



Green Millions



Switch Africa Green Programme, Brief 2018



SWITCH Africa Green
is funded by the
European Union

Context:

African economies remain insufficiently diversified. The largest percentage of the continent's gross domestic product (GDP) is derived from natural resources sectors, for example, tourism, agriculture, mining, forestry and fishing. Environmental degradation is threatening the resource basis of these productive sectors, due to their inefficient practices and resource dilapidation. It is therefore crucial to enhance the efficiency of resources and conserve these sectors' biodiversity to ensure that they are sustainable and benefit existing businesses, as well as future generations.

MSMEs form the backbone of development in Africa. Today, these small and growing businesses create around 80 per cent of the region's employment, establishing a new middle class and fuelling demand for new goods and services.

Through the SWITCH Africa Green programme, the countries identified four priority sectors for support in green business development - **agriculture**, integrated **waste management**, **manufacturing** and **tourism**. The beneficiary MSMEs are supported to green their processes resulting in cleaner and safer environment, as well as economic and social benefits.



AGRICULTURE

The programme has three components:

The **policy development component** aims to create an enabling environment for green business development that allows for private-sector led inclusive green growth.

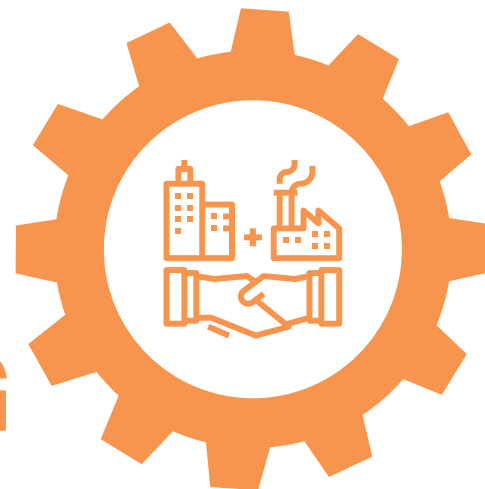
The **green business development** component aims to support MSMEs through grants to intermediary organizations to enable them to start and develop green businesses and apply or adopt SCP practices and patterns.

The grant projects on the ground focus specifically on growing green sectors and capturing market opportunities for resource-efficient green goods and services. They also aim to support local green entrepreneurs in starting and developing green business ventures in the target sectors.

The **networking facility** aims to distil and share knowledge, lessons learned and best practices on green business and SCP, creating broader awareness and greater understanding of green business development in the region.

Successes achieved and programme impact

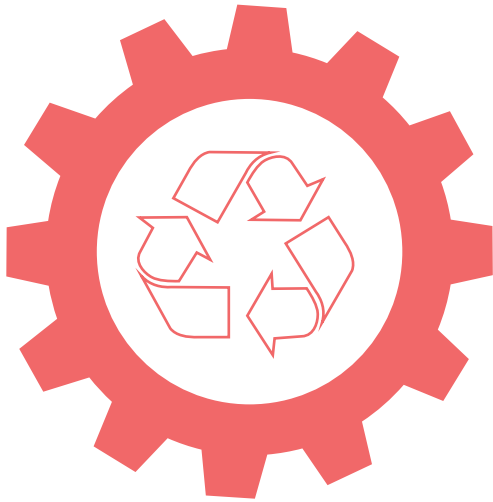
During phase I of the SWITCH Africa Green programme, gaps were identified in the policies, regulations and standards required to support green business development in the four priority sectors in the participating countries. Support for specific policies is already in place with further support to be provided through phase II of the programme. In addition, 34 grantees received support to develop the capacity of MSMEs in SCP practices during phase I. About 3,000 MSMEs have been supported in adapting and adopting innovative green business and SCP practices across the four priority sectors and five cross-cutting themes (energy efficiency, labelling and standards, water efficiency, eco-innovation and sustainable trade). During phase I, a total of \$11.5 million was disbursed to grantees through UNOPS.



MANUFACTURING



MSMEs have been supported in adapting and adopting innovative **green business** and SCP practices



MSMEs were provided with toolkits, training and mentorship to adopt more sustainable and resource-efficient production processes, such as energy efficiency, water efficiency, product innovation, record-keeping, better product pricing, and standards and certification, among other

The implementation of innovative green business practices and SCP practices by the entrepreneurs has resulted in increased productivity, improved time efficiency, cost savings, increased incomes, better working conditions, improved health, the creation of green jobs and a cleaner environment, among other benefits. Overall, SWITCH Africa Green is creating a multiplier effect to improve livelihoods, especially those of women and youth

WASTE MANAGEMENT

Lessons learned



Support for MSMEs on SCP practices and green business resulted in great impacts that included: energy efficiency, water efficiency, material savings, waste minimization in production processes, better health and safety in the workplace, improved corporate image, increased competitiveness and better compliance with national laws and regulations.



MSMEs require partners on the ground to continuously work with them to improve their practices and make them sustainable.



There is need to build appreciation for green products by consumers (both public and private consumers). Support for developing sustainable public procurement policies and raising greater awareness of sustainable products is needed.



Governments in the region need continuous support to appreciate, develop and implement green economy and SCP policies.



MSMEs require knowledge, capacity and access to successful SCP models and/or skills for making their business processes and SCP practices greener.



Green financing mechanisms are needed for small enterprises, including support for MSMEs to help them develop sustainable business models and bankable proposals for implementing identified green options in their enterprises.

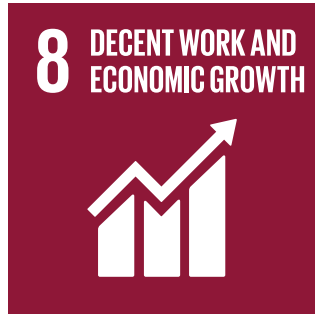


There is need for public information programmes on SCP and networking platforms for public and private stakeholders to share experiences.



There is need for support for replication and up scaling of successful interventions in the region.

TOURISM



The programme specifically supports **SDG 8**, **SDG 12** and **SDG 17**, but contributes to various SDGs. These include:



 **SUSTAINABLE DEVELOPMENT GOALS**



More details on the programme are available at the programme website: www.switchafricagreen.org
Contact: info@switchafricagreen.org



Case Studies by Beneficiaries

Wend Waoga - Koudougou, Burkina Faso

Mystery Technologies - Accra, Ghana

Champion Shoes - Nairobi, Kenya

Dinarobin Beachcomber - Mauritius

Mobile Abbatoirs - South Africa

Masupa Enterprises - Uganda

Wend Waoga – Koudougou, Burkina Faso

BIODATA

Project title: NEERE

Grantee: Groupe de Recherche et d'Analyse Appliquées pour le Développement [Applied Research and Analysis Group for Development] (GRAAD)

Partner: Commune of Koudougou

Company: Wend Waoga

Year established: 1997

No. of employees: 71 (1 male, 70 females)

Sector: Integrated waste management

Type of business: Community-based organization (CBO)

Location: Koudougou, District 5, GPS: 12.25622, -2.35175

In the local language, **NEERE** means “clean” or “pretty” – a fitting name for Wend Waoga’s 71-member community initiative in Ouagadougou, which aims to implement integrated waste management strategies for solid waste.



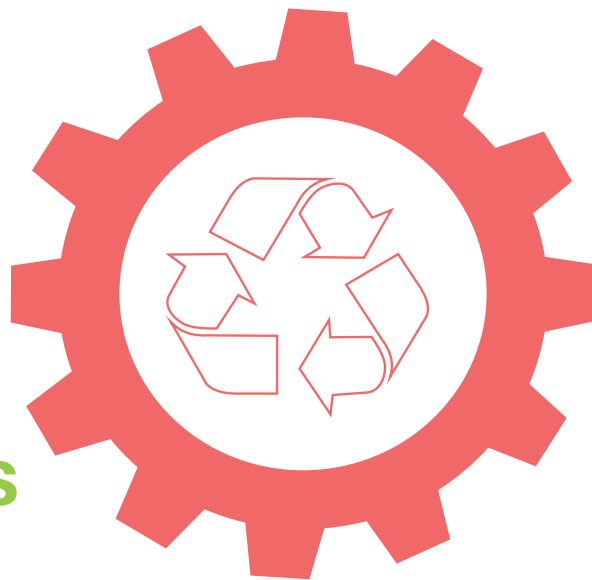
A baseline study conducted in 2016 indicated that solid waste in Ouagadougou was not being sorted and was haphazardly disposed of in the city, causing land degradation, air and water pollution and increased levels of greenhouse gas emissions, among other harmful effects. It is upon this basis that Wend Waoga has focused its work on mitigating the effects of the city's mismanaged solid waste.

Throughout the project implementation period, members of this community-based organization (CBO) were given training in sustainable business models and integrated waste management, in which they identified and prioritized issues to be addressed to make their businesses greener. Other activities undertaken included training sessions on soft business skills, developing new innovative products from plastic waste and raising customer awareness of sustainable consumption and production (SCP).

These activities contributed significantly towards improving the sanitation of Koudougou Department by collecting and transforming plastic waste. Wend Waoga transferred over 2,400 tons of waste to designated dumps, a significant increase from 400 tons, resulting in 32 per cent less waste in uncontrolled dumps.

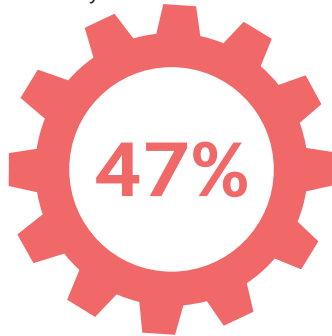
2,400 tons of waste transferred to designated dumps

32 per cent less waste in uncontrolled dumps




Thanks to an increased waste-collection capacity, an improved marketing strategy and the introduction of innovative new products, Wend Waoga's annual sales increased from **\$1,124** to **\$5,617** and its customer numbers increased by **47 per cent**. Wend Waoga has received various awards for sustainable product innovation, waste recycling and sustainable packaging, which has greatly encouraged its members. Notably, five new jobs were created in Koudougou city, as Wend Waoga introduced protective equipment to improve their employees' occupational health and safety.

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Thanks to the NEERE project, Wend Waoga discovered a whole new world of economic opportunities, while remaining sustainable and reducing its environmental impact. Today, with a business plan developed with the support of the project, Wend Waoga intends to pursue further innovations to grow its part of the market in the country and beyond.





“SWITCH Africa Green opened our eyes. Now we see a greener future, we see new business.”

**Ms Georgette K. Benao/Nabinia,
Koudougou, 24 April 2018.**

Mystery Technologies - Accra, Ghana

BIODATA

Project title: Ghana E-waste Model
Grantee: Environmental Protection Agency
Company: Mystery Technologies
Year established: 2014
No. of employees: 4

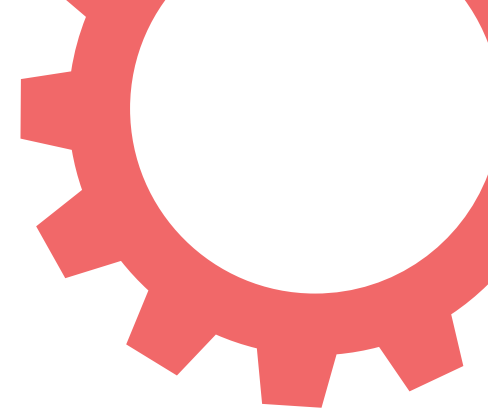
Sector: Integrated waste management
Type of business: Electronic equipment refurbishing, repair and construction
Address: Plot 264 Sun City, Agbogba, Nii Totor Road, Adenta, Accra



Electronic waste (e-waste) management has become a major challenge for many African countries due to a lack of awareness, environmental legislation and limited financial resources. Open dumping, burning and landfilling are the main disposal methods used in Africa, each of which has potentially serious implications for human health and the environment.



Through the European Union-funded SWITCH Africa Green project in Ghana, the United Nations Environment Programme, jointly with the Environmental Protection Agency and in partnership with Ghana National Cleaner Production Centre, implemented the Ghana E-waste Model (GEMOD) project in order to develop a model that formed the basis for the Hazardous and Electronic Waste Control and Management Act (2016). The purpose of the GEMOD model is to develop a sustainable national e-waste management system that makes e-waste reusable, thus minimizing environmental pollution.



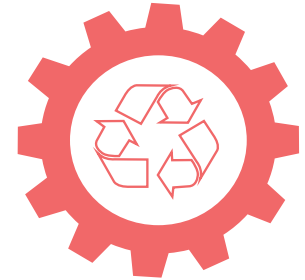
The purpose of **GEMOD** model is to develop a sustainable national e-waste management system that makes e-waste reusable, thus minimizing environmental pollution

Mystery Technologies, an electronics repair and refurbishing enterprise and a member of the Ghana Electronics Servicing and Technicians Association (GESTA), was a beneficiary of the various interventions addressed during the implementation of this project. The company received training in the environmentally sound management of e-waste (collection, transportation, dismantling, component identification, sorting, economic evaluation and storage), e-waste plastic identification, waste management and upscaling e-waste businesses.

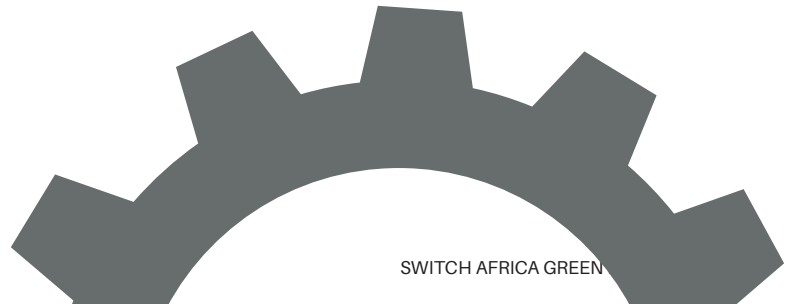


As a result of these interventions, Mystery Technologies has not only improved its record-keeping, but also increased product life cycles by refurbishing and recovering components from damaged appliances for secondary uses, thereby reducing waste.

In addition, the efficiency and effectiveness of its waste management procedures has increased, as it sorts and stores various components to be reused and recycled.



These changes and a meticulous dismantling process have enabled the company to reduce its operational costs by almost 60 per cent, decrease its dismantling time, free up workspace, eliminate contaminants and create high quality products. This has not only led to increased productivity, but also increased profits by 75 per cent.



“The capacity-building process has helped us realize that what used to be considered waste is actually a valuable resource. My production capacity has increased, the quality of the work received has improved and the value of the service provision has increased”, said Philip Avetty, the owner of Mystery Technologies. “My employees are more skilled, as they have attended various training sessions on sustainable business and e-waste management practices and they are safer, as they now work under improved working conditions, which has also improved the company’s image”.

Having gone through this process, and as a member of GESTA, Mystery Technologies also offers an apprenticeship to students of the various vocational and technical institutions in Ghana and uses the GEMOD training manual (certified by the National Vocational Training Institute) to teach the students about the environmentally sound management of e-waste. This has empowered several young people to set up their own shops and buy-back centres.

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- Philip Avetty, owner of Mystery Technologies



Champion Shoes - Nairobi, Kenya

BIODATA

Project title: Greening SMEs Leather Clusters and Leather Tanning Industry in Kenya
Grantee: Common Market for Eastern and Southern Africa -

Leather and Leather Products Institute (COMESA/LLPI)
Company: Champion Shoes, Nairobi
Partner: Kenya Leather Development Council (KLDC)



Champion Shoes, a leading shoe manufacturer in Thika, Kenya, is perhaps one of the country's oldest leather footwear manufacturing establishments, having existed for over 15 years. According to the owner, James Mwaura, "we have been in the footwear manufacturing business for a long time. However, we did not really know how to run this business. The SWITCH Africa Green programme has been a real eye-opener for us, as it sought to equip micro, small and medium-sized enterprises (MSMEs) with both technical skills for footwear and leather goods production and administrative skills".



The collection of samples from the company's factory and subsequent exposure to a footwear expert revealed much about the company's products that Mr Mwaura had not known. As a result of the analysis carried out by the Kenya Bureau of Standards and subsequent training in footwear and leather goods production, costing and pricing as part of SWITCH Africa Green, the company changed its strategy and re-examined the quality of its products and business model.

In early 2016, Champion Shoes discovered that the quality of material, stitching and finishing of its products did not meet the standards it had learned from SWITCH Africa Green, leading the company to recall thousands of shoes from hundreds of Kenyan outlets in February of the same year. Mr Mwaura expressed that "like any business, we felt the loss, but the drive to guarantee quality products for our clients who have walked with us on this journey spanning over 15 years was enough motivation to make the changes. This is what SWITCH Africa Green did for us!"



Since then, the business has not looked back and quality assurance has become a critical component in its footwear production process. Quality is now addressed at each stage of the production process, from leather purchases to the final product before it is packaged. SWITCH Africa Green enabled two artisans to be trained in the production process and helped establish a quality control section, where critical inspections are performed on finished shoes to identify any stitching or gluing issues, which has created four new jobs.

The company decreased its solid waste by 70 per cent through introducing proper cutting practices and reusing the leather offcuts to make new products, such as sandals, dog collars, keychains and other small items.



Dinarobin Beachcomber - Mauritius

BIODATA

Project title: Programme National
d'Efficacité Energétique [National
Energy Efficiency Programme]
(PNEE)

Grantee: Joint Economic Council
Company: Dinarobin Beachcomber
Sector: Tourism
Location: Mauritius



The National Energy Efficiency Programme (PNEE) is an innovative partnership between the Ministry of Energy and Public Utilities, the Ministry of Business, Enterprise and Cooperatives, the French Development Agency (AFD), the United Nations Environment Programme and the European Union as the funding partner of the SWITCH Africa Green programme.

The main objective of this project is to allow businesses to make substantial savings on their energy bills while also protecting the environment. This initiative has helped Mauritian enterprises become more competitive in their respective sectors, ultimately resulting in the emergence of a high-quality, energy-efficient market. The foundation of PNEE is an audit carried out by energy experts in specific fields.

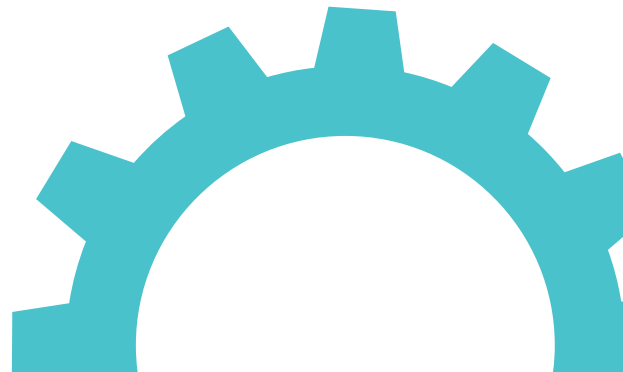


For the Dinarobin Beachcomber hotel, the challenge was to reduce energy consumption without compromising their high standard of service. To achieve this, the management's endorsement and active involvement was key. The hotel staff were trained on the importance of checking and ensuring that electrical equipment had been turned off when not in use. Staff also ran awareness campaigns aimed at hotel clients and received a largely positive response for their contribution towards reducing their environmental impact.

The potentially high-impact areas that require minimal investment include a sustained effort in monitoring energy use, as well as awareness-raising among staff and clients and the active involvement of management in these processes. These recommendations have been shown to have a greater chance of success if they are integrated into an energy management system, as stipulated by the International Organization for Standardization (ISO) energy management specification, ISO 50001.

With these strategies being implemented, the hotel is on course to record annual savings of about \$465,500, which is approximately 50 per cent of their energy consumption budget. This will also lead to reduced CO² emissions of about 2,200 tons. All this will be achieved through a total investment of about \$725,000, with a payback period of 1.6 years.

**Reduced CO²
emissions of about
2,200 tons.**



Mobile abattoirs - South Africa

BIODATA

Project title: Meat Naturally Initiative:
Embedding Sustainability in South
Africa's Emerging Red Meat Sector
Grantee: Khusel'Indalo South Africa
(Conservation South Africa)

Company: Mobile abattoirs
Sector: Agriculture
Location: South Africa

**More money for quality stock: the benefits of embracing sustainable
agriculture for South African farmers**



Livestock farming is the largest agricultural sector in South Africa, generating over R6.7 billion annually. The country's rangelands are also home to 76 per cent of the country's poorest people, many of whom are dependent on livestock-based livelihoods. In fact, 50 per cent of the country's total livestock are owned by subsistence farmers.

Red meat is primarily produced in remote grassland and semi-arid shrubland regions of South Africa, including Eastern Cape, Limpopo/Mpumalanga and Northern Cape. Thus, supporting farmers to implement sustainable farming practices that restore and maintain healthy ecosystems can have far-reaching impacts on biodiversity and livelihoods. For Conservation South Africa (CSA), a SWITCH Africa Green grantee, sustainable consumption and production means supporting sustainable agriculture, stimulating greener economic development and building resilience to climate change. These three core conservation and human development priorities form the basis of the Meat Naturally Initiative, which works across all levels of the red meat supply chain to promote sustainable farming practices.

In Steinkopf, located in the region of Namaqualand, CSA has recruited 60 biodiversity stewards through the initiative. These stewards work with 529 registered farmers in a trial area covering 150,000 hectares, involving them in a vaccination and dosing programme and providing them with animal health training. In this remote area where extension services were previously non-existent, instant results have been achieved, especially in the adoption of sustainable agricultural practices. "In this programme, we learn new things, along with how to introduce conservation in our farming practices. Improving the quality of our livestock via improved genetics is a future benefit that we can potentially access through CSA", said Daniel Cloete, a farmer who has benefited from the initiative.

60 biodiversity stewards

529 registered farmers

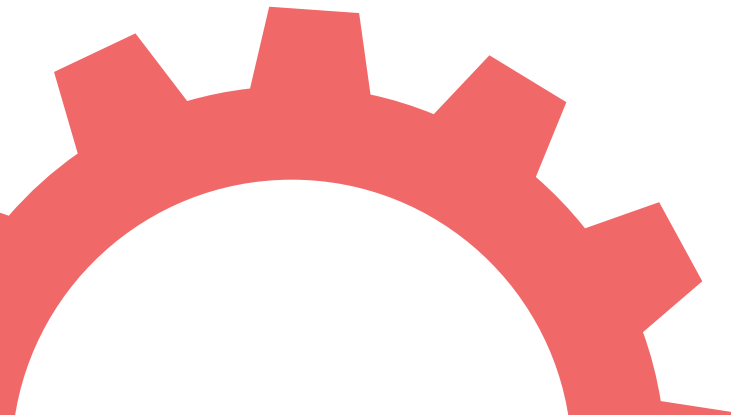
150,000 hectares



This project has helped secure two markets. In Namaqualand, Nammeat (a mobile abattoir and wholesaler) purchased livestock from farmers with a total value of \$5,000. In addition, the social enterprise Meat Naturally facilitated market access through arranging and delivering mobile auctions and introducing an innovative market approach, whereby meat buyers went directly to farmers, rather than the farmers bearing the cost of transporting their livestock to markets, where they were not always sold.

Through SWITCH Africa Green, CSA facilitated the first auction in November 2017, where buyers came together to purchase livestock. Such auctions have streamlined the purchasing process, enabling farmers to get better value for their livestock. This market access approach has been hugely successful and has resulted in meat buyers naturally expanding their operations nationally and achieving a turnover of over \$1 million over the project lifespan.

Through implementing this project, farmers in areas that are linked to long-term water insecurity, inhabited by poor and vulnerable groups and threatened by climate change are set to maximize on the potential of their farming activities while also protecting the environment.





Masupa Enterprises - Kampala, Uganda

BIODATA

Project title: Upscaling Generation, Commercialization and Utilization of Biomass Waste-based Green Energy Sources in Uganda

Grantee: AfriBanana Products Limited

Company: Masupa Enterprises, Kampala

Partner: Centre for Research in Energy and Conservation





“At this point, I must say that I am very grateful to SWITCH Africa Green and to AfriBanana for supporting Masupa Enterprises.”

Masupa Enterprises was founded in 2011 to address the growing demand for charcoal, high fuel prices and the increased environmental impact of these fuels. The enterprise was legally registered in 2012 in Uganda as a for-profit company and a partnership between Margaret Kyamulabi (Executive Director and Operations Director), Susan Kamanyi (Finance and Administration Manager) and Patrick Matovu (Marketing Manager). Masupa Enterprises started making briquettes by hand using agricultural biomass and charcoal dust, before purchasing a manual extruder machine and a charring drum. The machine had a maximum production output of 30 kg per month, which could not meet the client’s demand of a minimum 50 kg of briquettes per month.

In 2015, the enterprise received support from AfriBanana Products Limited, providing them with access to manufacturing equipment, business mentorship and technical training. Through the SWITCH Africa Green programme, Masupa Enterprises increased its production from 30 kg per month to 1 ton per month and began producing two types of briquettes: small stick and honeycomb. Before the SWITCH Africa Green programme was introduced, the charcoal briquette market was crowded with conventional charcoal that competed heavily with Masupa Enterprises’ products. AfriBanana helped the enterprise raise awareness of briquette usage throughout Uganda, increasing demand and improving market access.

At present, Masupa Enterprises has five members of staff and 10 casual workers who mainly collect and sort rubbish that is supplied to the firm as raw material. Communes around the enterprise’s production area have benefited, since the casual workers clean and collect biomass waste from their communes, along roads and in dumps.



“At this point, I must say that I am very grateful to SWITCH Africa Green and to AfriBanana for supporting Masupa Enterprises. We now have a motorized briquette-making machine, which we built locally using the equipment-building skills we acquired through the technical training forums. We have also improved the quality of our charcoal briquettes and we are now able to compete successfully in the market. Masupa Enterprises is now running as a formal business, as required by the laws of Uganda, having acquired skills in business management!”

Margaret Kyamulabi
(Executive Director and Operations Director)

Green Millions

Programme title: SWITCH Africa Green
Subprogramme: Resource efficiency
Funding sources: European Union
Programme period: 2014–2019; 2018–2021
Countries involved: Burkina Faso, Ethiopia, Ghana, Kenya, Mauritius, South Africa, Uganda

Programme manager/team:
Programme manager: Patrick Mwesigye
Team: Kamala Earnest, Carolyne Kilel, Sylvia Munuhe and Rhoda Wachira

Key partners and their roles:

European Union: Developed and financed programme

United Nations Environment Programme: Overall responsibility for coordinating and managing the programme.

United Nations Development Programme (UNDP):¹ Coordinating and overseeing the implementation of the programme at the country level through the United Nations national coordinators.

United Nations Office for Project Services (UNOPS):² Managing the grants component in phase I.

European Union delegations³ in the seven countries: Managing the grants component in phase II.

National Technical Coordination Committees (NTCCs): These are the national steering committees. They guide the overall implementation of the programme in the participating countries and serve as the primary decision-making body at the national level.

Grantees: Not-for-profit organizations that receive funds for capacity-building and to provide technical assistance to project beneficiaries (mostly micro, small and medium-sized enterprises – MSMEs).

¹ United Nations national coordinators based in UNDP offices in phase I of the programme.

² Management of grants in phase I of the programme.

³ Management of grants in phase II of the programme.



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