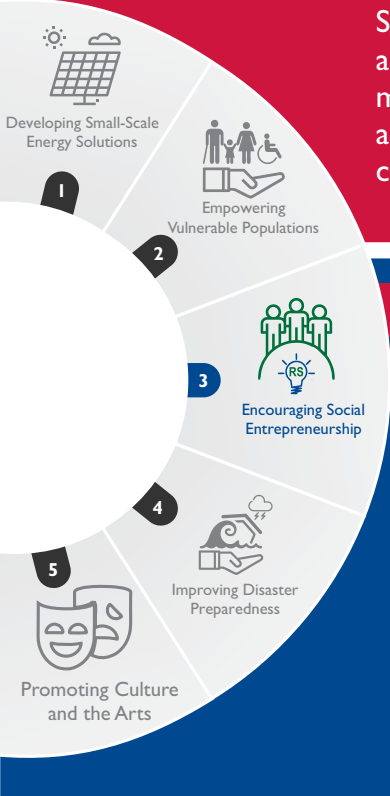


Social Entrepreneurship grant funds may be used for developing a business plan, training and technical assistance, equipment and supplies, and enhancing the business skills and market links of entrepreneurs. Grant projects may include agro-processing activities that add value to agricultural products. However, most agricultural production activities cannot be funded by AFGP grants, including the use of pesticides and fertilizers.



Grant Application Approach

Social Entrepreneurship grant applications should address the following questions:

1. What is the social, cultural or environmental issue that you want to address? Why is this issue important?
2. How exactly will the project activities address the issue you have identified?
3. What is the business model of the project? How is the project financially viable?
4. How have women and men been involved in developing the plans for the project? How many women and men will benefit directly from the profit earned through the project?
5. How will the benefits be sustained after the project ends?

Social Enterprises can address problems related to:

The Environment



Agricultural Spoilage



Lack of Information



Community Cohesion



Energy Needs



Weak Social Services



Grant Project Example

XYZ town has a population of about 20,000 people, but no waste collection system. Residents are frustrated. ABC Development Society consults with town leaders and holds Focus Group Discussions with residents to think of ways to solve the problem. They develop a creative strategy that could be profitable, and therefore sustainable. A consultant drafts a business plan for ABC and the town so that the project has the best chance of financial success.

ABC develops training materials on health and safety for trash collection and segregation, recycling options for various waste materials, waste management and business management. Women and men in the community apply for 90 positions in a training course. After the course, ABC hires five managers and 40 workers. These 45 community members are facilitated to establish a cooperative enterprise to solve the town's waste problem. ABC will manage the project for six months and then transfer leadership to the cooperative.

Workers collect and segregate local trash into categories, including glass, plastic and aluminum. They set up relationships with various companies that have uses for each material, and earn money for each delivery. Some materials, such as old newspapers, are recycled into products for sale, such as decorative gift bags. The cooperative composts organic waste and produces fertilizer for sale throughout the district.

After six months, the cooperative is able to pay salaries to its workers and managers and earn a small profit, which is reinvested in the social enterprise. Their efforts resolve a serious social and environmental issue and provide livelihoods for 45 people. The initiative begins to attract media attention, which helps to sell more recycled products. The ABC project ends, but the impact for the women and men of XYZ town continues.

Encouraging Social Entrepreneurship

