SEED AWARDS 2009
CALL FOR SUBMISSIONS

Do you have an entrepreneurial and innovative idea that is locally-driven and has great potential to contribute to sustainable development in countries with developing or transition economies? Do you need support to help grow your business or project?

If you meet SEED’s eligibility criteria, you could apply now for the 2009 SEED Awards for entrepreneurship in sustainable development. Award Winners receive a comprehensive package of tailor-made support services, worth up to $40,000, to help their venture to become established and to increase their impact. This includes access to relevant expertise and technical assistance, meeting new partners and building networks, developing business plans and identifying sources of finance.

The deadline for applications is 16th March 2009. Application forms can be filled in online or downloaded from the SEED Initiative website at www.seedinit.org.

Who should apply

Detailed eligibility criteria are available at www.seedinit.org along with details of previous Award Winners. You can apply for a 2009 SEED Award if:

- you are finding new ways of simultaneously improving incomes and strengthening livelihoods; tackling poverty and marginalisation; and managing and conserving natural resources and ecosystems; and

- you are developing a new concept that brings together people and organizations from different backgrounds to work in partnership, and partners are pooling their commitment and human, financial, and natural resources; and

- your project or enterprise is in the early stages of development and keen to increase its impacts; and

- your project or enterprise is locally-led, with strong community engagement, and takes place in a country or countries with a developing economy or economy in transition; and

- your project or enterprise displays entrepreneurship in its broadest sense and shows a proven concept that has market potential; it must demonstrate financial sustainability in the long term and should have a draft business plan.

Previous SEED Award Winners have included a community-led marine protected area in Madagascar; a combined biogas and water treatment plant in Nigeria; developing international markets for Peruvian native potatoes and for fair-trade honey and wax products in Cameroon; solar-panel recycling in Nicaragua; and community-led tourism ventures in Brazil and Thailand.

Before submitting your application, you will be asked to complete an eligibility checklist.
How to Apply

You can apply online at the SEED Initiative website www.seedinit.org. You can also download an application form and email it to seedawards@seedinit.org. If you are unable to submit your application electronically, please contact the SEED Initiative by email or phone (+49 30 89 00 068 99).

Submissions will be accepted until 16th March 2009. Incomplete or late submissions will not be considered.

Proposals which are short-listed will be offered feedback and invited to submit a more detailed application form in late March.

The SEED Award recognizes and rewards two levels of winners:

- **20 SEED Award Winners**, which will be announced at the UN Commission for Sustainable Development in New York in May 2009. They will be publicized and profiled through SEED’s network and will also receive support services, worth US$5,000, to help connect them with potential partners and funders.

- **10 Gold Award Winners**, selected from the 20 Winners, which will receive the extended ‘SEED Award’ of support services, worth an additional US$35,000, to help them scale up; these will be delivered over a period of up to 12 months. The nature of the support services will be developed jointly with each Winner, responding to the needs that they identify. Gold Award Winners will be announced during August 2009.

In addition to receiving support services, Gold Award Winners will be celebrated at SEED Awards ceremonies in their home countries.

About the SEED Initiative

The SEED Initiative identifies, profiles and supports promising, locally-led start-up enterprises working in partnership to improve livelihoods, tackle poverty and marginalisation, and manage natural resources sustainably in developing countries. SEED develops learning tools for the broad community of social and environmental entrepreneurs, informs policy- and decision-makers, and aims to inspire innovative entrepreneurial approaches to sustainable development.

SEED is a global network founded in 2002 by IUCN, UNDP and UNEP to contribute towards the goals in the UN’s Millennium Declaration and the commitments made at the Johannesburg World Summit on Sustainable Development.

Partners in the SEED Initiative are IUCN (the International Union for Conservation of Nature); the United Nations Development Programme (UNDP); the United Nations Environment Programme (UNEP); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.