

APPLICATION INFORMATION

FREQUENTLY ASKED QUESTIONS

SEED Awards 2021

HOW CAN I CONTACT THE SEED AWARDS TEAM?

Email: seedawards2021@seed.uno

Messenger: <https://m.me/seed.uno>

Twitter: https://twitter.com/SEED_SustDev

Facebook: <https://www.facebook.com/SEED.uno>

Instagram: <https://www.instagram.com/seed.uno/>

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ABOUT SEED AWARDS

1. What are SEED Awards?

The SEED Awards is an awards scheme designed to celebrate the most innovative and promising locally led enterprises in sustainable development. Each year, multiple award categories are offered, ranging from country- or region-specific topics. This year there are two (2) categories: SEED Low Carbon Awards and SEED Climate Adaptation Awards.

SEED Award Winners and Runners-up are eligible for participation in our Accelerator and Catalyser programmes, respectively.

2. Who can apply? What are eco-inclusive enterprises?

All eco-inclusive enterprises from eligible countries of each award category (see Award Category below) are welcome to apply.

Regardless of the entity's legal status, eco-inclusive enterprises refer to enterprises that contribute to sustainable development. They are market-driven entities that provide solutions to social and environmental problems.

They create impact in marginalised communities, and contribute to eliminating poverty through pioneer business models based on sustainability and the creation of responsible products, services and value chains. These enterprises are ideally located within communities and generate lasting social and economic opportunities. They employ and incorporate low-income or vulnerable populations, including women and unemployed youth, in their value chains as suppliers, distributors and consumers.

3. Which Award category should I apply for?

This year there are two SEED Awards categories. Depending on your eco-inclusive enterprise and where it is operational, you may apply for only **one** of the categories:

SEED Low Carbon Awards: Ghana, India, Indonesia, South Africa, Thailand & Uganda

SEED Low Carbon Awards are open for eco-inclusive enterprises whose key activities, products and services contribute to a low carbon reality, climate change mitigation and climate change adaptation. The enterprises in the sectors of biodiversity, clean energy, green technologies, sustainable agriculture, waste management and resource efficiency as well as water, sanitation & health are all eligible in this Awards Scheme.

SEED Climate Adaptation Awards: Botswana, Malawi, Zambia

SEED Climate Adaptation Awards are open for eco-inclusive enterprises that prevent or minimise damages caused by global warming and fluctuating weather patterns. In other words, SEED Climate Change Adaptation Awards look for enterprises that provide solutions to respond to effects of climate change or prepare for future impacts. Examples include supporting efficient use of scarce water resources; developing drought-tolerant crops; food insecurity prevention; coastal management, natural disasters management and warning system etc.

4. Is the SEED Awards for me?

The SEED Awards support established eco-inclusive enterprises that have proven market transactions (you have started selling your products/services). Applications should present a clear business case and feasible financial sustainability for its current/future revenue model. Applications that have potential to scale and can be replicated in order to maximise impact will be highly favoured.

ABOUT APPLICATIONS

5. How do I apply for the SEED Awards?

Entries for the SEED Awards 2021 open on 1st Feb 2021. Applications are accepted on the SEED Platform at <https://app.seed.uno/>. New users will need to register for a new account to be able to access the application form. This provides secure access to all the information you will need to submit an application.

Registration is now open. We encourage you to register early to the platform to receive updated information about the SEED Awards.

6. I cannot access the SEED Platform, can I submit an application via another channel?

Applications are only accepted on the SEED Platform. That said, we endeavour to support all applicants as much as possible. [Please contact the SEED Awards team](#) about your situation.

7. Can I submit my application in another language besides English?

Applications must be completed in English. To support non-native English speakers, we also provide pdf versions of the application form in local languages on our platform, which applicants can download as a reference. [Please also contact the team](#) if you have any questions. We are here to support you!

8. What criteria do you use to choose SEED Award recipients?

When selecting SEED Award recipients, we look for enterprises that 1) demonstrate entrepreneurship and innovation; 2) deliver economic, social, and environmental benefits; 3) have the potential to scale-up and/or be replicated in other contexts; 4) are at early to growth stages; 5) have the intention and potential to become financially stable; 6) are in partnerships with different stakeholder groups; 7) are locally founded or locally led and 8) meet country and/or sector requirements. You can find more information about each of these criteria on our website at <https://seed.uno/programmes/enterprise-support/awards>.

9. Who selects the SEED Award recipients?

The SEED Awards selection team will perform a first screening and shortlisting of the applications according to the criteria. All shortlisted applications will be considered by an international jury, consisting of experts of high credibility from SEED partners from all participating countries.

10. Which countries are eligible for the SEED Awards 2021?

The SEED Awards 2021 are open to eco-inclusive enterprises from Botswana, Ghana, India, Indonesia, Malawi, South Africa, Thailand, Uganda, and Zambia.

11. If we are not selected as a SEED Award recipient this year, can we reapply next time?

You are most welcomed to do so. We also encourage you to apply for other SEED Programmes offered in between each award cycle. You can follow our latest news on seed.uno, our social media channels or subscribe to our newsletter after registration on our platform.

12. Can I amend my application once I have submitted it?

No, unfortunately not. Once you 'submit' your application, you will NOT be able to make any amendments. Please make sure to 'save' your application along the way and only 'submit' when you are absolutely ready.

13. How many SEED Award recipients will be selected?

SEED Low Carbon Awards

6 winners and 24 runners-up (1 winner and 4 runners-up per country)

SEED Climate Adaptation Awards

3 winners and 15 runners-up (1 winner and 5 runners-up per country)

14. I do not understand the questions in the application form. Does that mean I am not suitable for the Awards?

There are some terms in the application that may be unfamiliar to you. Below are some of the explanations. Please also feel free to [contact the SEED Awards team](#) about your queries.

- **Partner: I do not have two partners.**

SEED believes in partnership and leveraging strengths from different stakeholders. Your partners are those working together with you to develop and carry out your business and solutions. SEED Award recipients must involve at least two different partner organisations. The partnership does not need to be legally binding but proof of collaboration will be requested if shortlisted.

- **Triple Bottom Line**

Triple Bottom Line refers to social, environmental and economic benefits your enterprise contributes to the market and society.

- **How should I answer the questions?**

Be precise and concise! Demonstrate clearly which and how your enterprise's activities, products/services or practices relate to each question. You can utilise the SMART criteria - Specific, Measurable, Achievable, Realistic and Timeline - to construct your answers.

15. I have more questions, whom can I reach out to?

If you have any further questions, please reach out to us via our [contact details above](#).

AFTER APPLYING – NEXT STEPS

16. What happens after I submit my application?



Once you have submitted your application, you should receive an email confirming your submission. If you do not receive this, please check with the SEED Awards team. (Don't forget to check your spam folder).

After the final deadline, the SEED Awards selection team evaluates all applications based on a predefined set of eligibility criteria. If your eco-inclusive enterprise is shortlisted, we will be in touch to request additional documents to further support your application. Your application together with the additional documents will then be evaluated by the SEED Awards international jury. All applicants will be notified of their application results, whether successful or not.

The SEED Awards winners and runners-up announcement is scheduled for June 2021

17. What happens when my application is successful? What does the SEED Award Prize offer?

Congratulations! You will become a SEED Award Winner or Runner-up and receive a customised SEED Support Package. Depending on your Award category the prizes are:

	SEED Low Carbon Award	SEED Climate Adaptation Award
 WINNERS	<ul style="list-style-type: none"> Prize money of maximum EUR 10,000 matching grant* SEED Accelerator Support package which includes <ol style="list-style-type: none"> one-year tailored capacity-building workshops from your enterprise's need assessment one-year one-on-one expert advice. You will develop the investment readiness and operational excellence of your established eco-inclusive enterprise in order to effectively scale-up your business. 	<ul style="list-style-type: none"> Prize money of maximum EUR 15,000 matching grant* SEED Accelerator Support package which includes <ol style="list-style-type: none"> one-year tailored capacity-building workshops from your enterprise's need assessment one-year one-on-one expert advice. You will develop the investment readiness and operational excellence of your established eco-inclusive enterprise in order to effectively scale-up your business.
 RUNNERS-UP	<ul style="list-style-type: none"> EUR 1,500 grant SEED Catalyser Support package which includes <ol style="list-style-type: none"> six-month capacity-building workshops from your enterprise's needs assessment six-month group expert advice with peer-learning opportunity. The programme will guide you to refine your business model in order to optimise your environmental, social and economic impacts and improve investment readiness as your future scale-up plan. 	<ul style="list-style-type: none"> EUR 1,500 matching grant* SEED Catalyser Support package which includes <ol style="list-style-type: none"> six-month capacity-building workshops from your enterprise's needs assessment six-month group expert advice with peer-learning opportunity. The programme will guide you to refine your business model in order to optimise your environmental, social and economic impacts and improve investment readiness as your future scale-up plan.

All Winners and Runners-up will also receive:



Replication Support: For enterprises ready and willing to replicate their business activities in another region or country a dedicated replication support package will prepare you in getting ready for the next steps of replication.



Tools: Self-help tools that enable enterprises to prioritise and address their most urgent needs, for example conducting market analysis, developing a funding strategy, mapping stakeholder relationships and measuring impact.



Profiling: SEED Winners and Runners-up are profiled nationally and regionally through a high-level Awards Ceremony as well as internationally through SEED marketing and promotional activities such as our website, blog, social media and on-ground events.



Network Building: SEED facilitates connections with valuable contacts to support organisations, such as funders, policy-makers, SEED Alumni, other SMEs, as well as SEED Partners and Associates.

*What are matching grants?

We mentioned the prize money for the SEED Low Carbon Awards Winners and SEED Climate Change Adaptation Awards Winners are matching grants. This means your enterprise is required to contribute additional funding (co-financing) of 33% or greater to any money received from SEED. The co-funding can be from your own resources or from partners / third parties. It can be in cash or in-kind contributions. Shortlisted enterprises will be contacted to give further information on the prize money and matching grant conditions.

18. How will the SEED enterprise support programmes change in light of COVID-19 restrictions?

SEED Enterprise Support programmes (Accelerator and Catalyser) are traditionally offered as in-person workshops. However, in light of varying COVID-19 situations globally, the support programmes can also be offered online via virtual formats. The rollout of the Accelerator and Catalyser programmes will depend on the rules regarding physical human contact in each country.

19. Does SEED take equity from the SEED Award recipients?

No. We take no equity in your company.

20. What about my intellectual property?

Applying to the Award does not require you to provide information about your "start-up secrets" or intelligence. You are not required to disclose information about details of your proprietary technology.

However, the application will ask for information that demonstrates your business progress, funding status, and market opportunity. This information is critical to help us evaluate your fit for the SEED support programmes.

MORE INFORMATION

21. Past SEED Awards recipients

Click the Winner profiles below to read more or visit our website to learn more about past Winners.



Fang Thai GROW **(Thailand)**

High quality,
environmental friendly
rice straw paper



Mycotech **(Indonesia)**

Vegan mushroom
leather that is better for
the planet



Daily Dump (India)

Providing waste
management products
and services for green
living



Tusafishe **(Uganda)**

Automated low cost
filters for safe drinking
water



Green Impact **Technologies** **(Malawi)**

Providing affordable
renewable energy
through PAYG to un-
electrified communities

22. Other SEED Enterprise Support Programmes

SEED has developed support mechanisms that help eco-inclusive enterprises at every stages build capacities according to their individual needs. If the Awards are not for you, please visit

<https://www.seed.uno/programmes#direct-support> for more information about our other support programmes.



Promotes the incubation of new eco-inclusive enterprises through supporting young teams of entrepreneurs with innovative business ideas.



Use the example of proven eco-inclusive business models to stimulate a large number of similar entrepreneurial solutions for different markets in order to multiply positive sustainability impacts.

About SEED

SEED is a global partnership for action on sustainable development and the green economy that was founded by the United Nations Environment Programme (UN Environment), the United Nations Development Programme (UNDP) and International Union for Conservation of Nature (IUCN) at the 2002 World Summit on Sustainable Development in Johannesburg. SEED is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. SEED is hosted by adelphi research gGmbH, based in Berlin, Germany. Partners in SEED, in addition to the Founding Partners, are the governments of Flanders, Germany, India, the Netherlands, South Africa, and the United States of America; Conservation International; the European Union; Hogan Lovells; UNIDO; UN Women and SEED's Corporate Partner, Hisense.



The SEED Low Carbon Awards in Ghana, India, Indonesia, South Africa, Thailand and Uganda are sponsored by the International Climate Initiative (IKI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

The Federal Environment Ministry was established in 1986 and is responsible for the environmental policy of the German government. Among other issues, the Ministry is concerned with climate policy, conserving the diversity of fauna and flora, efficient use of resources and energy as well as protecting people's health from environmental pressures. The Federal Ministry is also very active when it comes to international environmental policy. One of the greatest global challenges to be overcome is climate change.



The SEED Climate Adaptation Awards in Malawi, Zambia & Botswana are sponsored by the Government of Flanders.

The Government of Flanders is active in Southern Africa. It works not only with the local authorities, but also with indirect actors such as NGOs, research institutes and international organizations. Building on the successful cooperation between the Government of Flanders and SEED since 2012, in which small and growing eco-inclusive enterprises have been supported in Malawi, Mozambique, Namibia, South Africa, Zambia and Zimbabwe, the current regional project aims to advance the transition to inclusive green economies in Malawi, Zambia and Botswana through eco-inclusive enterprise development.