

PROJECT GO ORGANIC

HUB FOR STARTUPS IN ORGANIC AGRICULTURE



**GREEN
FLOWER**
FOUNDATION

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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).

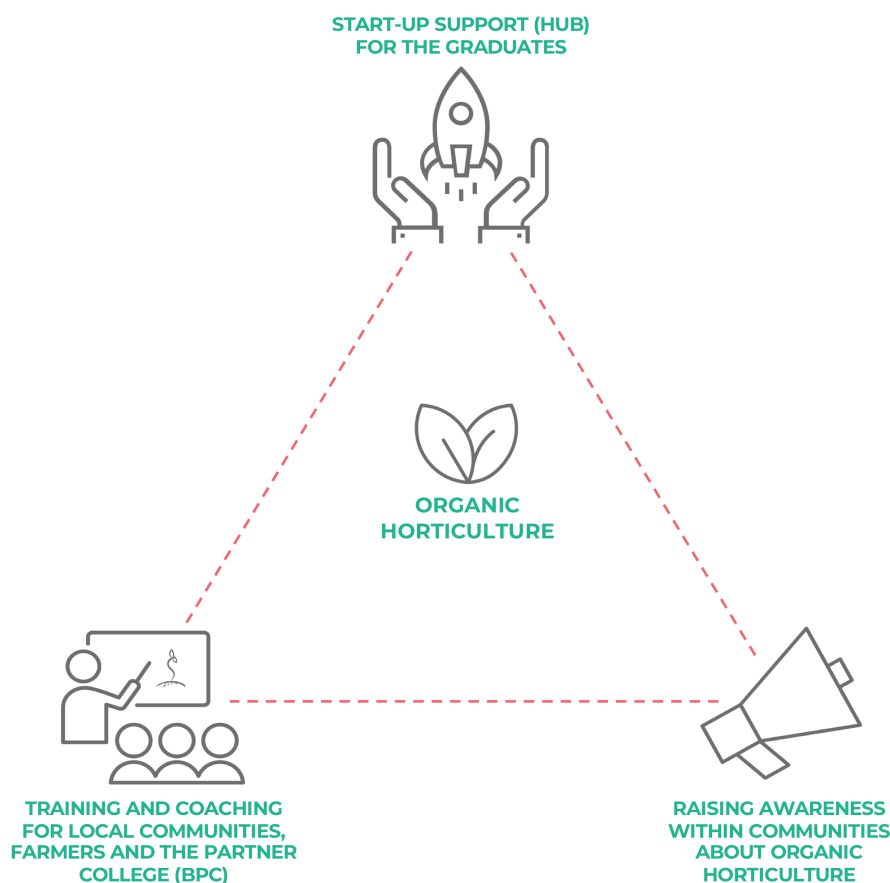
2. Project Overview

From 2018 until 2021, the Green Flower Foundation (GFF) successfully developed Ethiopia's first national training program specialized in organic horticulture, *Organic-Farming*, with the Bishoftu Polytechnic College (BPC). This training is available in not less than 175 TVETs college in Ethiopia. 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.

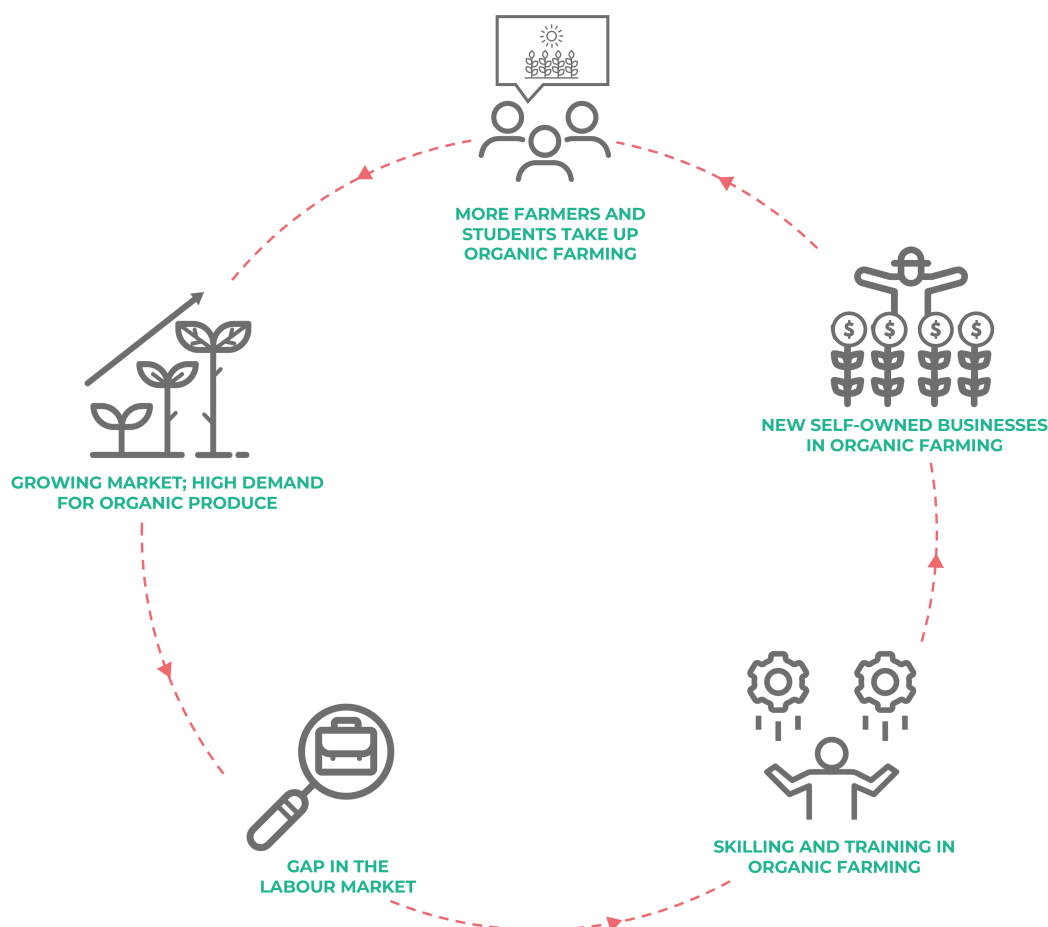
Today, we have taken the second step by lending support to the graduates, of our training, willing to develop businesses within the organic horticulture value chain. We hope that the success of the future entrepreneurs may inspire other young people to join the training (Organic-Farming) at BPC or inspire 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 36 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.

If the Go Organic project is a success and that main of our objectives are reached, GFF is willing to extend the HUB Center concept in order to support other ambitious entrepreneurs.

8. 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

	Indicators	Means of verification	Assumptions
Goal			
Facilitate access to market opportunities in the emerging organic sector	36 HUB members are competent to set-up business and secured funding to establish business organic farming.	Number of organic farming business launched.	The necessary technical and financial management skills of the HUB members will be enhanced, and the HUB members will have access to start-up capital.
	70 % of businesses are financially stable and well managed.	Status of Financial management implementation / Evaluate or audit the business.	All HUB members will be provided with all the necessary financial & business management and technical training to run their business.
	165 local community members (farmers and SME) got knowledge on organic farming technics.	Number of persons trained, and the use of organic technics increased	Local community members (farmers, SME) got interested by organic farming techniques and slowly transit to organic farming.

Objectives	Indicators	Means of verification	Assumptions
Activity 1: Supporting establishment of 36 graduate's potential business in organic farming			
1.1. Facilitate financial access for business start-ups in Organic farming	36 HUB members are competent to set-up business and secured funding to establish business organic farming.	Number of organic farming business launched.	The necessary technical and financial management skills of the HUB members will be enhanced, and the HUB members will have access to start-up capital. The grants are used to start the business.
1.2. Organize business development training and workshops	5 business development training and workshops organized	Number of training and workshops organized for the HUB members.	Different business development and workshops will be organized and well attended by all HUB members.
1.3. Develop business development guidebook and share to each HUB members	One business development guidebook developed & shared to each HUB members	Business development guidebook will be developed. The guidebook shared to each HUB members.	Business development guidebook is required by each HUB members and will be developed by an experienced expert
1.4. Provide training on business management skills (accounting, marketing, reporting, market linkage, etc.).	40 days of training organized on business management subject.	Number of training days organized.	Members improve their administrative, accounting, etc. skills.
1.5. Provide technical training and advise on organic horticulture techniques for the HUB members	20 training organized	Number of HUB members trained and advised on different organic topics, number of trainings organized, improvement in the garden management, an increase of the quantity and quality of produce, etc.	Technical training will be organized on different organic farming topics to address the possible organic farming challenge. The helpdesk will help them to improve their skills and serve as backstopping to the HUB members as well.
1.6. Organize English class for the HUB members	128 lessons of English organized, once per week for 2 hours.	HUB members can interact with English speaking persons for their business, number of HUB members that their level of communication in English improved	HUB member will be able to speak some English is they want to develop as much as possible their business, members need to have some extra lessons to help them have a better level of English.
1.7. Provide technical support in horticulture and advice through experts in organic horticulture.	40 visits of expert in organic agriculture organized	Number of visits arranged; number of HUB members farm visited.	A regular visit will be organized to each farm of the members and necessary technical advice will be provided to them

1.8. Produce organic vegetable seed which will be used by the new business	3'000 m2 of garden size managed	Amount and type of vegetable seeds produced, used at BPC garden, and distributed for the businesses/students. Number of businesses accessed organic vegetable seeds.	The Passion Garden will be available for free and used for organic vegetables seeds production. A seed specialty will be hired to consult on the seed production.
1.9. Develop Organic private standard guide	One organic private standard guide developed	Private standard guide used, products, number of costumers speaking about quality of our products & developed trust on the organic produce	Check list of quality parameter will be developed and adapted to a private standard guide.
Outcome 1: Ensured sustainable and profitable organic farming business of the organized and supported graduates			
Output 1: 36 competent and feasible organic farming business established and funded			

Objectives	Indicators	Means of verification	Assumptions
Activity 2: Organize provision of organic horticulture training for 165 local communities			
2.1. Provide training to smallholder farmers and SMEs on organic horticulture techniques	165 members of the local community get trained in organic farming topic.	Farmer and SMEs in the area will be trained in organic farming	Interested member of the local community (smallholder farmers and SME) will be trained.
2.2. Establish a helpdesk at BPC and facilitate advise on organic farming technique to local farmers	12 persons per months come and advised at the helpdesk.	Number of people/ groups requesting an advice, visiting the help-desk and advised on the help-desk.	The local farmers are interested in organic agriculture and need advice. The helpdesk is regularly visited by farmers.
2.3. Manage BPC's organic vegetable garden	4500 m2 sized BPC's organic garden managed	Evaluation of BPC garden developed, cultivated, and managed for students and local community members practical training and maximum vegetable production.	The entire BPC garden will be used for production.
2.4. Optimize income from sales of organic vegetables to support the income generating unit of BPC.	195,000 ETB generated from sales of organic vegetables and honey from BPC garden	All garden developed, organic vegetables and honey sold	Organic vegetables and honey produced from BPC garden will be sold at better price.
2.5. Beehives managed in the organic garden.	5 improved beehives are managed in the organic garden	Number of beehives managed in the college compound. KG of quality honey harvested; number of students got practical training on the apiary site.	The 5 beehives are well managed and used for students practical training and honey production.
2.6. Provide training on improved beekeeping for BPC students.	15 students followed the beekeeping training.	Number of interested students to follow beekeeping training, number of students attend training	Livestock program students are interested to follow the training and manage their own hives.
Outcome 2: Technical capacities of local communities enhanced to establish and implement sustainable practice of organic farming techniques.			
Output 2: Enhanced technical capacities of 165 local communities (smallholder farmers and SME) on organic farming topics			

Objectives	Indicators	Means of verification	Assumptions
Activity 3: Facilitate promotion and networking events on organic farming			
3.1. Awareness raising events on the benefits and importance of organic agriculture organized by the HUB.	11 awareness raising events organized.	Number of events organized, number of people attending the events, number of individuals or organizations speaking about organic farming.	Peoples interested to know more about organic products and show interest to help this sector to be developed.
3.2. Networking event among the different actors in the field of organic agriculture organized to promote organic farming.	3 networking events organized.	Actors in the organic farming sectors identified and contacted, number of actors activity participated on the events.	Organizations, farmers, and business in the field of organic farming might be interested to network and collaborate to develop the sector.
Outcome 3: Extended competitive market opportunities of the organic horticulture farming.			
Output 3: 11 awareness raising and 3 networking organized to promote and extend organic farming			

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