

PROJECT GO ORGANIC

HUB FOR STARTUPS IN ORGANIC AGRICULTURE



**GREEN
FLOWER**
FOUNDATION

GREEN FLOWER FOUNDATION

Rue de Rive 13, 1204 Geneva

Tel : +41(0)77 522 87 01

elisabeth@greenflowerfoundation.org

www.greenflowerfoundation.org

1. Synopsis

<i>Project</i>	Create a startup support program, or HUB Center, for young entrepreneurs willing to start a business in organic farming. Besides providing support to help these businesses succeed, we aim to inspire others from the community to join this promising sector. Therefore, the HUB will also provide training in organic agriculture to local farmers and their communities.
<i>Context and significance</i>	80% of the Ethiopian population comprises of farmers, out of which, an overwhelming majority are involved in conventional (non-organic) farming. Further, Ethiopia also faces the challenge of unemployment (19.1%), particularly among the youth. The project seeks to address these challenges and widen opportunities within the farming community, by promoting entrepreneurship as a viable career choice and facilitating the creation of jobs.
<i>Objectives</i>	Facilitate access to market opportunities in the emerging organic sector.
<i>Indicators</i>	<ul style="list-style-type: none"> • The number of entrepreneurs starting their businesses. • The number of traditional farmers transitioning to organic agriculture.
<i>Length of the project</i>	November 2021 until June 2024
<i>Green Flower Foundation (GFF)</i>	Established in September 2016, the Green Flower Foundation is a Swiss non-profit foundation, which developed Ethiopia's first national Organic Horticulture training (2018-2021).
<i>Budget</i>	Total budget 2022 – 276'113 CHF
	Open amount: 197'113 CHF

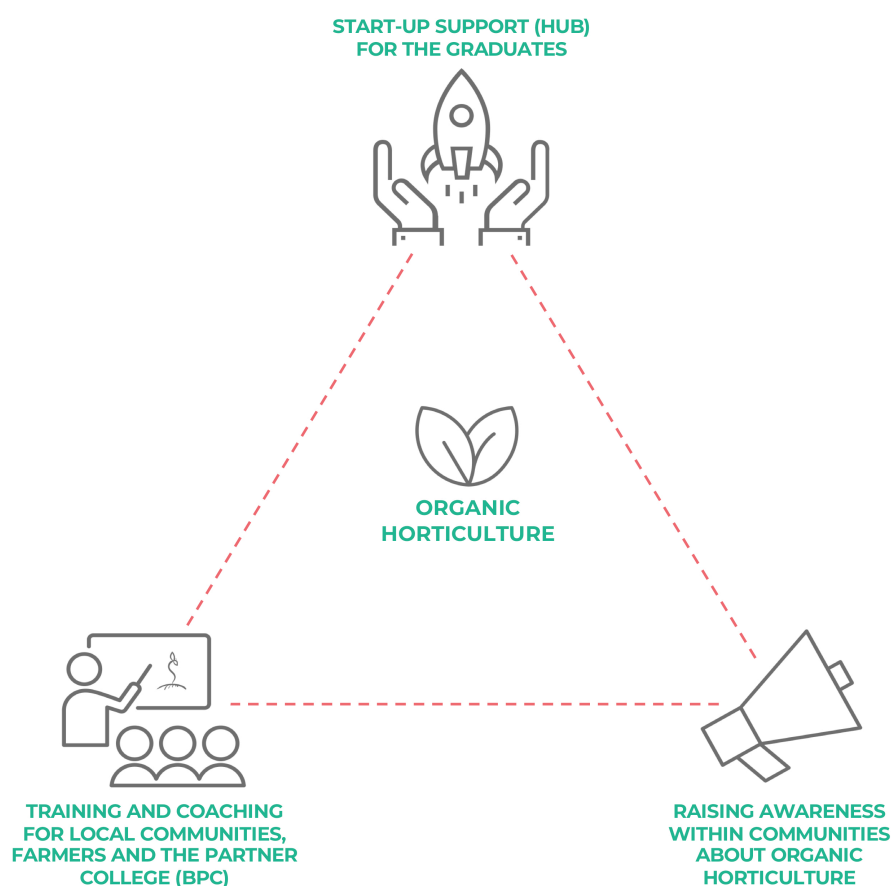
2. Project Overview

From 2018 until 2021, the Green Flower Foundation (GFF) successfully developed Ethiopia's first professional training program specialized in organic horticulture, *Organic-Farming*, with the Bishoftu Polytechnic College (BPC). We believe education is a key element in ensuring the mainstreaming of organic agriculture in any society. By developing this first organic farming training at the national level we sowed the first seeds towards the development of organic horticulture in Ethiopia, in the hope for a better future.

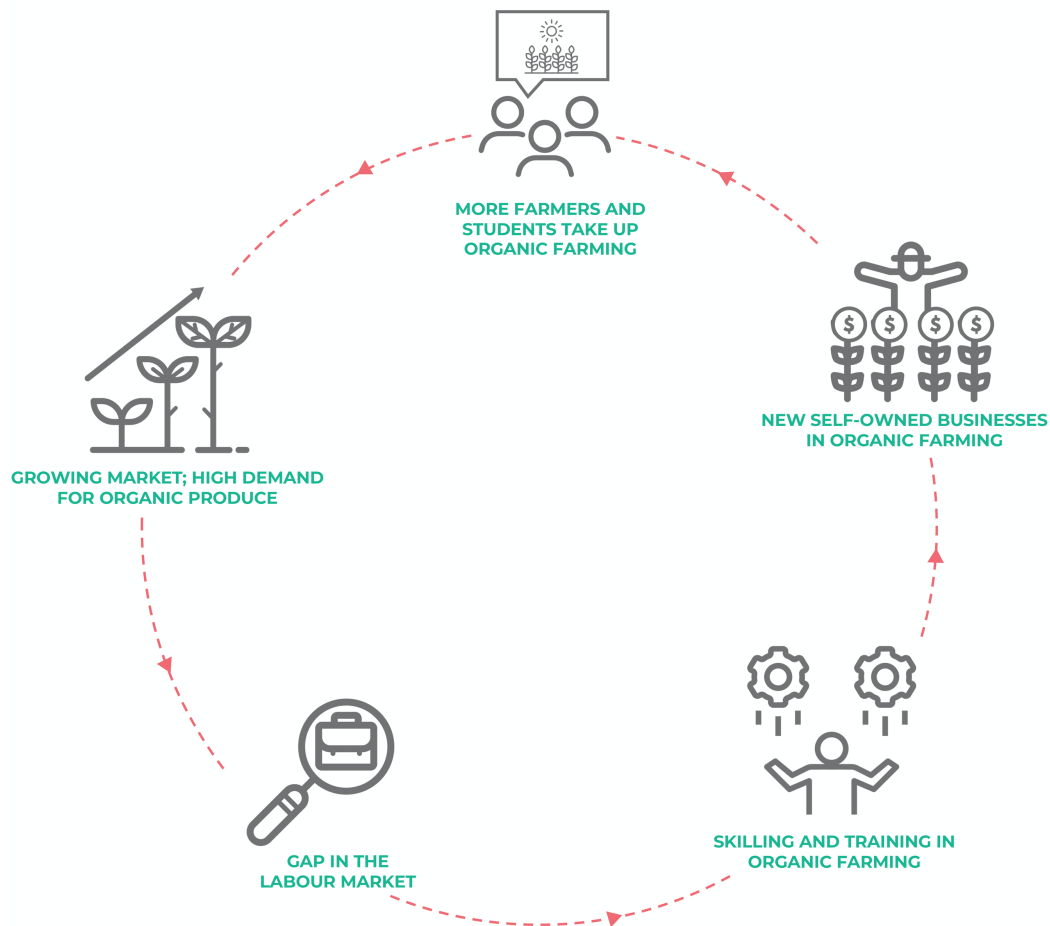
Today, we are ready to take the second step by lending support to the graduates, of our training, willing to develop businesses within the organic horticulture value chain. We hope that the success of the future entrepreneurs may inspire other young people to join the training (Organic-Farming) at BPC or inspire farmers to adopt organic farming techniques.

In parallel to the support given to the graduates, and based upon the excellent relationship we have with BPC, we wish to continue our collaboration and support them for the coming years, to make BPC a center of excellence specializing in organic farming training.

The second project, **Go Organic**, will comprise of three main components:



By developing this project, we aim to **facilitate access to market opportunities in the emerging organic farming sector.**



3. Beneficiaries

- Selected graduates of the Horticulture Crop Production Program of the Bishoftu Polytechnic College (BPC), willing to start their own enterprise or cooperative in the organic production value chain: A maximum of 32 graduates
- Farmers and local communities: A minimum of 40 persons per year
- Bishoftu Polytechnic College and future students – Exact number unknown

4. Main activities

HUB members - graduates

- Entrepreneurship and business management training (budget management, project follow-up, etc.)
- English language training
- Best practice in organic agriculture training
- Seed production training
- Market and network development
- Development of an organic standard
- Financial support

Local community

- Training in organic farming
- Establishment of an organic agricultural advisory center (or help desk) for farmers
- Raising awareness on the importance of organic farming

Bishoftu Polytechnic College

- Organization of internships for students
- Organization of English classes for students
- Management of the garden
- Management of vegetable sales

5. Objectives

The project's primary objective is to **"Facilitate access to market opportunities in the emerging organic sector"**

Our main objectives, for each beneficiary, are as follows:

HUB Members	Local Community	BPC
Creating a HUB center, where members are provided support for launching their businesses	Developing the capacities of the local community by introducing organic farming techniques	Maintaining the garden of the college where the organic farming training takes place
Ensuring support for businesses launched by HUB members	Developing the general knowledge of the local community through promotion of organic horticulture – benefits and importance of the organic field	Optimizing the sales of the vegetable produce in the garden - Income Generating Unit – for the college to be autonomous
Enhancing the capacity of HUB members		Organize internships for students of the horticulture crop production program, with companies working in the organic sector

6. Rationale

6.1. Why Ethiopia?

With an unemployment rate of nearly 20%, but ripe with business opportunities, Ethiopia is a country where entrepreneurs can dream big!

The ideal climate and the abundance of natural resources ensure that Ethiopia offers a favorable context for the development of organic agriculture. The reasons are as follows:

- Large number of agricultural workers (80% of the population is involved in agriculture);
- Fertile soil, free of chemicals (in many cases);
- A growing population that is attentive to the quality of the products it consumes; and National and international market opportunities, such as export to the Middle East and Europe.

6.2. Why Organic Farming?

The negative human impact on the environment is a fact; with each day, we deplete nature's resources through over-exploitation and injudicious use, and with it, the chance for future generations to live on a healthy planet.

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| • The primary advantages of organic agriculture are as follows: | • Increases soil nutrition |
| • Reduces water use by 30% | • Increases farmers' incomes |
| • Preserves water quality | • Decreases the costs of production |
| • Preserves biodiversity and the environment | • Improves food security |
| | • Creates jobs (labor-intensive activity) |

Given that Ethiopia's organic farming sector is currently not very well-developed, opportunities both within and outside the country (export of organic produce) are huge.

7. Disengagement

The total duration of the project is 3 years. In 2023-2024, we will work to handover the different projects activities.

For activities related to HUB members, we will develop a plan, together with the Members, which will be implemented from September 2023. This plan will explain how members will gradually take charge for coordination of the HUB's activities.

8. Budget: 2021 – 2024

(in CHF)

Go Organic	2021	2022	2023	2024
HUB Center <i>Training, financial support, infrastructure, etc.</i>	41'267	41'360	7'813	2'707
Promotion- Organic agriculture <i>Conferences and events</i>	889	3'889	3'889	2'333
Seeds garden <i>Production of organic seeds</i>	1'722	5'822	3'956	2'622
Training – Farmers and local community <i>Training, infrastructure material, etc.</i>	1'211	5'022	5'022	2'956
Beekeeping <i>Training, hives, colonies, etc.</i>	1'811	6'850	-	-
BPC Support <i>Garden management, sales, internships, etc.</i>	2'016	6'220	4'926	3'064
Local staff & coordination <i>Logistic costs, salaries, office, etc.</i>	13'935	73'549	77'099	41'452
Field visit & Admin costs <i>Office, travel costs, accounting, etc.</i>	2'520	20'160	20'160	4'740
Coordination of project - GVA <i>Salary & Admin costs</i>	20'340	113'240	121'660	58'220
Total	85'711	276'113	244'525	118'094

9. Risk Analysis

Assumptions	Risks	Mitigation Actions
A sufficient number of graduates (minimum 10) are willing to develop a business/cooperative.	Not enough graduates are willing to develop a business/cooperative.	<ul style="list-style-type: none"> - Communicate on the business/cooperative opportunities. - Approach established farming cooperative, for them to share their experiences and the potential of the field. - Invite private companies and public institutions to communicate about market opportunities. - Organize information days for the potential graduates to present the benefits of our program.
A sufficient number of graduates (minimum 10) qualified to become a member of the HUB.	Not enough graduates qualified to become member of the HUB.	<ul style="list-style-type: none"> - Develop some additional training for graduates to pass the qualification. - explain the benefit of being member?
The experts are competent.	The experts are not sufficiently competent.	<ul style="list-style-type: none"> - Offer periodic workshops and training for the experts in the areas of their deficiency. - Widen the network of experts.
Members are supported by the government (land access, financial support).	Members are not supported by the government.	<ul style="list-style-type: none"> - Find other sources of support. - Evaluate the possibility to rent a land.
Members of the HUB respect their engagement.	Members of the HUB fail to respect their engagement.	<ul style="list-style-type: none"> - Activities for the members must be adapted. - A discussion with the member is organized to increase their motivation and understand their position. - The support to their project is revised.
Farmers and local community are interested by the trainings.	Farmers and local community are not interested by the trainings.	<ul style="list-style-type: none"> - Increase the awareness raising. - Organize farm visit. - Organize sharing experience moments.

BPC is willing to continue to maintain the Organic-farming program and the infrastructures.	BPC is not willing to continue the maintain the program and the infrastructures.	<ul style="list-style-type: none"> - Integrate other partners or local authorities to convince BPC.
BPC has the competences to manage the garden by its own.	BPC does not have the competences to manage the garden by its own.	<ul style="list-style-type: none"> - Provide additional training to BPC staffs. - Integrate new partners to support BPC.
Students of the horticulture crop management program (BPC) are interested to participate in the internships.	Students are not interested to participate in the internships.	<ul style="list-style-type: none"> - Organize a visit of a farm to inspire students - Invite graduates for them to share their experience.
The sale of the vegetables is profitable.	The sale of the vegetables is profitable.	<ul style="list-style-type: none"> - Search for other market / clients. <ul style="list-style-type: none"> o Change the sales organization (logistic) o Research partners - Adapt the sales strategy.
The demand for organic vegetable exists.	The demand for organic vegetables does not exist.	<ul style="list-style-type: none"> - Prospect new clients. - Sensibilize the population towards the benefits of organic vegetables.

Appendix: Table of Objectives

Summary	Indicators	Means of verification	Assumptions
HUB Members			
1. Create a helpful HUB center, where members come to get support.	1. Number of HUB center created and frequency of members visit.	1. Visit the center and count the number of members.	1. The HUB center is well created and is providing the necessary support to the HUB members.
2. Ensure the creation and development of business by HUB members.	2. Number of business launched and their progress (revenue / quantity / quality of the business production increases).	2. Control the satisfaction of the graduates on the support program Audit and analysis of the business.	2. Some improvement must be made based on their feedbacks. Number of clients increase; production is stable or increase.
3. Enhance the capacity of the HUB members.	3. The competences in organic farming increase.	3. Analysis on the farm management, techniques used, etc.	3. Thanks to the trainings offered, members of the HUB will have successful business.
Local community			
1. Develop the capacities of the local community by introducing organic farming techniques	1. Level of the capacities of the local community after the trainings.	1. Realize a test at the end of the trainings.	1. The competences are developed through the trainings.
2. Develop the general knowledge of the local community through promotion of the organic horticulture sector.	2. Level of the general knowledge of the local community.	2. Discuss with the local community.	2. The knowledge is increasing through the trainings.

Summary	Indicators	Means of verification	Assumptions
<p>Bishoftu Polytechnic College</p> <ol style="list-style-type: none"> 1. Manage the garden. 2. Optimization of the Income Generating Unit. 3. Organize internships in organic companies, for the student of the horticulture crop production program. 	<ol style="list-style-type: none"> 1. The total size of used land. 2. Income generated by the sales. 3. Number of internships organized. 	<ol style="list-style-type: none"> 1. Visit the garden and calculate the size of the used land. 2. Control the accounting of the sales. 3. Control the number of students who went on internships. 	<ol style="list-style-type: none"> 1. The entire surface of the garden is cultivated and production is optimized 2. Garden infrastructures are well kept. 3. The income generated will first increase and then get stabilized. 4. All the students went 2 times in internships during their 2 years program.

Green Flower Foundation
Banque Alternative Suisse SA - CH54 0839 0034 5975 1020 3 - Clearing 8390

