1</th>
<th>12</th>
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<tbody>
<tr>
<td>Applications received</td>
<td>Training of Trainers</td>
<td>Trainers participated</td>
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### SAG-SEED Starter
**Incubation of new eco-enterprises**

<table>
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<th>50</th>
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<tbody>
<tr>
<td>Applications received</td>
<td>Starter Workshops</td>
<td>Teams</td>
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</tbody>
</table>

* Not all team members participated in both workshops

### SAG-SEED Replicator
**Facilitation of eco-enterprise replication**

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<tr>
<th>89</th>
<th>2</th>
<th>44</th>
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<tbody>
<tr>
<td>Applications received</td>
<td>Replicator Connect Workshops</td>
<td>Participants</td>
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</table>

"I have gained more knowledge and experience to scale my idea to the next level."

* Replicator participant in anonymous evaluation survey

"I loved the explanations provided, it was so clear."

* Starter participant in anonymous evaluation survey

* 2017: 3 SAG-SEED Award Winners from South Africa
Overall target for all six target countries:
Over 100 BDS providers trained in the eco-enterprise methodology and toolkit; they further target and work with over 500 future eco-enterprises.

Current status in South Africa:

- SAG-SEED BDS+ Training of Trainers on August 18-20, 2016 with **12 participants** (out of 18 applications).
- A SAG-SEED BDS networking event will be implemented in July 2017. It will bring together BDS providers and key stakeholders for peer learning and to jointly exploring how to market BDS services best.

**Info:** Currently the trained BDS consultants (from all six target countries) provide services to a total of 659 SMEs in the six target countries.
Overall target for all six target countries: 500 individuals trained in the Starter Toolbox, leading to the incubation of >50 new eco-enterprises.

Current status in South Africa:

SAG-SEED Starter months:

- 1st Cohort in March 2016 with 10 enterprises (25 persons)
- 2nd Cohort in cooperation with DEA in May 2017 with 10 enterprises (43 participants)
- 3rd Cohort in cooperation with DEA will be implemented on 15-17 August & 20-21 September 2017 in Durban. Focus sectors: Agriculture, Manufacturing, Waste Management
- We will implement one further SAG-SEED Starter months in cooperation with DEA.
Overall target for all six target countries:
30 existing eco-enterprises with over 90 partner organisations made ready to scale up.

Current status in South Africa):

- **2 SAG-SEED Award Winners** in 2016
- **3 SAG-SEED Award Winners** in 2017 (Co-financed by the Government of Flanders. Official announcement in July)
- 2016 Winners were **officially announced and honoured** at the SEED Africa Symposium on 28-29 September in Nairobi. The **SAG-SEED Catalyser support** with the 2016 Winners is completed.
- 2017 Winners from South Africa will be honoured with an **Award Ceremony in July 2017 in Pretoria.**
The 2017 SAG-SEED Awards

- Total applications: 336
- Online applications: 245
- PDF applications: 91

**Application Language**
- French: 28
- English: 308

**Enterprise Composition**

**Applicant Countries**
- Kenya: 117
- Uganda: 69
- South Africa: 55
- Ghana: 49
- Burkina Faso: 28
- Mauritius: 20

**Sectoral Distribution**
- Agriculture: 54%
- Waste Management: 23%
- Manufacturing: 16%
- Tourism: 7%

**Main Applicant Gender**
- Female: 44%
- Male: 56%

13,540 visits on SEED website during application period from focus countries

https://www.seed.uno
Overall target for all six target countries:
10 proven eco-enterprise models made replication-ready and 600 future eco-
entrepreneurs engaged in replication workshops.

Current status:

- **9 Replicator Workbooks** have been developed so far (topics:
  Agricultural Product Processing, Collaborative Business Models for
  Smallholder Farming, From Beehives to Market, Green Products for
  Health and Sanitation, Irrigation Solutions for Smallholder Farmers, Local
  Clean Cookstove Enterprises, Waste to Biogas, Briquettes from Biomass
  und Plastic Upcycling)

- **2 Replicator Connect Workshops** are implemented in South Africa so
  far (March 2017).

- **Further workshops planned:**
  - 03 July 17 | □ Durban | □ Agriculture
  - 04 July 17 | □ Durban | □ Waste Management
  - 06 July 17 | □ Bloemfontein | □ Manufacturing, Waste Management
  - 07 July 17 | □ Bloemfontein | □ Agriculture
Overall targets for all six target countries:

- 4 sectoral business condition briefs and 6 case studies provide insights into enabling conditions, barriers, and impacts

Current status:

- The first two Business Condition Briefs (agriculture and tourism) were published at the Africa Symposium in Nairobi, Kenya.

- **Policy Round Table sessions** at the SEED Africa Symposium 2016 on September 28, 2016, and at the SEED South Africa Symposium 2017 on April 20 discussing the briefs.

- Two further Business Condition Briefs will be developed in 2017.
Overall targets for all six target countries:

- 2 major networking events to promote eco-entrepreneurship continent-wide
- 3,000 individuals engaged directly and a multiple of that reached through visibility and outreach activities

Current status:

- **Africa Symposium 2016** in Nairobi on 28-29th September attended by over 450 participants.
- **South Africa Symposium 2017** in Pretoria on 19-20th April attended by 120 participants.
- Further visibility and outreach activities include: Dedicated SAG-SEED Website, SEED Blog, SAG-SEED Newsletter (~ 1000 recipients), spreading messages at events such as Sankalp Africa Summit.

“The opportunities for collaboration were fantastic.”

Lesley Donna Williams, Impact Hub South Africa about the Africa Symposium
SEED South Africa Symposium 2017

Implemented: **April 19-20 in Pretoria**
Participants: **120**

Overarching topic: “**Innovative Enterprise Solutions for an Eco-Inclusive and Climate-Resilient Society in South Africa**”

Partners and supporters: **European Union and SWITCH Africa Green, Government of Flanders, Industrial Development Corporation South Africa and LifeCo UnLtd South Africa**
Cross Cutting Issues

SAG-SEED Starter Months:
• Aim at promoting a culture of entrepreneurship with a closer view to female and youth entrepreneurs (selection focuses on a high percentage of future enterprises owned or led by women or youth under the age of 30).
• SEED selects future enterprises with a view to the SAG-target sectors agriculture, manufacturing, tourism and waste management.

SAG-SEED Awards:
• Selection focuses on the SAG-target sectors agriculture, manufacturing, tourism and waste management.
• Gender Equality Award focuses on women led enterprises.
• SAG-SEED Award Winners are often active in the fields of energy, water efficiency and eco-innovation. They focus on sustainable trade in their value chains.

SEED Research and SEED Africa Symposium:
• SEED published two sectoral business condition briefs tackling cross cutting issues:
  – Driving Conservation Through Sustainable Tourism Enterprises
  – Scaling Innovation at the Energy-Agriculture Nexus in East Africa. Especially this business condition brief focuses on the cross cutting issue of energy efficiency in relation to agriculture.
• The policy round table at the SEED Africa Symposium brought together stakeholders involved in the several sectors to explore synergies
Visibility for SWITCH Africa Green

**SEED Website:**
- SEED’s activities under SWITCH Africa Green from 2015 to 2018 are announced on the start page.
- SWITCH Africa Green is mentioned as one of the SEED Partners.
- Announcement and marketing of implemented activities

**SEED Communication Channels (Social Media, SAG-SEED Newsletter):**
- Announcement and marketing of implemented activities

**Events/further communication activities:**
- SWITCH Africa Green was communicated as one of the partners of the SEED Africa Symposium (Mayor Networking Event).
- Attendance of conferences/events in the field of eco-entrepreneurship. Marketing of the project supported with an SAG-SEED roller banner.
# Work Plan South Africa 2017

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<th>Activity</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
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<td><strong>SAG-SEED BDS+</strong></td>
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<td>BDS peer learning &amp; networking event</td>
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<td><strong>National Dialogue Forum</strong></td>
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<td>+ Award Ceremony 2017 SAG-SEED Winners</td>
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<td><strong>SAG-SEED Starter</strong></td>
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<td>In cooperation with DEA</td>
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<td>Catalyser support for the 2017 Award Winners</td>
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<td>4 Replicator Connect Workshops</td>
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