



UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement Programa de las Naciones Unidas para el Medio Ambiente

Программа Организации Объединенных Наций по окружающей среде

برنامج الأمم المتحدة للبيئة

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Applications for 2011 SEED Awards Now Open

Nairobi, 05 July 2011 – Social and environmental entrepreneurs who can demonstrate innovation, leadership and sustainability have the chance to win expert assistance and support for their sustainable development initiatives in the 2011 SEED Awards.

The SEED Initiative — hosted by the UN Environment Programme's World Conservation Monitoring Centre (UNEP-WCMC) — is a global partnership for action on the Green Economy. The annual SEED Awards help to develop the most promising social and environmental start-ups in emerging economies and developing countries.

SEED Award winners will receive expert advice on developing their business plans, take part in tailor-made workshops to enhance their skills and benefit from high-level profiling of their initiatives through the SEED Initiative's international network of businesses, governments and development institutions.

By helping entrepreneurs to scale-up their activities, the SEED Initiative aims to boost local economies and tackle poverty, while promoting the sustainable use of resources and ecosystems.

As in previous years, entrepreneurs in developing and emerging economies across the globe can apply for a SEED award. In addition, as part of an EU funded project, specific awards will be made available to initiatives in seven pilot countries in Africa: Burkina Faso, Egypt, Ghana, Kenya, Rwanda, Senegal and South Africa.

This year, one special SEED Gender Equality Award will also be made available to initiatives that are women-led or owned, and prioritise gender equality or women's empowerment as a core objective.

The full list of available 2011 SEED Awards is as follows:

- up to 14 awards for initiatives in South Africa;
- up to 20 awards for initiatives in Burkina Faso, Egypt, Ghana, Kenya, Rwanda, Senegal;
- and up to 5 awards, including the 2011 Gender Equality Award, for initiatives in other countries (except countries that are OECD members).

Previous SEED Award Winners have included, among others, an initiative in Kenya that turns waste into fencing posts; a bamboo bike producer and a producer of baskets made

from leftover plastic and clothes in Ghana; an initiative in Sri Lanka that links small-scale farmers to the market via a unified brand; a partnership in China producing solar concentrators that harness the sun's energy to provide portable heat; an initiative that provides small landholders with a set of agricultural tools in a canvas backpack and a business initiative in Colombia headed by a local NGO that uses fruit and pulp as ingredients for the local cosmetics and food industries.

The deadline for applications is **22nd August 2011, 23:59 Central European Time (CET)**.

Applications can be filled in [online](#) at the SEED Initiative website www.seedinit.org or the application form can be downloaded and emailed to seedawards2011@seedinit.org. Applicants may also contact the SEED Initiative by email or phone (+49 30 89 00 068 99) in case they are not able to submit their application electronically.

For more information please contact:

Constance Hybsier, Email: constance.hybsier@seedinit.org

Mellab Shiluli, Tel: +254 723 546 406. E-mail: mellab.shilluli@unep.org

Additional Information:



The SEED Initiative is supported and financed by:



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.

The 2011 SEED Gender Equality Award is sponsored by:



UN Women is the UN organisation dedicated to gender equality and the empowerment of women. Established in July 2010 by the United Nations General Assembly to accelerate progress on meeting their needs worldwide, the creation of UN Women came about as part of the UN reform agenda. It brings together resources, mandates and important work of four previously distinct parts of the UN system for greater impact, and to become a global champion for women.

About the SEED Initiative

SEED was founded by UNEP, UNDP, and IUCN at the 2002 World Summit on Sustainable Development in Johannesburg.

Partners in the SEED Initiative in addition to the founding partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED's corporate partner, Hisense.

The SEED Initiative identifies and supports promising small-scale start-up social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policymaking.

More information: www.seedinit.org