

# ACCELERATING CLIMATE SOLUTIONS IN AFRICA

**Social Investment Accelerator  
Deal Book**

January 2020



**Flanders**  
State of the Art

# INTRODUCTION

# WELCOME TO THE CLIMATE CHANGE SOLUTIONS INVESTMENT ACCELERATOR

We are facing a climate emergency that has taken its toll on Africa: over the past 25 years, weather-related disasters like floods and droughts have doubled and four of the ten countries in the world most impacted by climate change are on the continent. Yet too little is being done, efforts to prepare for the future are underinvested and most projects still focus on mitigation rather than adaptation. Meanwhile, social entrepreneurs are forging their own paths, creating new ways to solve urgent environmental problems and engaging communities in the process. And an increasing number of companies have committed to climate change actions in Africa.

Ashoka and iPropeller, with the support of the Flemish Department of Foreign Affairs, are harnessing social entrepreneurs' innovative spirits together with initiatives and resources from the private sector to help scale proven solutions. In January 2019, we launched a 2-year program aiming at, on one hand, providing social entrepreneurs - some of Africa's brightest climate change fighters - with skills, resources and partnerships to put their big ideas into practice on an even bigger scale, and on the other, providing private sector players with collaboration opportunities to help them deliver on their commitments towards the SDGs, develop more inclusive business models and expand their operations in Africa. In short, we have shaped this program as an engagement opportunity for changemakers from all sectors: social entrepreneurs, business leaders, investors, climate experts and beyond.

We are honored and proud to present to you six exciting projects that are driving new solutions that are helping Africa adapt for the future, through a combination of ingenuity, dedication, and impatience for the emergence of bold solutions for climate. For the past six months, our six entrepreneurs have been working diligently with a world-class team of business mentors to develop their business plans and funding proposals. Given the need for impact driven business models to tap into the full spectrum of social finance i.e. debt, equity, corporate sponsorship and venture philanthropy, this process has helped the entrepreneurs to determine and seek the most appropriate form of growth capital they need to succeed. Each team has a compelling proposition and a scalable and sustainable business model.

Ashoka, through our experience over 40 years of finding and helping the world's best social entrepreneurs, has been proud to contribute our knowledge into the design of this Accelerator. Our curriculum is specially adapted for the unique challenges that social entrepreneurs face.

We hope that you enjoy meeting and learning about these entrepreneurs in the coming days. We can't wait to share with you their stories and business ideas.

Thank you for joining us on this journey!

**MARK CHENG**



*Mark Cheng*

**Managing Director**, Ashoka  
Course Director, Climate Change Program- Social Investment Accelerator

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# THE COHORT



## Safi Organics

Safi Organics uses a technology validated and tested by MIT to provide millions of smallholder farmers across Africa with an affordable, locally produced and carbon negative organic fertilizer that not only increases the farmers' yields by at least 30%, but also sequesters an equivalent of 1.7 tons of CO<sub>2</sub> for every acre of land the product is used.



## Olive Leaf Foundation

Olive Leaf Foundation is a South Africa based organization that addresses land degradation, social fragmentation and poverty in communal areas and aims at benefitting historically disadvantaged rural communities— all of whom are involved in livestock ownership and farming. By restoring the depleted grasslands that once supported vast numbers of animals, they transform rural communities through training and enterprise development initiatives into thriving economies.



## Village Energy

Village Energy is a last-mile solar distributor for customized solar installations to rural businesses and institutions across Uganda. Through Pay-as-you-go financing, remote monitoring, and on-site servicing, Village Energy aims to replace dirty diesel generators run by small businesses across Africa with clean solar systems, leading to improved livelihoods, job creation, and significant carbon displacement.



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## COMACO

COMACO is mitigating key drivers of environmental degradation compounded by poverty among the households across a rural landscape in Zambia, through the promotion of climate-smart agriculture and sustainable forest management. COMACO engages farmers in a food production value chain that provides market incentives for promoting climate-smart practices and improved community land-use planning. The products that COMACO manufactures are sold under the brand “It’s Wild,” and their proceeds support annual conservation dividend payments to communities that meet conservation standards.

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## JVE

JVE seeks to empower the rural poor to achieve their fullest potential. It provides young people with environmental education and trains them into environmental protection champions in their schools, homes and communities. After completing the training, the youth graduate with knowledge on key environmental topics, project design and group management as well as the capacity to create solutions that respond to the key environmental problems in their communities.

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## Kinome

Kinome’s mission is to build a world where nature is a solution for human and economic development for all. Founded in 2005, Kinome aims at improving human beings’ daily lives thanks to forests and trees and thus reversing the trend of deforestation and climate change. The focus of Kinome in the Accelerator is 5Deltas (5Δ) collective which was created in order to build a large-scale collective action to protect mangrove ecosystems and improve the daily life of coastal communities in West Africa. Mangrove forests are not only a massive means of carbon capture but also provide excellent defense against rising sea levels, while creating income opportunities for local communities. The 5Δ collective gathers 14 organizations working over 500,000 ha of mangrove for the benefit of 250,000 people, in Gambia, Guinea, Guinea Bissau and Senegal. The aim is to share, improve and disseminate their tools, methodologies and good management practices to help local communities to live better in mangrove areas.

# PARTNER OVERVIEW



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## MENTOR OVERVIEW

<b>Mentor</b>	<b>Sector</b>	<b>Position &amp; Organisation</b>
<b>Bart Van Renterghem</b>	Land management & generation	Business Development Manager, Envisan NV
<b>Laurence Levrau</b>	Coaching	Co-Owner Edge bvba
<b>Francoise Viou d'Estais</b>	Energy, Climate	Head Finance Unit, Energy & Climate, United Nations Environment
<b>Piet Wens</b>	Waste, energy, climate	Managing Director, Pollux Consulting
<b>Herman Van Mellaert</b>	Agriculture, fertilization	Director Strategic Alliances, Biobest Group NV - Managing Director, Crescendo BVBA
<b>Patrick Stoop</b>	Consultancy	Consultant & Managing Partner, Stoop Consulting bvba
<b>Eddy Bynens</b>	Consultancy	General Manager, Bynens Development Consulting
<b>Carolien Willems</b>	Product design/infrastructure	Managing Director & Co-Owner Safety Product

<b>Tine de Bock</b>	Academic	Assistant Professor of Marketing, KU Leuven
<b>Frank Vermeulen</b>	Consultancy	CEO & Founder, CREAMO
<b>Chris Derde</b>	Renewable energy, wind energy	Managing Director & Founder, Fortech
<b>Frank van Heemskerck</b>	Life sciences, health, ICT	CEO & Founder, Research & Innovation Management Services bvba
<b>Ana Maria Panait</b>	FMCG	Sunlight Brand Platform Manager Africa, Unilever
<b>Christian Verbeeck</b>	Health	Independent Counsel, Advisor, Social Impact Investor
<b>Oliver Ullrich</b>	Digital, finance, insurance	Director, Allianz X
<b>Benjamin Kleinschnitz</b>	Digital, finance, insurance	Venture Capital Associate, Allianz X
<b>Tom Coumans</b>	Food	Sustainability Program Director, Barry Callebaut Group
<b>Marc Bosmans</b>	Construction, textile, food	Sustainable Construction Manager, Eurima
<b>Guy Wollaert</b>	Food	Owner, Idea-Value-Impact Advisory Services (independent)
<b>Ellen Fischat</b>	Consultancy, mentoring	Co-Founder, Innocircle & Story Room
<b>Quentin Antoine</b>	Renewable Energy	Senior Investment Officer, ElectriFI
<b>Pieter-Jan Van de Velde</b>	Impact investing	Fund Manager, Trividend



**Safi Organics produces biochar-based fertilizer that improves rural farmers' yields by up to 30% and sequesters carbon into the soil.**

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**Area of Social impact:**

Rural farmers economic empowerment

**Legal Entity**

For-profit

**No. of Full-Time / Part time employees**

15

**Registered Address**

173-20318 North Kinangop,  
Kenya

**Contact**

Joyce W. Kamande  
+254715194295

**Website**

[www.safiorganics.co.ke](http://www.safiorganics.co.ke)

**Social Mission:** Empower and transform the lives of rural small holder farmers through provision of an affordable, soil-specific, and carbon-negative fertilizer.

**Overview:** Safi Organics is a social enterprise that uses technology from Massachusetts Institute of Technology (MIT) to decentralize small scale fertilizer production, such that it can be carried out profitably in the rural villages using only locally available resources and labor in under 4 hours without requiring external energy sources. We utilize the agricultural biomass waste to make a carbon negative fertilizer in the rural villages in Kenya. Our Eco-friendly fertilizer helps rural farmers improve their yields by up to 30%. Moreover, because our fertilizer is rich in inert carbon, when one ton of it is applied to the soil, it effectively sequesters 1.7 tons of CO<sub>2</sub> equivalent from the atmosphere for hundreds of years.

**Climate Change Problem:** Farm waste is ubiquitous in most regions of the world where there is agriculture. However, most technologies today are unable to economically convert remote farm waste into useful products, and vast swathes of biomass waste remains inaccessible and is allowed to burn in open air or decompose. It is estimated that the unused/inaccessible biomass in Sub-Saharan Africa and India amounts to a waste of 4 billion tons/year. This burning contributes to 18% of global anthropogenic warming potential through climate, forcing effects such as black and brown cloud formation (Jacobson, 2014).

**Our Solution:** We use MIT-developed technology to decentralize/downsize fertilizer production, such that it can be carried out profitably on a village-level scale using locally available resources/labor. Imagine small-scale, low-cost mobile systems that can be latched onto the back of tractors, donkey carts, or shipping containers, and be moved from farm to farm to enable localized conversion of agricultural residues into a fertilizer base under 4 hours without needing external energy input. This base is then mixed with our proprietary recipes to complete the nutrient as standalone fertilizer application. Our process

drastically reduces the long-distance logistics needed to deliver high-quality fertilizers to farmers by producing the bulk locally. Our branded and carbon-negative product, Safi Sarvi, improves farmers' harvest yield and income by up to 30% for the same cost that they pay for fertilizer inputs. Our solution achieves climate mitigation by (a) avoiding the open-air burning of crop residues, and (b) sequestering at least 50% of the carbon contained in the biomass into the soil for hundreds of years and building up the soil carbon.

**Impact:** Mr. Kibuchi is a smallholder farmer whose land has been degraded by long-term dependence on cheap, synthetic fertilizers. After he started testing our product in 2016, his plot's soil pH has been restored from the original 4.8 to 6.5. In response, he has seen his yield increase by around 20% and income increase by 50% immediately. After 2 years, the extra income meant that he could send his 2 children to school and afford a second-hand tractor for his farm. In the next 5 years, we plan to reach 400,000 farmers like Mr. Kibuchi. Currently, operating a 2 ton/day facility, we serve 2,500 local farmers, helping them increase harvest yields by up to 30% and income by up to 50%. This facility puts 1,200 tons/year of local crop residues to economic use and generates \$25,000/year of additional income and job opportunities in the local community. This project also sequesters 950 tons/year of CO2 equivalent.

We estimate that by 2021, as we expand to 5 regions in Kenya, this will result in a combined village-based fertilizer production capacity of 3,500 tons/year, and our impact will be felt amongst 9 villages and 50,000 farmers. On average their income will increase by 30-50%, leading to better local economic outcomes, such as ability to sell excess produce for cash, and then using the cash to send their children to school or reinvest the cash into improving their farm. Moreover, our project will create an additional \$430,000/year worth of income/job opportunities in these rural communities. This means that ~50 youths who grow up in the rural areas can work in our village-based facilities rather than having to migrate to urban slums to find jobs. Finally, our project will deliver positive impact on air pollution associated with crop residue burning. By recycling the residues, we will eliminate about 5,500 tons/year of waste and the following emissions: 9 tons/year of methane, 7.8 tons/year of carbon monoxide, 85 kg/year of NOx, 900 kg/year of fine particulates, and 5,900 tons/year of CO2 equivalent greenhouse emissions.

As we scale broadly in the long term, we can serve up to 240 million rural smallholder farmers currently facing the challenge of fertilizer access. Our solution can create an overall of \$5 billion/year of rural income and job opportunities worldwide and has the potential of sequestering approximately 500 million tons/year of CO2 equivalent.

**Funding Ask:** USD 500,000

**Funding Type:** Equity and Grants

**Use of Funds:** Expansion and automation of the production process

#### Summary Financials (in USD)

	2019	2018	2017
Revenue	58,000	43,000	26,000
Costs	53,000	42,500	32,000
Net Profit	5,000	500	(6,000)

# OLIVE LEAF FOUNDATION



OLIVE LEAF  
FOUNDATION

**OLF enables climate change resilience & economic growth in rural communities by using existing livestock & land to restore degraded grasslands, and by empowering people through training & mentoring.**

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**Area of Social impact:**

Rural households

**Legal Entity**

Non-profit

**No. of Full-Time / Part time employees**

10

**Registered Address**

50 Queenswood, Calderwood  
Ave, Lonehill Ext 5, South Africa

**Contact**

Rolf Pretorius  
rolf.pretorius@olf.org.za

**Website**

www.olf.org.za

**Social Mission:** To address social fragmentation, poverty, mass migration and the challenges of climate change, by developing resilience and adaptability in poor rural communities. Through training in regenerative management, communities develop common structures for unified decision-making and planning – crucial for managing livestock on communal land. In addition, large-scale community mobilization results in broad, grassroots support. Our mission is to stimulate a shift from subsistence to commercial smallholder farming: producing for own consumption and the market – thereby giving people a reason to stay on the land.

**Overview:** OLF is a South Africa based Sustainable Development Organisation with 30 years' experience helping poor, disadvantaged communities across 37 African countries. We provide regenerative solutions for communities, organisations and the environment, promoting climate change adaptation initiatives that develop resilience and economic growth. A key component of our work is empowering people, especially women and youth.

**Climate Change Problem:** Globally, land degradation is responsible for 12% of annual CO<sub>2</sub> emissions, costing up to \$10 trillion each year. A positive feedback loop exists – the climate crisis is causing desertification and desertification is exacerbating the crisis. In Africa, land degradation and poverty collide: 41% of the population lives in extreme poverty (< \$1.90 a day), with 600 million people affected by degraded land. OLF addresses land degradation by reversing desertification, which in turn alleviates poverty, as restored land is productive land. Currently we work in the Eastern Cape, South Africa: training 6 villages (15,000 people & 20,000 ha of land).

**Our Solution:** Building on our 30 years of land management experience, we plan to launch a Regenerative Training Academy to teach communities regenerative land management. This approach enables communities to use their livestock to heal the land: animals are bunched and moved according to a grazing plan, and the hoof impact breaks up compacted ground enabling nutrients from dung and urine to penetrate the soil, feeding the microbes – a microscopic community vital for soil health and storing carbon. Our unique land management training helps households double their average income while capturing 14 tons CO2 per hectare annually. If all the degraded grasslands in Africa are restored, up to 30 billion tons of CO2 could be drawn down into the soil – representing 9% of annual global CO2 emissions.

**Target market:** Hewu District, a communal area of 90 000 people with access to 100 000 hectares of grassland (98% in advanced stages of degradation & with the potential to drawdown 1.5 million tons CO2).

**Impact:** Prototype and pilot village as proof of concept completed (2014 – 2017), now working with 6 villages impacting 15,000 people and 21,000 ha (2018 & 2019).

With the Regenerative Training Academy, our planned impact over the next 5 years: 46 villages, 115,000 people, 16,000 ha land, 2.4 million tons CO2 sequestered each year and \$64 million collective annual increase in income.

**Impact metrics:** Number of people trained, hectares of land restored (CO2 captured), Community Health Index, Environmental Health Index.

**Funding Ask:** USD 4 million capital expenditure (grant) & USD 75,000 per village (sponsorship)

**Funding Type:** Grants and Sponsorship

**Use of Funds:** USD 4 million for land purchase and developing the Regenerative Training Academy  
USD 75 000 per village for basic infrastructure and training in regenerative land & livestock management

## Summary Financials (in USD)

	2019	2018	2017
<b>Budget</b>	350,000	90,000	150,000



## Last mile custom solar installer and distributor

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### Area of Social impact:

Energy

### Legal Entity

For-profit

### No. of Full-Time / Part time employees

15

### Registered Address

P.O. Box 29361, Kampala,  
Uganda

### Contact

Waringa Matindi  
waringa@villageenergy.com

### Website

[www.villageenergy.com](http://www.villageenergy.com)

**Social Mission:** Village Energy's mission is to replace the use of expensive, polluting diesel generators across Uganda with high quality, affordable clean energy. We design, install, finance and service solar systems for rural organisations such as small businesses, hospitals and schools that rely on back-up generators and offer them an affordable clean energy alternative.

**Overview:** Village Energy is a custom solar installation provider for off grid businesses and institutions who lack access to affordable and reliable energy to increase their revenues, improve and expand their services.

**Climate Change Problem:** In Africa, the expected average growth rate for Green House Gas (GHG) emissions is 88% from 2015 to 2040. For Uganda specifically, the growth rate is expected to be closer to 100% with an estimated 1,480 Gwh of energy needed by 2030 for the commercial sector alone. Currently, many Ugandan businesses and other institutions rely primarily on diesel generators, which emit about 2.6 kg of carbon dioxide per litre of diesel fuel. Solar systems, however, are reliable, efficient, healthy for the user and environment, and produce zero carbon emissions. At Village Energy, we envision an Africa where rural off-grid businesses, institutions, and other organizations are solar powered and GHG emission-free.

**Our Solution:** Uganda's rural population is roughly 38 million people and only 7% of them have access to electricity. For every solar system installed, we provide access to renewable energy to roughly 2,000 beneficiaries. Our target market is off grid SMEs, schools, health centers and institutions and impact metrics include increase in solar adoption, improved access to services in populations of high energy demand and increase in reliability of energy.

**Impact:** To date we have served 200 customers, impacting over 400,000 beneficiaries and of those, 50% are underserved by other market alternatives. Our existing systems generate 90kWp with over 100 tons of carbon emissions saved per year. Internal customer surveys show that 79% experienced increase in revenue and 50% expanded into new products/services. Additional benefits include improved health and education outcomes, increased incomes, job creation, & access to beneficiary services. In the next 5 years, we expect to install over 2,000 systems impacting over 2million beneficiaries and generating revenues of over 1m USD for the customers served.

**Funding Ask:** USD 400,000

**Funding Type:** Debt

**Use of Funds:** Importation of components, investment in staff training and performance accountability, hiring key personnel and marketing

## Summary Financials (in USD)

	2019	2018	2017
<b>Revenue</b>	212,859	412,535	202,847
<b>Costs</b>	193,902	200,852	149,266
<b>Net Profit</b>	18,957	211,683	53,581



## We support wildlife and forest conservation through improving the livelihoods of small-scale farmer

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### Area of Social impact:

Social enterprise to leverage conservation outcomes

### Legal Entity

Non-profit

### No. of Full-Time / Part time employees

299 Full time, 55 part time

### Registered Address

7223 Kachidza Road, Light Industrial Area, Lusaka Zambia

### Contact

Dale Lewis  
dlewis@itswild.org  
+260962646669

### Website

[www.itswild.org](http://www.itswild.org)

**Social Mission:** To show that sustainable land management and ecological conservation can be profitable for rural African communities. We have shown how small scale farmers in Zambia can produce healthy, organic foods and share in a growing value chain of premium quality food products while reducing poverty and preserving wildlife and habitat. Our business model enables communities to flourish while adopting best practices in sustainable forestry and land management that mitigate the impact of climate change and capture carbon.

**Overview:** COMACO has a 15 year history of working across the Luangwa Valley ecosystem, a landscape of approximately 150,000km<sup>2</sup>, helping to shape a positive balance between land and natural resources and residing small-scale farmers by focusing on three key fundamentals: (1) environmentally sustainable farming practices, (2) market incentives that encourage the adoption of these practices, and (3) disincentives for not adopting these practices.

**Climate Change Problem:** In early 2000s, natural resource exploitation in the Luangwa valley was at its peak. Wildlife population was being decimated, deforestation and forest degradation was rampant, there was no market proper market for farmer produce and there was loss of soil fertility due to unsustainable farming practices. All this led to poverty of the local community living adjacent to the protected areas and along the Luangwa river.

**Our Solution:** The COMACO business model makes conservation profitable. Small-scale farming communities do the conservation by adopting sustainable farming practices and abandoning those harmful to the land. The net results are more trees, more wildlife, more carbon stored in farm soils, and more resilient farmers able to adapt to changing climate trends. Farmer membership in COMACO is over 178,000 small-scale farmers. Each farmer signs a pledge to adopt selected sustainable farming practices to be eligible to have their crops purchased by COMACO at premium commodity prices. COMACO in turn buys their surplus crops through contractual agreements with these cooperatives and adds commercial value to local producers by producing quality food products sold under the brand, It's Wild!

COMACO's next pursuit seeks to improve community-led management of 1,200,000 hectares of land as community conservation areas certified by local government authorities and 42,000 hectares managed as a pilot community game ranch that combines forest and carbon products with potential wildlife revenues. These initiatives will lead to an ecosystem-scale land management approach based on improved farming and land use practices, complemented by a stronger sense of local culture and pride for caring and respecting the land. The outcome of these initiatives will be the establishment of 37 forest management groups with 10 executive members. Each will be trained in forest management, as well as wildlife management in selected areas. By 2023, these community protected land areas could earn an annual income of over US\$1,960,000 from the sale of carbon credits. COMACO maintains a team of competent GIS/carbon/conservation specialists to support communities with the technical requirements to make such large-scale carbon transactions possible. COMACO manages its own carbon account set up through Verra, an independent carbon auditing institute, to invoice and sale carbon credits to interested carbon buyers on behalf of the local communities it has partnered with.

### Impact:

- Increased small –scale farmers' participation in the COMACO program from 3,550 in 2003 to 178,000 in 2018
- Increased adoption of sustainable farming practices from 12% in 2003 to 83% in 2018
- Improved annual income for small-scale farmers from US\$79 in 2003 to US\$345 in 2018
- Improved food security for small-scale farmers from 11% in 2003 to 84% in 2018
- Reduced annual deforestation in the project area from 4.3% in 2010 to 1.8% in 2018
- Avoided carbon emission by 768,000tCO<sub>2</sub>e from 2013 to 2018 on 335,000ha

By 2023, we aim to increase small –scale farmers participation in the COMACO program to 230,000 while increasing the adoption of sustainable farming practices to 90%. Annual income increase for small-scale farmers is expected to touch \$550 from US\$345. We also plan to establish 1 functioning community game ranch with an additional two new start-ups and commit 750,000 hectares of community conservation areas to carbon revenue generation for resident communities while avoiding annual carbon emission equaling 3,700,000tCO<sub>2</sub>e.

**Funding Ask:** USD 500,000

**Funding Type:** Grant / Sponsorship

**Use of Funds:** To create a functioning model community game ranch that combines the benefits of forest products, carbon markets and wildlife conservation that will trigger future investments to scale the model to other community conservation areas in the Luangwa Valley.

### Summary Financials (in USD)

	2019	2018	2017
<b>Budget</b>	3,610,710	2,774,714	4, 102,554

# JEUNES VOLONTAIRES POUR L'ENVIRONNEMENT



## Training Africa's rising generation of climate change entrepreneurs

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### Area of Social impact:

Youth entrepreneurship and climate change

### Legal Entity

Non-Profit, NGO

### No. of Full-Time / Part time employees

23 full time / 16 part time

### Registered Address

131 Rue Ofe, Tokoin  
Casablanca,  
BP 8823 Lome, Togo

### Contact

Sena Alouka – Executive  
director  
yvetogo@gmail.com  
Tel: +22890216740

### Website

[www.jve-international.net](http://www.jve-international.net)

**Social Mission:** JVE's mission is to develop leadership and eco-citizenship of young people for their involvement in sustainable development of their communities.

**Overview:** Since its creation in 2001, JVE's interventions have been focused on energy-climate-development nexus, sustainable management of natural resources and citizen engagement. We engage young people in various programmes to educate, create awareness, and train them into climate leaders; building on their capacity, skills and potential to innovate and contribute solutions to the various community problems. JVE focuses on sensitization, communication, research and studies, marketing of renewable energy solutions, community development, advocacy and awareness creation, partnership and networking. JVE has so far established 42 local branches in Togo and 27 other representations in other African countries regrouping youth to focus on policy monitoring and influencing, citizen participation, youth empowerment, social entrepreneurship and environmental leadership. As such, Green entrepreneurship has been a major focus for the youth to put their skills and talents to use while at the same time protecting the environment and creating green jobs for themselves.

**Climate Change Problem:** JVE's primary target group, the youth, form over 70% of the African population. Statistics show that 60% of young people are unemployed while 1 in 4 of these young people lives in extreme poverty. This leaves them vulnerable, increasing the likelihood of engaging in crimes and conflicts for resources, with many others opting to migrate in search of 'greener pastures'. Additionally, key development sectors like energy and agriculture have been greatly affected by climate change causing biodiversity loss and degradation of natural ecosystems, leading to drastic changes in livelihoods, increased poverty rates and dependency among the youth.

By creating awareness and sensitization on climate change, and tapping into Africa's youth potential, JVE strives to address climate change issues by supporting youth entrepreneurship and encouraging their active and meaningful participation in sustainable development through reinforcing their capacities and leading them to recognize climate change and environmental issues as well as come up with viable solutions for ecosystem and biodiversity restoration, create employment and take leadership role in forging a sustainable African future.

**Our Solution:** We have set up an African Youth Climate Leadership Academy that offers specialized trainings geared to equip African youth with the necessary tools and skills to unlock their potential and to fully explore their opportunities through innovation and active collaboration in an ecosystem based approach. This programme sets the foundation to catalyze climate actions and careers, facilitating links between climate experts and young leaders to foster professional development opportunities, climate job placements and green entrepreneurship in Africa. Every youth trained under the entrepreneurship programme has the potential to create 10 job opportunities for others.

**Impact:** So far, over 5000 young people have been meaningfully engaged as renewable energy technicians, marketers and entrepreneurs. Others have been employed by development agencies and government ministries to support various programs addressing various climate resilience building initiatives.

**Funding Ask:** USD 500,000 for setting up the Climate Leadership Academy in 4 countries scholarship of USD 5,000 per student enrolled

**Funding Type:** Grants / Sponsorship

**Use of Funds:** Launching the Training Academy, seed capital for youth ventures, investment in incubators, youth green jobs marketplace ecosystem and innovations to promote viable climate change resilience building projects and scholarships to students for undergoing the training

## Summary Financials (in USD)

	2019	2018	2017
<b>Revenue</b>	1,910,450	1,095,810	953,200
<b>Costs</b>	1,698,332	995,674	930,250
<b>Net Profit</b>	212,118	100,136	22,953



**Learning, acting, growing by nature- By drawing our inspiration from trees and connecting with the infinite potential of all human beings, we improve the daily lives of people and restore nature to its rightful role and place.**

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#### Area of Social impact:

Fundamental and universal needs of human beings including food security, access to water, job creation.

#### Legal Entity

For-profit

#### No. of Full-Time / Part time employees

11 Full time

#### Registered Address

Campus du Jardin d'Agronomie  
Tropicale de la ville de Paris  
45 bis avenue de la Belle  
Gabrielle  
94736 Nogent-sur-Marne cedex,  
FRANCE  
+33 1 43 94 73 45

#### Contact

Damien KUHN  
Director of International  
Operations  
+33 6 66 53 45 24  
damien.kuhn@kinome.fr

#### Website

[www.kinome.fr](http://www.kinome.fr)

**Social Mission:** Kinomé builds a world where nature is a solution for human and economic development for all. By placing human beings at the centre, Kinomé ensures that projects meet human beings' essential and fundamental needs.

Changing the critical climate change trajectory and tackling our world's most pressing issues can only be the result of us human beings changing our own mind-set. Kinomé focuses on the generation of high positive impacts for human beings, thus ensuring the sustainability of projects, and consequently the permanence of carbon sequestration/ GHG reduction. A paradigm change can only take place once individual and collective change takes place; this is precisely what Kinomé strives for.

**Overview:** Founded in 2005, Kinomé is a social business aimed at improving human beings' daily lives thanks to forests and trees (food security, access to water, job creation etc.), and thus reversing the trend of deforestation and climate change. Acting in 30 countries, Kinomé's network gathers multidisciplinary experts bolstering the human and economic development of vulnerable populations. To date more than 4.5 million trees have been planted and protected, for the benefit of over 2 million people.

To engage this new paradigm, Kinomé breaks down silos and gathers all stakeholders (NGO, companies, scientists, institutions, schools, experts, individuals) for greater innovation. Our global approach allows for example to change cocoa value chain at global level, by combining research, consulting, field projects and education. We bring together every stakeholder of the value chain, from the World Bank to small producers, including companies and Fairtrade labels. Coalition of actors multiply positive impacts on populations' living conditions. Kinomé co-created the 5Deltas (5Δ) collective in 2014, in order to initiate a large-scale collective action to protect mangroves ecosystem and improve the daily life of coastal communities in West Africa. The 5Δ collective gathers 14 organizations working over 500,000 ha of mangrove for the benefit of 250,000 people in Gambia, Guinea, Guinea Bissau and Senegal. The members of the 5Δ collective aim to share, improve and disseminate their tools, methodologies and good management practices to help local communities to live better in mangrove areas. This is a unique collective impact approach to tackle climate change in West Africa.

# AFRICA & LATIN AMERICA

**Climate Change Problem:** The voluntary carbon offset market is growing very strongly. More and more private companies, local authorities and individuals seek to offset their emissions, by buying carbon credits that allow to support emission-reduction and carbon sequestering projects. In the last decade, demand for voluntary carbon offsets has grown by over 140-fold, from just 0.3 MtCO<sub>2</sub>e in 2008 to 42.8 MtCO<sub>2</sub>e in 2018 (forest-trend.com). However, the traditional carbon offsetting mechanism is questioned: (i) social and environmental benefits of projects are not always considered/prioritized, that jeopardizes the permanence of carbon gains and drains precious development resources, (ii) offsetting does not mean that the company has delivered effort on emission reductions, (iii) carbon projects require high financial skills and can hardly be carried out by local operators/NGOs.

In this context, it is essential to mainstream ethics in offsetting market and to guide responsible companies towards projects with high environmental and social impact. Kinomé wants to change the climate finance paradigm, coming back to basics: climate change can only be addressed by changing human behavior that have an impact on GHGE. This requires offering the appropriate incentives that generate carbon gains as a result, not the other way around. The generation of high positive impacts for human beings is the only way to ensure the sustainability of projects, and consequently the permanence of carbon sequestration/GHG reduction.

**Our Solution:** Kinomé has developed a global vision in which carbon sequestration becomes an « additional benefit » to a project that primarily contributes to improving people's lives and therefore contributes to change their behavior. The bottom up approach places human beings as the entry point, and carbon as co-benefit of a project that improves daily life, economy and climate. Kinomé is creating a standard and a platform for both high impact social & climate projects and partners with high ethical purpose. Through a web platform, Kinomé intends to guide selected projects and investors towards each other. Buyers and sellers of carbon credit will comply with a code of conduct. These criteria will allow to constitute a portfolio of high impact social & climate projects, including a pilot project carried out by the 5 deltas collective.

**Impact:** To date, Kinomé has improved the lives of 2 million people. The 5 deltas collective project perfectly represents the holistic approach. A coalition of field operators is gathered in order to scale up their social and environmental impacts and work collectively for conservation and valorization of mangroves ecosystems. Together, they positively impacted 230, 000 people, planted 2 million trees allowing sequestration of up to 15 million Teq CO<sub>2</sub> in 30 years.

By enhancing matchmaking between high quality social & climate projects (as the collective 5 deltas project) and partners with high ethical purpose, Kinomé will create large-scale, high environmental and social impact.

**Funding Ask:** Eur 500,000

**Funding Type:** Donations, Grants and Sponsorship

**Use of Funds:** Platform mock-up development, Web-Platform development, launching and maintenance, marketing, project development document of first carbon project

## Summary Financials (in USD)

	2019	2018	2017
Revenue	990,000	800,000	768,000
Costs	960,000	782,000	760,000
Net Profit	30,000	18,000	8,000

# ABOUT ASHOKA



## About Ashoka

Ashoka builds and cultivates a community of change leaders who see that the world now requires everyone to be a changemaker. Together, we collaborate to transform institutions and cultures worldwide, so they support changemaking for the good of society. Founded by Bill Drayton in 1980, Ashoka coined the term “social entrepreneur” and pioneered the field of social entrepreneurship. Over the years, it has built the largest global network of leading social entrepreneurs. Today Ashoka supports a global network of 3,500+ Ashoka Fellows spanning 90+ countries; 500+ Fellows and Young Changemakers in 23 countries in Sub-Saharan Africa alone. In order to advance its “Everyone a Changemaker” vision, Ashoka identifies patterns in social innovations, convenes key decision-makers from corporate, public, philanthropic, and financial sectors to turn insights and observations into collaborative models that address the most critical and complex social challenges at large scale.

NGO Advisor has ranked Ashoka among the top 15 most influential NGOs in the world in 2019.

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# ABOUT iPROPELLER



## About i-Propeller

i-Propeller offers boutique strategy consulting services. We work with clients who are eager to create innovative solutions to tough social and environmental challenges. Solutions from which both business and society benefit. Our service offering sits at the intersection of strategy, organization and innovation. Our client portfolio is diverse and ranges from companies to public authorities and non/social profit actors.

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