



YUNUS
ENVIRONMENT
HUB

IMPACT REPORT 2021

Bringing solutions to the environmental crisis

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04 **FOREWORD**

1

2

3

4

08 **INTRODUCTION**

- 09 Yunus Environment Hub
- 11 What We Offer
- 12 Our Areas of Work
- 14 Our Coverage
- 16 Our Team
- 18 How Do We Drive Change?
- 20 Partnerships & Alliances
- 22 Outreach 2021

24 **OUR MAIN PROGRAMS**

- 26 How It Began
- 28 Zero Plastic Waste Cities
- 38 SINA
- 42 ValuCred
- 46 StartNow
- 52 GrowUp
- 58 Amazonas Verde

62 **OTHER PROGRAMS**

- 63 Circular Ethiopia
- 64 Social business ideation in the post-industrial textile waste sector in Ethiopia
- 65 EPR Toolbox
- 66 3 ZERO Student Idea Competition
- 68 Latest Programs

70 **TOWARDS 2022**

- 71 Learnings
- 72 Opportunities & Outlook
- 74 Contact Us



FOREWORD

It is with great pleasure to present to you our Impact Report 2021 and the results we have achieved so far. **Yunus Environment Hub has been operating independently since September 2020 providing solutions to the environmental crisis** and contributing to Nobel Peace Prize Laureate Prof. Muhammad Yunus' vision of a world of three zeros: zero net carbon emissions, zero unemployment and zero poverty. Within this short and turbulent time, **we have managed to achieve a significant environmental and social impact on thousands of actors and local communities across the world.** This only was possible with our team of dedicated experts in sustainability, business management, technology, social innovation, entrepreneurship, and policy development. Facing the reality of COVID-19, our team, like many others, was forced to work from home and had to adapt to these challenges while growing into a new organisation. It was particularly challenging for us to run our programs in different countries under varying lockdown restrictions. The hard work paid off! We planned for a big first year in 2021 and joined forces to fill it with exciting achievements.



One of our biggest successes was to be commissioned by the Federal Ministry for the Environment of Germany to develop policy recommendations that will boost social businesses as a solution to solve pressing environmental problems. Additionally, our work towards solving the plastic crisis with

programs such as ValuCred, was recognised by the United Nations, demonstrating the quality and applicability of our programs. The efforts we have done on the waste management field positioned us as observers to the UN Basel Convention, where we will advocate for taking environmental and social measures into a binding plastic treaty. Last but not least, our efforts to tackle deforestation through biodiversity restoration drove us to launch our program Amazonas Verde that is supporting nature-based solutions led by communities in the Amazonas region. This gave us a solid base to start the first social business incubation program in the region.

With the significant support of the network of Prof. Muhammad Yunus, the Grameen Creative Lab, and all other Grameen organisations we are able to draw on decades of experience in the field of social business around the world. Now, in 2022, with only a few years left to avoid the worst consequences of the climate crisis, we continue working for climate action globally.

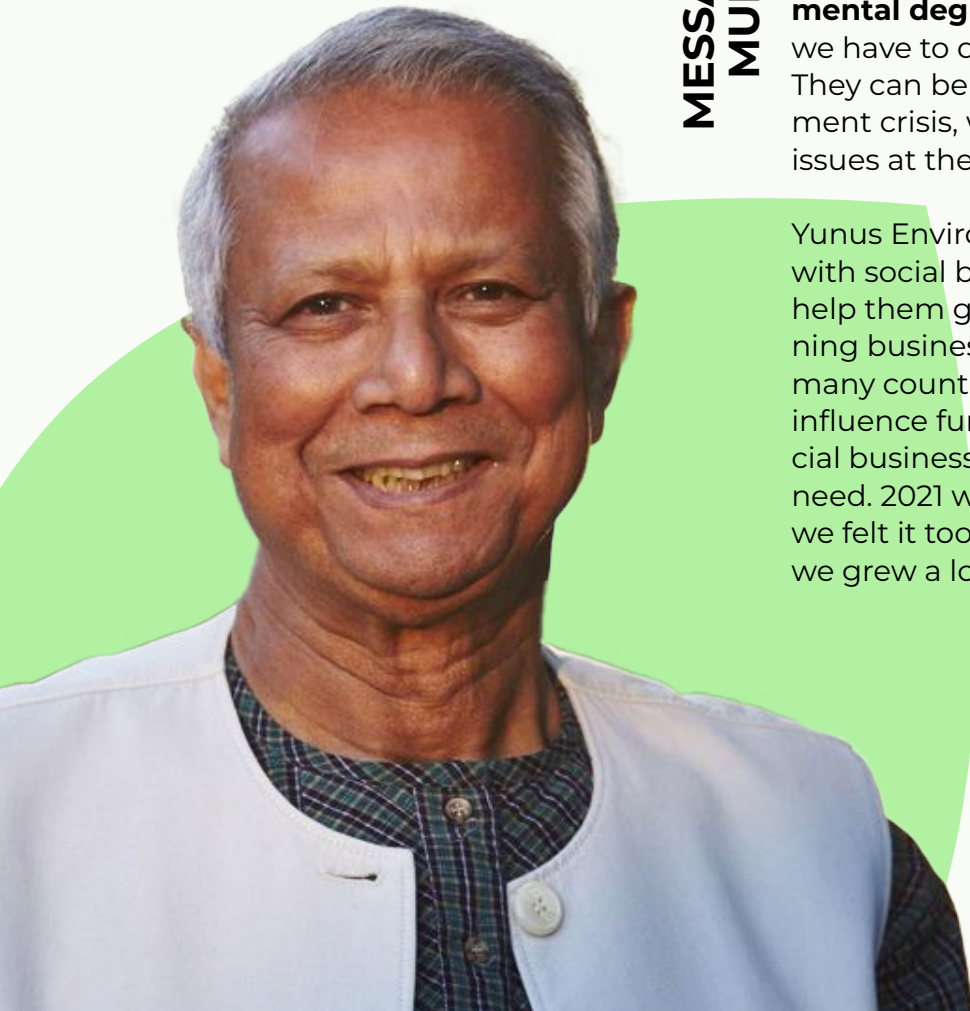


Christina Jäger
Co-founder &
Managing Director
Yunus Environment Hub

**16.302****PEOPLE REACHED****79****SOCIAL BUSINESSES
INCUBATED****510****SOCIAL BUSINESS
ENTREPRENEURS
TRAINED****40.000****VISITS ON
OUR WEBSITE****3.127****TOTAL NEW FOLLOWERS
ON ALL SOCIAL MEDIA
CHANNELS**

These are the outcomes we obtained through the execution of our programs during the first year of operations as a spin-off. While creating this report, we have been working on a robust impact methodology to measure short-, medium- and long-term impact across the organisation, which will be used to measure our programs in 2022.

Our Highlights



MESSAGE FROM PROF. MUHAMMAD YUNUS

The COVID-19 pandemic has revealed how sensitive the natural world is, how our human systems are insensitive to these. These systems are not good enough and they will continue to put more pressure to worsen the climate crisis over the coming decades. Now comes the Ukrainian war, adding another threat to environment. **We have no option but to change that trajectory and create a society free from injustices and environmental degradation.** One of the best tools we have to do that are social businesses. They can be utilised to tackle the environment crisis, while also solving other societal issues at the same time.

Yunus Environment Hub has been working with social businesses across the world to help them grow their ideas into self-sustaining businesses. We have programs active in many countries and we hope to expand our influence further and make sure as many social businesses as possible get the help they need. 2021 was a tough year for everyone and we felt it too at Yunus Environment Hub, but we grew a lot at the same time and the aim

of this report is to demonstrate the progress we have made towards achieving our vision.

A new world can be created, one which empowers every human being and leaves a liveable planet behind for future generations. **By harnessing the power of social business, we can build a world of three zeros: zero net carbon emission, zero wealth concentration, and zero unemployment.**

Prof. Muhammad Yunus
Nobel Peace Prize Laureate
Co-founder & Chairman
Yunus Environment Hub

**MESSAGE FROM
HANS REITZ**

We are no longer just talking about climate change; we are in the middle of a climate disaster. Toxic systems and human greed have led to irreversible impacts which both human and natural systems are struggling to adapt to. According to the sixth IPCC assessment report, approximately 3.3 to 3.6 billion people are living in contexts which make them vulnerable to the climate crisis. The actions we take today will determine our collective future. If we do not address the climate crisis now, and do not work to achieve net zero carbon emissions, more negative consequences are waiting for us. It is time to act, and by creating and supporting more social businesses that are addressing environmental issues, we can help solve the climate crisis.

It makes me extremely proud to see Yunus Environment Hub acting in this direction. I'm even more proud to have been there when it began inside the Grameen Creative Lab, before it became a successful spin-off in 2020 to focus even more on its mission of solving the climate crisis by creating a global social business network to support social businesses and entrepreneurs. Programs like The Plastic Lab and Zero Plastic Waste Cities are some examples of the amazing and impactful work we started together.

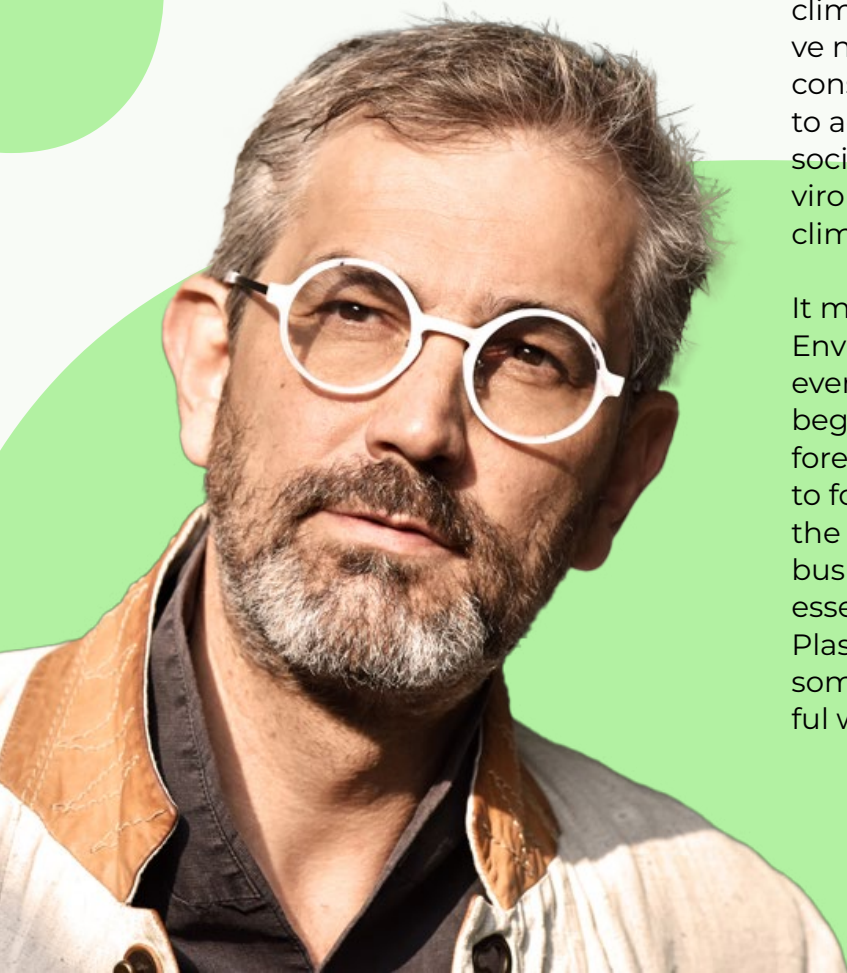
The Grameen Creative Lab is a front-runner of the social business movement, and as such, we are always happy to support others with our expertise, network, and resources to bring social businesses to new areas and create impactful ecosystems.

Together we believe we can make the impossible possible.

The latest resolution of the UN Environment Assembly on plastic shows how systemic actions are being recognised as essential to reverse the climate catastrophe in which we are living. We believe that Yunus Environment Hub will play a key role in fighting the climate crisis by activating the social business ecosystem to address the issues of waste management and net zero carbon emissions at a systemic level.

Hans Reitz

Co-founder & Creative Advisor
Yunus Environment Hub



INTRODUCTION



YUNUS ENVIRONMENT HUB

Starting as early as 1970s, Nobel Peace Prize Laureate Prof. Muhammad Yunus pioneered the global social business movement. He continues today to **advocate for the use of social business to solve social and environmental problems.**

Building on over 40 years of experience from the family of Grameen organisations in a variety of sectors, Yunus Environment Hub is **unleashing the power of social businesses to deliver solutions on one of the world's most pressing issues: the climate & environmental crisis.**

Our vision

To create a world of three zeros: zero poverty, zero unemployment, and zero net carbon emissions.

Our mission

To design and implement social business solutions to environmental challenges that create opportunities along the value chain.



“The essence of a social business is that it is a business created with the purpose of solving a societal issue. While addressing a social and/or environmental objective, it is financially self-sustainable yet does not pay dividends to its owners.”

Prof. Muhammad Yunus
Nobel Peace Prize Laureate

INCUBATION & ACCELERATION

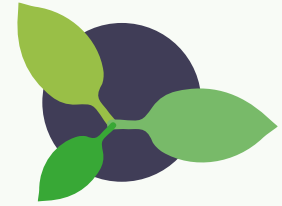
We are building a growing pool of social business entrepreneurs that focus on environmental issues through incubator and accelerator programs.

VENTURE BUILDING

Together with companies, foundations, and other organisations, we build new ventures and replicate and enhance existing solutions, adapting them to the local context and communities in new regions.

CONSULTING & ADVISORY

We share our expertise through research, strategy frameworks, and policy development to help private and public sector organizations identify approaches to act upon the environmental crisis.

EDUCATION & TRAINING

We use the power of learning to enable community support networks, bring social business solutions to the international community, and raise awareness for the urgency of the environmental crisis.

What We Offer

CIRCULAR ECONOMY

We support the transformation from linear to circular economy. Our solutions are based on the 7 R's Rethink, Reduce, Re-use, Repair, Re-furbish, Recover and Recycle.

Programs

Circular Ethiopia, Student Idea Competition, Build Back Better

WASTE MANAGEMENT & PLASTIC RECYCLING

We need to end plastic waste in the environment. Our solutions include Sustainable Municipal Waste Management Systems, Extended Producer Responsibility, and activities to increase closed loop recycling and circularity.

Programs

Zero Plastic Waste Cities, ValuCred, EPR Toolbox



CARBON NEUTRALITY

The basis of our work is to contribute to a carbon neutral economy. Our solutions include supporting innovative carbon-free business alternatives and compensating mechanisms for unavoidable emissions.

Programs

Amazonia Empreende, ClimateSeed

SUSTAINABLE AGRICULTURE

We promote sustainable agriculture by empowering smallholder farmers and rural communities through entrepreneurship training, capacity building, digital skills and access to markets.

Programs

Bridges for Peace – Sustainable Agriculture in Rural Colombia, SHE Stars – See Her Empowered



BIODIVERSITY

We contribute to the preservation of biodiversity and some of the world's most endangered rain forests. Our solutions include supporting local communities and indigenous people through sustainable entrepreneurship, capacity building and access to markets.

Programs

Amazonas Verde

CLEAN ENERGY

We support solutions that provide clean energy as a replacement for traditional sources of energy, and as energy supply for households without prior access to electricity.

Programs

Grameen Shakti, Green On

ACCESS TO WATER & SANITATION

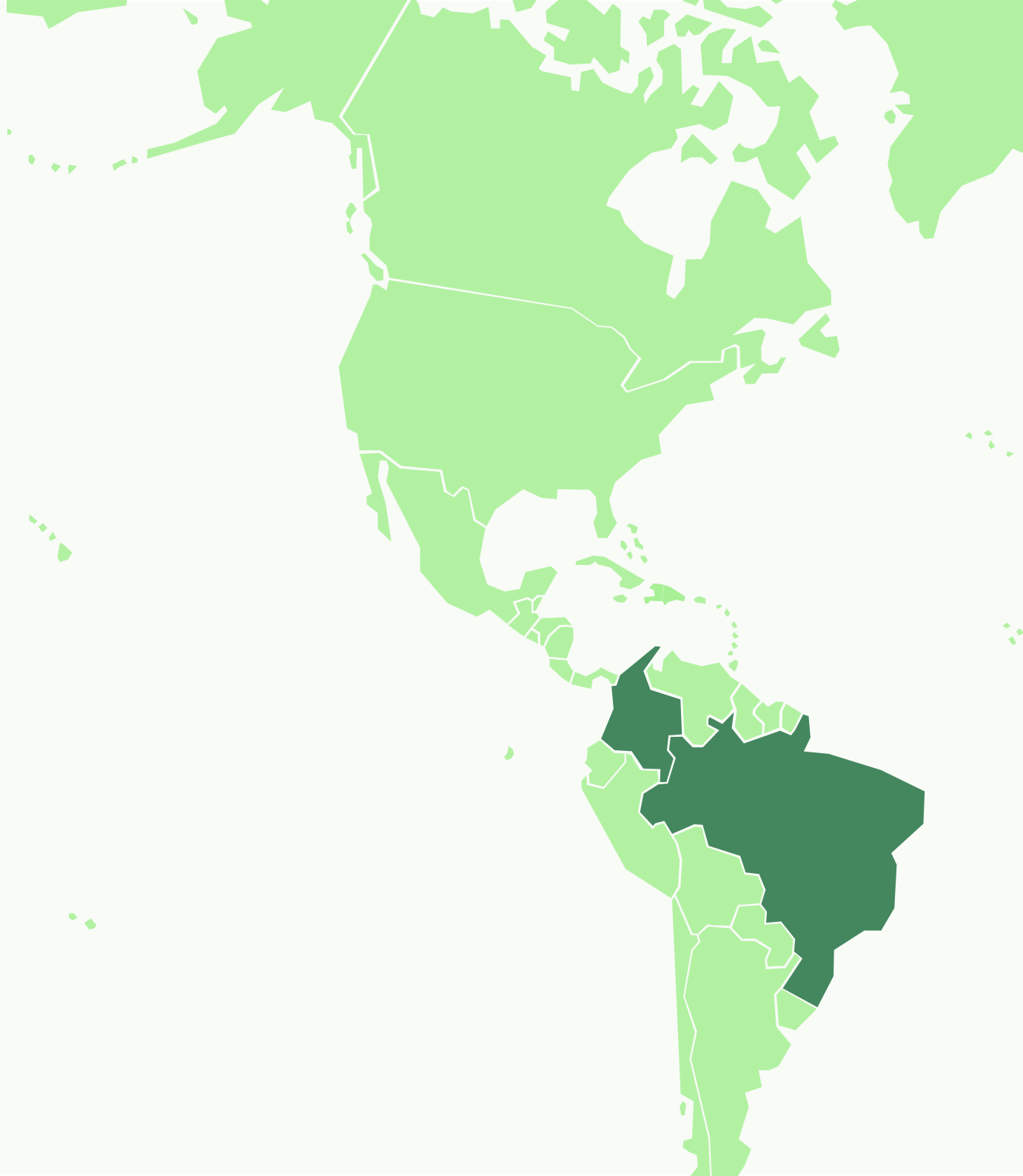
We foster solutions that provide access to clean water and sanitation in both rural as well as urban communities.

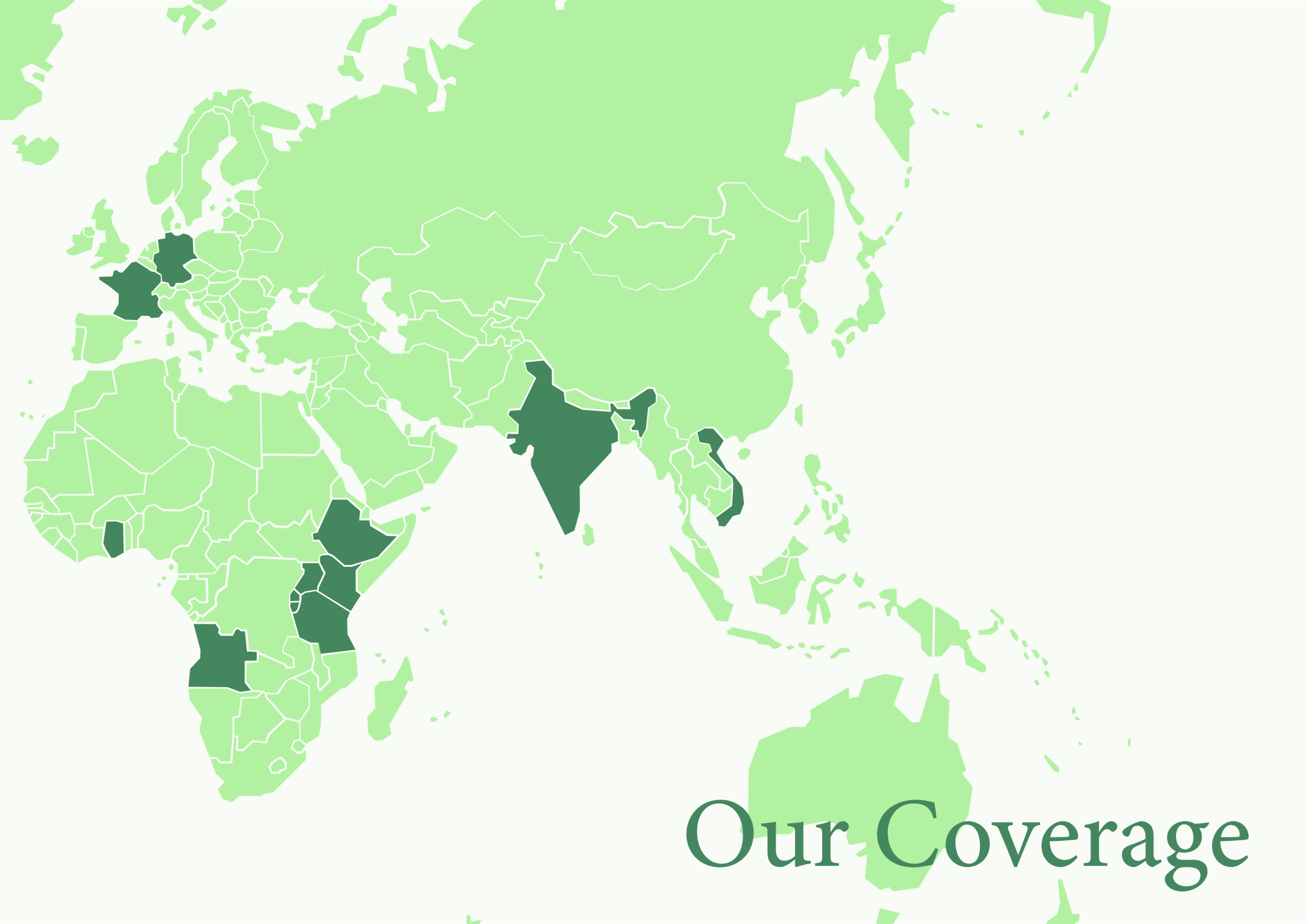
Programs

Grameen Veolia Water

Our Areas of Work

The scope of our work is global. During 2021, our organisation supported a wide range of communities and organisations in 14 different countries across Africa, Asia, Latin America and Europe.





Our Coverage

Despite the global pandemic, our team has rapidly grown to more than 30 committed team members across the globe from more than 12 different countries.

67%

OF OUR GLOBAL
TEAM ARE WOMEN

28.301

HOURS WORKED
TOWARDS BRINGING
CHANGE

+30

NEW TEAM MEMBERS





At Yunus Environment Hub, our **international, multi-cultural team** is ideating, creating, and implementing innovative ways to deliver social business solutions with people at the heart of them. The dedication of each individual team member to our mission is what has made us grow quickly over a short period of time and deliver the best possible results across our global programs.

It has been a part of our company culture from the very beginning to **lead by example and promote sustainable actions that work towards stopping the climate crisis.**

We have implemented internal strategies to reduce our carbon footprint by:

- Promoting vegan and vegetarian diets.
- Enabling remote work.
- Using ethical banking services which invest in environmental impact.
- Choosing green website hosting and service providers.
- Working with refurbished IT equipment.
- Offsetting unavoidable CO₂ emissions.

Our Team



OUR BELIEFS

We believe **social businesses are the best tool for stopping the environmental crisis**. As a society, it's vital that we change the way our economy functions, and the social business model can be a powerful driver for making that happen. As Prof. Yunus says, "everyone is born an entrepreneur", which fits with what we have seen as an organisation, as many people across the world are using entrepreneurship to rise to the challenge of the environment crisis. Yet, not everyone gets the chance to reach their full potential, which is a waste of human talent and ingenuity. Our work at **Yunus Environment Hub focuses on building the global social business ecosystem** by implementing innovative social business solutions, connecting, and raising awareness among different stakeholders, and supporting social business entrepreneurs to develop and grow.

OUR IMPACT STATEMENT

Our main goal as an organisation is to **use the power of social business to develop long-term solutions for the environment, climate and biodiversity crisis which create systemic change**. The methodology we use to develop our impact logic is based on our beneficiaries and the change we want to create for them. During this process we have worked with several stakeholders to develop our **theory of impact** for each of our programs and our impact strategy for the whole organisation. As a result, we have created a framework to measure and analyse our impact based on four areas:

Uplifting Green Social Business Entrepreneurs.

We support and build capacities for social business entrepreneurs that are working on local environmental solutions.

Building a Social Business Ecosystem.

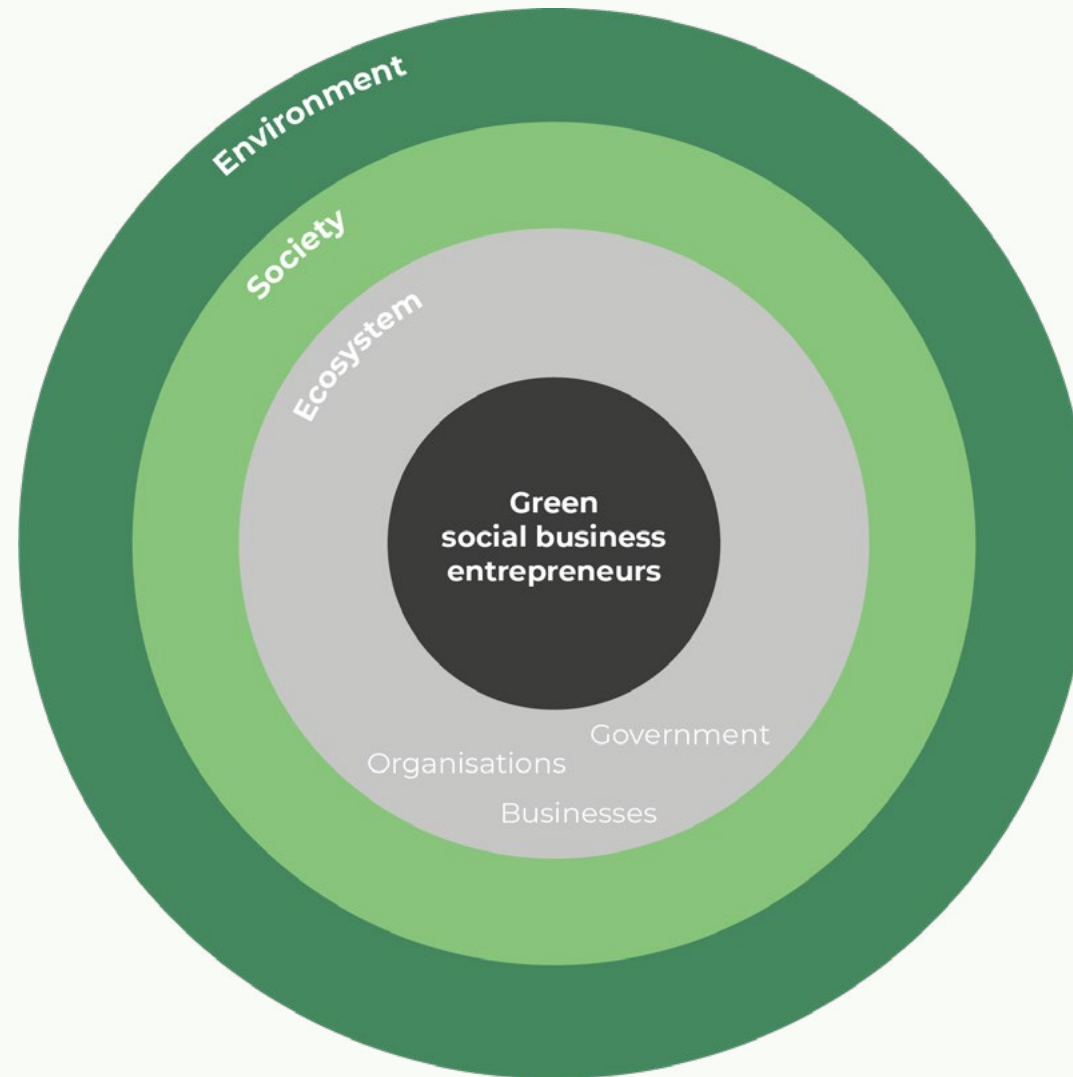
We strengthen the ecosystems in which green social business entrepreneurs develop their ideas, we work with the private and public sector to develop frameworks, support programs, design and implement new guidelines, government policies and industry standards that promote the development and growth of green social business solutions.

Creating Awareness.

With our advocacy and visibility efforts **we aim to encourage people and society to take action to solve the environmental crisis** through the creation or support of social business.

Environmental Impact.

Achieving carbon neutrality is at the forefront of our impact theory. **Throughout our work we support building social business models that sequester CO₂ emissions, build towards a circular economy, and create positive environmental impact.** We aim to build resilience among our beneficiaries and to support them in implementing a sustainable model to run businesses that will mitigate the environmental crisis and create positive impact.



How Do We Drive Change?

PREVENT WASTE ALLIANCE

Initiated by the German Federal Ministry for Economic Cooperation and Development (BMZ), the PREVENT Waste Alliance serves as a platform for exchange and international cooperation for a circular economy. Together we developed an EPR toolbox to enable waste management stakeholders to finance and organise waste collection.



SEND

Social Entrepreneurship Network Germany, a network with more than 700 members advocating for social entrepreneurship in Germany. As part of the network, we shape the political and financial framework conditions for social business entrepreneurs and connect and exchange with like-minded leaders.



BUNDESVERBAND NACHHALTIGE WIRTSCHAFT

As a member of the Federal Association for Sustainable Economy we drive the ecological and social transformation towards a sustainable economy in Germany.



WASTE WISE PARTNERSHIP

We have joined forces with UN-Habitat, International Solid Waste Association (ISWA) and Avfall Norge to deliver aligned products and methodologies to enhance municipal solid waste management and transition to a circular economy.



VIETNAM NATIONAL PLASTIC ACTION PARTNERSHIP

The Global Plastic Action Partnership has partnered with the Ministry of Natural Resources and Environment of Vietnam to officially launch a national collaboration platform for plastic pollution action. Yunus Environment Hub with its plastic pollution program is part of the national collaboration efforts.



OTHER PARTNERS

Absa Bank Kenya

Alliance to End Plastic Waste

Amazonia Empreende

Avfall Norge

Basel Convention

BlackForest Solutions

Circular Action Hub

Circular Economy 4 Africa

ClimateSeed

Einstein Rising

Federal Ministry for Economic
Cooperation & Development (BMZ)

Federal Ministry for the Environment,
Nature Conservation, Nuclear Safety
and Consumer Protection (BMUV)

Fundación Compaz

GIZ – Deutsche Gesellschaft für
Internationale Zusammenarbeit

Good City Foundation

Impact Hub Network

Intellectap

International Solid Waste Association
(ISWA)

National Postcode Loterij

Kenyatta University

Nehlsen & Rodiek

Röchling Stiftung

Rotary Vijana Poa

Sequa

Social Enterprise Ethiopia

Social Entrepreneurship Hub Ghana

Studio Nima

The Challenges Group

The Grameen Creative Lab

UN-HABITAT

UN Environment Programme

World Wide Fund for Nature (WWF)

Yunus Centre

Yunus Sports Hub

Yunus & You – The YY Foundation

Partnerships & Alliances



Beach Clean Up Puducherry, India

Our team in India joined forces with local stakeholders to collect and clean 172 kg of plastic, 20 kg of glass bottles, 11 kg of clothing rags and 31 kg of mixed inert waste on a Saturday to raise awareness for plastic pollution.

JANUARY

**Rainmaking series
Tanzania and Viet-
nam by Good City
Foundation**

MAY

**The RadHub
on circular eco-
nomy hosted by
the BMW Group**

JULY

FEBRUARY

**Social Business Youth
Summit 2021**

JUNE

Social Business Day
We launched the
Waste Wise Partner-
ship (WaP).



AUGUST

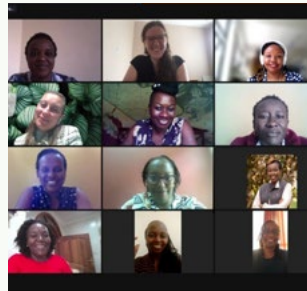
**Social Business Summer
Program 2021**

Talk about social business
venture building, and its
potential in the shift to
a circular economy.

APRIL

East Africa Social Business Forum on Youth Entrepre- neurship

We hosted the session "Climate action in East Africa" where we showcased current climate action efforts from the YEH network.





National Entrepreneurship Observatory of Chamber of commerce of Cali

Hosted the session “How can we strengthen Social Business in the Amazon region to fight deforestation and preserve biodiversity”.

SEPTEMBER

World Circular Economy Forum

Presentation of the ValuCred Standard Process Modell (SPM) for plastic credits & EPR schemes.

Global Climate Strike

Our teams went out on the streets to join the demonstrations around the globe.

Fifteen Seconds Festival

Session hosted on “How we can create synergies between social business and circular economy”.

Global Social Business Summit

Plenary session on “Accelerating Climate Action through Social Business”.



PREVENT General Assembly participation as founding member and as part of the Working Group Plastics.

NOVEMBER

OCTOBER

Circular Apparel Innovation Factory

Speech on “Reimagining Jobs and Livelihoods in the Textile Industry”.



Plastic Waste Free World Conference & Expo Europe

We spoke about financing schemes for a circular economy and the plastic credit market and participated in the panel discussion „Innovative financing mechanism for waste management“.

SEA of Solutions hosted by UNEP

We shared inputs for the evaluation of financing mechanisms for sustainable financing and influenced the discourse held among policy makers at UN level.



Outreach 2021

OUR MAIN PROGRAMS





Yunus Environment Hub was incubated within The Grameen Creative Lab, where it started with a creative laboratory to identify solutions to keep plastics out of the environment. Many pilot projects followed, that lay the foundation of our programs today.

**2016****2017****2018****The Plastic Lab**

A creative laboratory that works on solutions to keep plastic out of the environment.

**Plastic Ocean Exhibition Paris**

An exhibition on marine litter that was set up in front of the mayor's house in Paris.

**Climate Seed**

A social business that connects carbon credit buyers directly with sellers for carbon offsetting.

**Grameen Precious Plastic**

A recycling workspace in Bangladesh to develop products from recycled plastic.





2019

Zero Plastic Waste, Zero Poverty

Training program on plastic waste source segregation, collection, and recycling in the Caribbean.



Zero Plastic Waste Cities

Feasibility studies to create social business solutions for preventing plastic pollution in India and Vietnam.



2020

Bridges For Peace

Social business training program for sustainable agriculture businesses in rural Colombia.



Over the last 5 years Yunus Environment Hub was being incubated within the Grameen Creative Lab. During this time our team started to build and work towards the solutions we now provide as a spin-off.

How It Began



Zero Plastic Waste Cities

CHALLENGE

It is estimated that every year approximately 12 million tonnes of plastic waste end up in the ocean, leading to numerous environmental problems.

This occurs mainly due to gaps in the capacity to deal with plastic waste and a lack of financial investment in the sector. This is especially a problem in the global south where people still rely heavily on open dumping and uncontrolled burning of waste.

The collection, sorting and recovery of recyclable materials are mainly done by informal waste workers, who suffer from inadequate working conditions, poor remuneration and lack of social security.

Problems exist along the entire value chain of waste management, but the severity can vary depending on the region, meaning that solutions must be designed taking local context into account.



Incubation & Acceleration



Venture Building



Consulting & Advisory



Education & Training



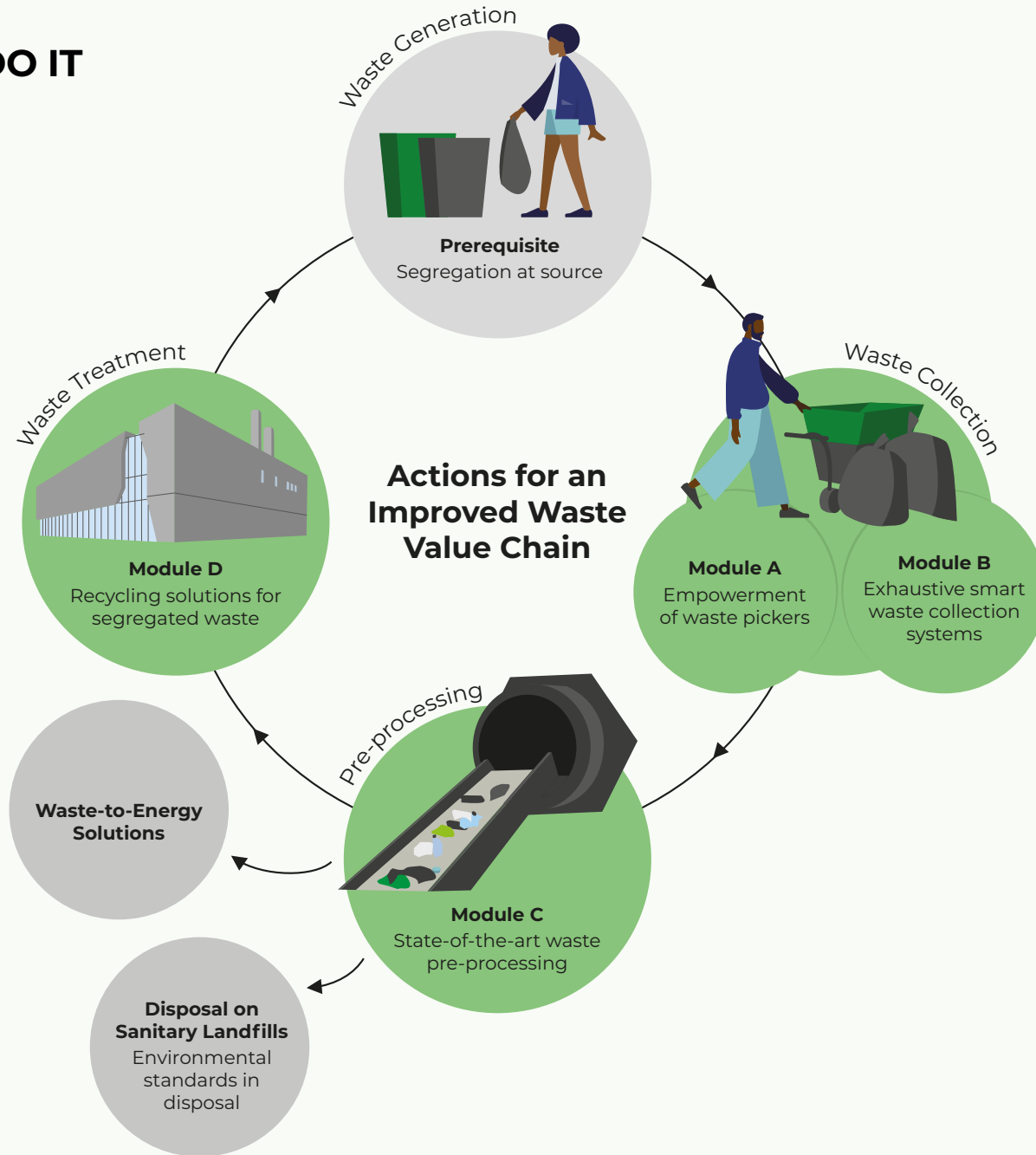
OUR SOLUTION

We use the Zero Plastic Waste Cities approach to establish social businesses which can improve municipal waste management, leveraging a modular approach to create solutions based on the needs analysis of the specific local context. Empowering informal waste workers and their communities is key to any implemented solution. We have built four modules that are independently adaptable to local waste market dynamics.

Regions

Ethiopia
India
Kenya
Vietnam

THIS IS HOW WE DO IT



DEEP-DIVE KENYA

The pace of Kenya's industrial development paired with the country's rising living standards and a growing middle class have resulted in increased solid waste generation both by the industrial sector as well as on the household level. Especially the country's major urban areas such as Nairobi and Mombasa, where populations are growing faster than on the national average, are witnessing an exponential increase in the generation of waste.

Three key findings from Nairobi

Collection: Most household collection, especially in low-income communities, is conducted by semi-formally registered community-based organisations (CBOs) and most recovery and sorting of recyclable materials is carried out by informal waste collectors and traders.

Lack of segregation at source: There is a lack of awareness of households on both the importance of waste segregation from an environmental perspective as well as concerning the working conditions of waste collectors.

Location: Due to the rapid and uncontrolled growth of the city, especially the low-income areas are densely populated. Thus, it can be difficult to find available land where solid waste management systems could operate.



Three key findings from Mombasa

Collectivized waste collection: Waste collection CBOs have collectivized their efforts under umbrella organisations, these umbrella organisations enable the CBOs to streamline their waste collection and recovery activities and to strengthen their bargaining power with recyclers and the county government.

Payment inconsistency: The CBOs repeatedly report of households not paying the collection fee they are charged for the services of waste collection and disposal. CBOs operate with limited cashflows and a very low income, and this puts them and their members under additional financial constraints.

Low profit margins: Similar to other national contexts, the profit margins for waste recovery in Mombasa are very low. The fact that most waste fractions must be transported to Nairobi to be recycled results in low profit margins for waste recovery in Mombasa.



“Working with the Yunus Environment Hub team, either on developing joint project proposals or field trips, is inspirational, with a lot of exchanges, brainstorming and professionalism! Moreover, the team is very friendly, which is a plus!”

Francesca Calisesi

*Associate Officer, Solid Waste Management
Urban Basic Services Section, UN-Habitat*

DEEP-DIVE ETHIOPIA

A rapid influx in population size and rising living standards have resulted in a rapidly increasing daily waste generation that is accompanied by inefficiencies and gaps in waste collection, transportation, and disposal, especially in Addis Ababa's low-income areas and informal settlements. Due to a systematic under-prioritisation given to solid waste management for decades on a public policy level, Addis Ababa's solid waste management sector is characterized by financial constraints at all levels of the waste management value chain.



Three key findings from Addis Ababa

Difficulties on waste compaction: Waste trading stakeholders have no means of reducing the volume of collected recyclables so aggregated waste is only compacted manually at their facilities as they still aggregate and pre-sort their collected waste in open spaces without roofing, fencing, concrete floors, or electricity.

Lack of safe and organized waste disposal: The greatest proportion of the city's waste is disposed of at Koshe landfill which is lacking basic leachate containment causing serious health threats to informal waste pickers and other waste workers operating on the site as well as to local communities and the surrounding environment.

Opportunities for recovered recyclables: There is high demand for raw materials in Ethiopia which results in better prices for recovered recyclables. However, with only 5% of all waste being formally recycled, Ethiopia's recycling systems remain underdeveloped throughout the entire country.



“We are encouraging people to sort at the household level so that waste is not contaminated. People distribute waste in three different bins, but when waste is transported, it is mixed, so people lose the motivation to separate waste in their households.”

Girma Workie
Project Manager
UNDP

DEEP-DIVE INDIA

Puducherry municipality has a public bin waste collection system. Daily removal of garbage from communal bins is done by approx. 1200 staff members and the waste gets transported to Kurumbapet landfill that is reaching its capacity. There is a lack of waste segregation at source and awareness creation. As a result, and in line with the national average, 72% of waste lands directly on landfill.



Three key findings from Puducherry

Recognition of plastic waste value: In principle, the value of plastics is acknowledged in the Indian context. This leads to households separately collecting PET bottles and both informal and formal waste workers economizing these resources. This is a good prerequisite to scale up processes also for lower value plastic waste.

Wrong incentives: The waste collector is paid by the municipality per ton of waste disposed at the landfill, which does not encourage waste segregation and resource recovery.

Contextual peculiarities: The lack of land to install recycling infrastructure in the city, and the lack of segregated waste hinder the set-up of new systems. Successful models can only be replicated to some extent from other locations and always require profound local adaptations.

DEEP-DIVE VIETNAM

Plastic waste can be seen everywhere in the country – in cities, in the sea, in rivers and in rice fields. With 44 kg per year, Vietnamese per capita plastic waste is the third highest in Southeast Asia and has increased by more than ten times in the last thirty years. Vietnam is one of the five countries giving rise to half of the worldwide amount of plastic waste entering the oceans – also due to the large amounts of plastic waste imports.



Three key findings from Tan An

Plastic extraction before formal waste collection: Both formal and informal stakeholders in waste collection extract mostly PET and other plastic types of high recycling value after segregation at source, by purchasing from households and businesses before formal waste collection, during the waste collection and at centralized waste treatment centres, or picking recyclable materials at dumpsites.

Shortage of investment: Lack of investment in recycling facilities for post-consumer plastic waste and proper environmental impact assessment.

Waste workers stigmatization: Stigma towards labourers in the local waste industry; unrecognized waste workers without or with limited access to proper HSE knowledge and appropriate income opportunities.



HOW TO GET INVOLVED

Reach out to us if you want to support or create a Zero Plastic Waste City or if you have a social business solution for sustainable waste management.



CHALLENGE

When we talk about innovation, we talk mostly about tech. However, governments have realised there is potential in social innovations to help move us towards sustainability, yet they are short on support, visibility, and funding in comparison with the tech industry. Social innovations need to be incentivised more, but how can we know what entrepreneurs need the most? What capabilities do support organisations have to help? How can we obtain the best possible results?



Incubation & Acceleration



Venture Building



Consulting & Advisory



Education & Training



OUR SOLUTION

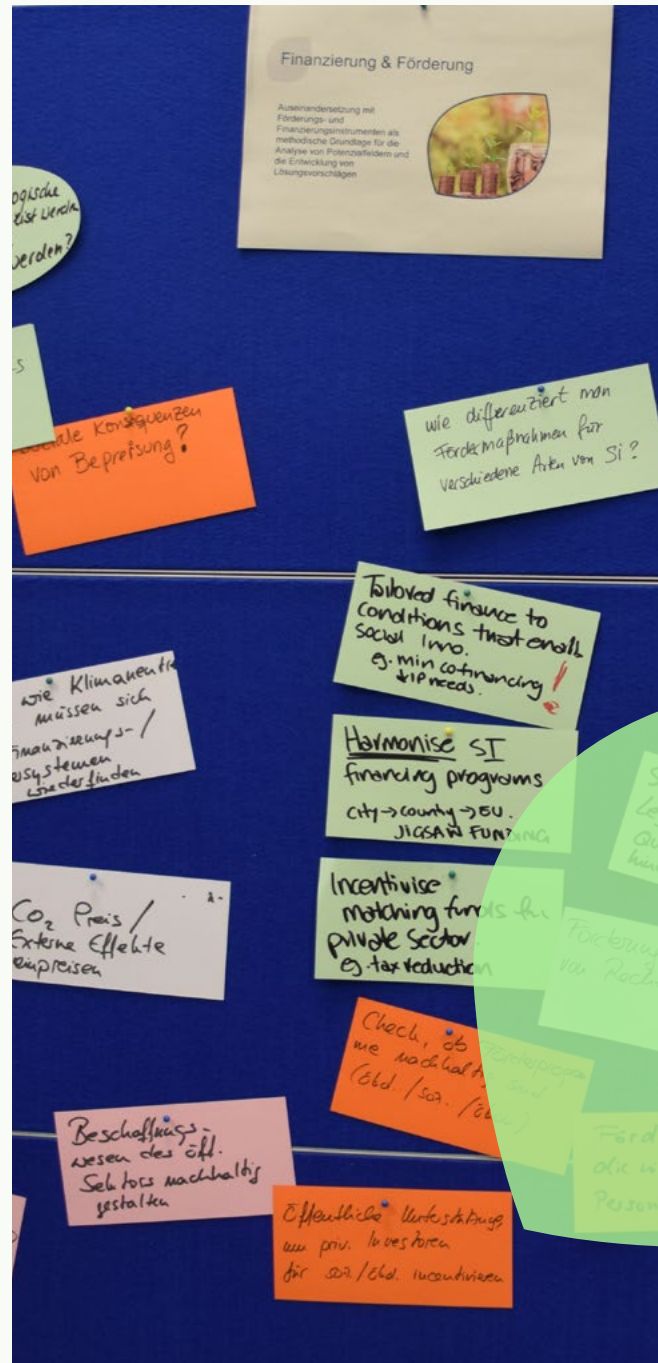
On behalf of the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV), Yunus Environment Hub implements “SINA – Soziale Innovationen für Nachhaltigkeit“, a program which focuses on supporting the social innovation ecosystem to reach the Paris agreement and Agenda 2030. Within three years the SINA program aims to determine the ecological, social and economic potential of social innovations to achieve Germany’s climate, environmental and sustainability goals.

Regions
Germany

CURRENT STATUS

Yunus Environment Hub is developing policy recommendations with an expert committee, practitioners, and experts with regards to the following topics:

1. Financing and promoting social innovation: What forms of funding and support do social innovations need in their different life cycle phases? Where are the central hurdles and obstacles?
2. Impact measurement: How can the impact of social innovations in the sustainability sector be measured?
3. Political and legal frameworks: How can legal reforms promote and support the emergence of social innovations in the sustainability sector?
4. Labour market and its potentials: What are the potentials and implications of social innovations for labour markets?



5. Technological potentials and risks: How can social aspects be taken into account when implementing new technologies?
6. Expansion and upscaling of social innovations: Which structures favour the spread of social innovations in the sustainability sector?
7. Systemic perspectives. What influences the transformation potential of social innovations in the sustainability sector from a systemic perspective?

HOW TO GET INVOLVED

You can follow the advances of SINA on our website www.si-na.org



“The support of social innovations is set out as a separate goal in the government coalition agreement. We are currently developing a national strategy for social enterprises across ministries. One goal is to provide better, stronger support for social innovations. The concrete results from SINA should flow directly into this process, into this strategy.”

Steffi Lemke

Federal Minister for the Environment, Nature Conservation, Nuclear Safety, and Consumer Protection (BMUV) – translated quote from the SINA launch event on 15 June 2022.



ValuCred

CHALLENGE

The increasing volume and complexity of plastic waste means plastic pollution is becoming an increasingly bigger public health, economic and environmental problem. Inadequate waste management, ranging from non-existent collection systems to ineffective disposal, is leading to air pollution, as well as the contamination of water and soil.

More than three billion people – mainly those in low-income countries – don't have access to proper waste management services. This means that marginalised communities are bearing the brunt of the problem, while also working in the informal waste collection sector, being improperly remunerated for their labour. To stop this from happening, systemic improvements in waste collection, infrastructure and services are urgently needed, especially the development of adequate remuneration systems for workers along the waste value chain.

Source: "Remuneration of Labour in the Waste Value Chain – Plastic Credit Pricing Model" Position Paper, ValuCred (2021).



Incubation & Acceleration



Venture Building



Consulting & Advisory



Education & Training



OUR SOLUTION

ValuCred is developing a standard process model for the transparent calculation and valorisation of plastic credits as innovative financing mechanism to bridge the gap of extended producer responsibility (EPR) compliance. ValuCred aims to develop a standard and align with the interests of stakeholders from around the globe to promote collaboration amongst existing initiatives in the plastic credits market.

Pilot Regions

Angola
Brazil
Ghana
India
Vietnam



CURRENT STATUS

We published the **report “Plastic Credits – Friend or Foe?”**, which covers recent market dynamics of plastic credits.

We launched a **position paper that establishes a basis for the remuneration of labour in the waste value chain** as part of ValuCred’s new plastic credit pricing model.

There are **five pilots confirmed** to test ValuCred in 2022.



You can find the report and the paper [here](#).

WHAT WE ARE AIMING FOR

We will mine data in the local waste management sector to gather insights, and report necessary information to financial contributors to **enable decision-making on investing in local enterprises**.

We will **connect financial contributors** (e.g., companies with EPR obligations) **with local waste management service providers**.

We will **offer solutions for long-term sustainable financing** used for system transformation of the plastic waste sector.



The ValuCred standard process model will:

Improve the socio-economic conditions and livelihoods of informal waste workers by facilitating payments and highlighting the need for, and importance of remunerating them properly for their services.

Streamline and harmonise the multitude of solutions that aim to bring financing into the infrastructure of the plastic waste sector to increase collection, treatment, and recycling.

Increase visibility of social inequalities along the waste value chain in low-income communities and endorse the inclusion of the informal sector in policy frameworks e.g. extended producer responsibility (EPR) regulations.



HOW TO GET INVOLVED

Reach out to us to express your interest in becoming a pilot partner, a collaboration partner, or a thought exchange pioneer.



StartNow

CHALLENGE

Making up more than 60% of the African population, the youth face extremely high levels of unemployment. Additionally, extreme weather and a changing climate threaten their economies, infrastructure, public health, agriculture, water supply and livelihoods. Despite being some of the people who have contributed the least to global warming, Africans are bearing the brunt of the climate crisis pushing people into higher levels of extreme poverty.



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Education & Training



OUR SOLUTION

Given the high levels of youth unemployment in Africa, we are guiding them to work collaboratively towards creating entrepreneurial solutions that stop the climate crisis. Our StartNow program offers a 2-month online course for potential or early-stage entrepreneurs, to help them build a social business plan. StartNow blends online and off-line experiences for the social business entrepreneurs to advance the creation and testing of their business plans.

Through our work, we aim to build a strong social business ecosystem by partnering with local stakeholders and involving mentors who are also learning how to utilise their business skills in the social business sector.

Regions

Eastern Africa: Burundi, Ethiopia, Mozambique, Rwanda, South Sudan, Uganda, Zambia, Zimbabwe

Western Africa: Ghana, Sierra Leone

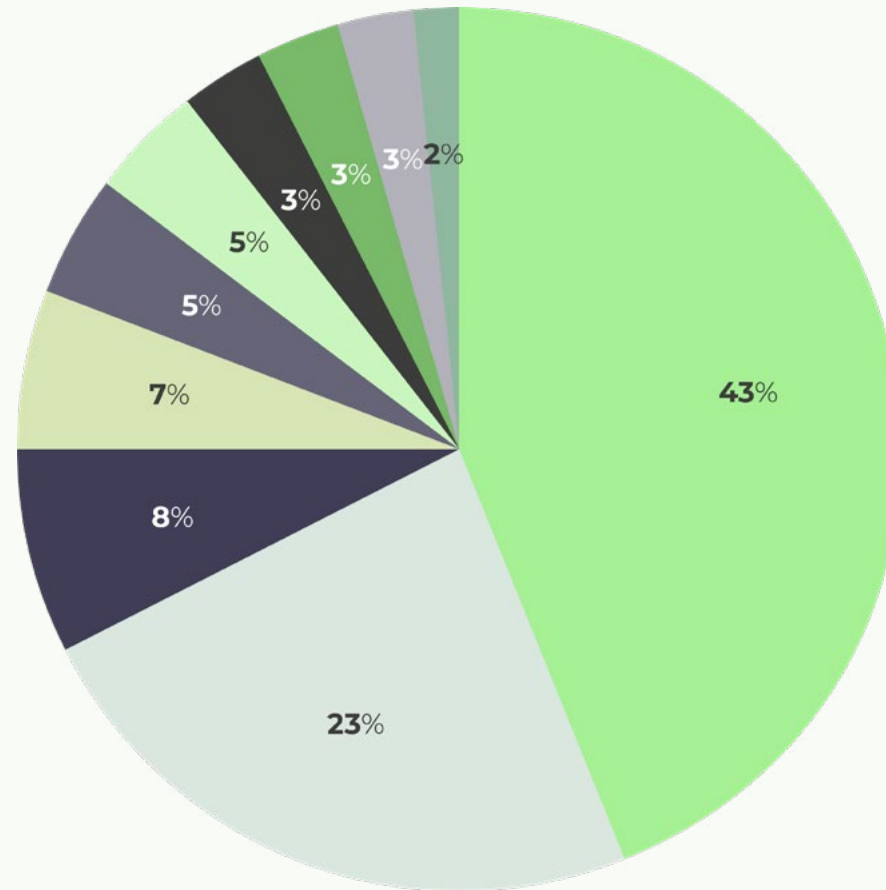
Middle Africa: Congo


Southern Africa: Namibia

South America: Colombia


In 2021 we have created and tested the on-line course with a total of 200 entrepreneurs and mentors in partnership with five entrepreneur support organizations mainly in East Africa. During 2022, we are looking to expand the number of users and geographic outreach.


SOCIAL BUSINESS PLANS BY SECTOR





 Agriculture and rural sector


 Others


 Foods and drinks

 Creative industries


 Construction

 Textiles/clothing/footwear

 Chemical industries

 Education

 Forestry

 Health services



“Thanks to our StartNow mentor, we learned the importance of doing market research and focus on different aspects of your project. The StartNow platform is also easy to use as it allows you to fill in on your project step by step. We are excited to see our social business grow through the program and officially launch it.”

Julieth Nila
Co-founder of Habeli Care



“From my experience, most people who do business are not really in business but “busyness” just busy for survival. The StartNow program helps many starters to start a business with structure. It’s a good program. I have also benefited a lot by using the modules for my own business.”

Rachel Wairimu
Mentor StartNow



HOW TO GET INVOLVED

If you are interested in using the course as part of your curriculum to support the creation of social business ideas or mentors to apply their business acumen, you can reach out to us on www.yystartnow.com





CHALLENGE

One of the main needs of social businesses in East Africa is the technical support that allows entrepreneurs to build capacity for business planning and management. Often starting as founder-centred organisations, social businesses also need to build capacity in many areas such as governance (Siemens Stiftung, Social Enterprises as Job Creators in Africa, 2021). To booster the number of successful social businesses in the area, we must ensure they move forward from the early stages of business development by figuring out where their product fits in the marketplace and generating perspectives from that.



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OUR SOLUTION

Our East Africa GrowUp incubator program focuses on supporting pre-seed and post-revenue social business entrepreneurs with innovative solutions to environmental challenges. When completing the incubation period, they will have identified how to:

- Refine their partnerships and operational model.
- Analyse the product-market fit in multiple contexts.
- Find viable routes to scale and grow.
- Integrate impact evaluation into their operational model.
- Identify financial sustainability model and financial opportunities.

Regions

Burundi
Ethiopia
Kenya
Rwanda
Tanzania
Uganda

Each cohort we select has a specific environmental issue that a particular GrowUp cohort will address. In 2021, for example, social business solutions were centred around sustainable waste management; in 2022, solutions will be dedicated to building sustainable food systems.

**2021 COHORT:
SUSTAINABLE WASTE MANAGEMENT**

77

APPLICANTS

67

**PARTICIPANTS IN
DEMO DAY**

10

**SOCIAL
BUSINESSES
INCUBATED**

23

**BOOTCAMP
PARTICIPANTS**

349

**HOURS OF
MENTORSHIP &
SUPPORT**

144

**NEW JOBS
CREATED**

+3000

**INDIRECT JOBS
CREATED**

2022 COHORT: SUSTAINABLE FOOD SYSTEMS

156

APPLICANTS FOR
2022 COHORT



HOW TO GET INVOLVED

If you are interested in running a GrowUp cohort, please get in contact with us. We are also looking for media platforms, entrepreneurship hubs or organisations that work with entrepreneurs in a different capacity and that can help us as a multiplier.



“MASSP has stated that the six months mentorship program has benefited the enterprise positively. I highlight the progress they made on their digital presence and in engaging with other organisations. The skillsets developed during the mentorship program will help MASSP pass the challenges they are facing. I am optimistic that they will form more collaboration and receive further support to growth.”

Bereket Abayneh Kefyalew
GrowUp Mentor for „MASSP Recycling Enterprise“



“Through the GrowUp incubator program, Yo-Waste has been able to test and validate some of its business assumptions such as our business model, marketing and fundraising strategies with a mentor on weekly 1 on 1 sessions. We had time to share and learn from industry experts and create lasting bonds with other like-minded entrepreneurs. The program has been exceptional and absolutely worth it.”

Martin Tumusiime
Co-founder & CEO Yo-Waste
GrowUp Incubatee



Amazonas Verde

CHALLENGE

The Amazon rainforest is not only home to a variety of endangered animal and plant species but constitutes one of the world's most important regions for our global climate. Yunus Environment Hub engages in the preservation of the Amazon rainforest and indigenous culture through social business support programs to enhance sustainable entrepreneurship and income opportunities for local communities. We believe that indigenous and local communities play an important role in protecting and strengthening the biodiversity of the Amazon rainforest.



OUR SOLUTION

Through speaking directly with local entrepreneurs and organisations in the Colombian Amazon region, we were able to determine the solutions which have the most potential in the area. We put this into practice, assisting local businesses with activities related to afforestation and the preservation of natural resources.

Amazonas region

Bolivia
 Brasil
 Colombia
 Ecuador
 Guyana
 Perú
 Surinam
 Venezuela



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CURRENT STATUS

We conducted a feasibility study to examine the potential solutions in the area. You can find the study [here](#). We visited Amazonia Empreende, a social business located in the heart of the Amazon rainforest, that addresses deforestation through education, community business support and activities that regenerate ecosystems. Amazonia Empreende is protecting the local environment while generating stable incomes for the people living in the area.

Check www.amazoniaemprende.com to learn more about the project.

To build more opportunities in the region, Yunus Environment Hub partners with Compaz Foundation to implement a social business incubation program in 2022 to support ten social business entrepreneurs that are led by youth groups and women, some of whom have been formerly involved in armed conflicts in the area.



HOW TO GET INVOLVED

Contact us if you are working with entrepreneurs and organisations in the Amazonas region who are creating social business solutions addressing deforestation and biodiversity loss.



“It is essential to highlight exchanges between leaders and entrepreneurs, as well as to promote scenarios that allow them to explore joint alliances.”

Paula Gaviria

Fundación Compaz

Translated message from the panel discussion “Emprendimiento en la Amazonia Colombia” on November 2020.



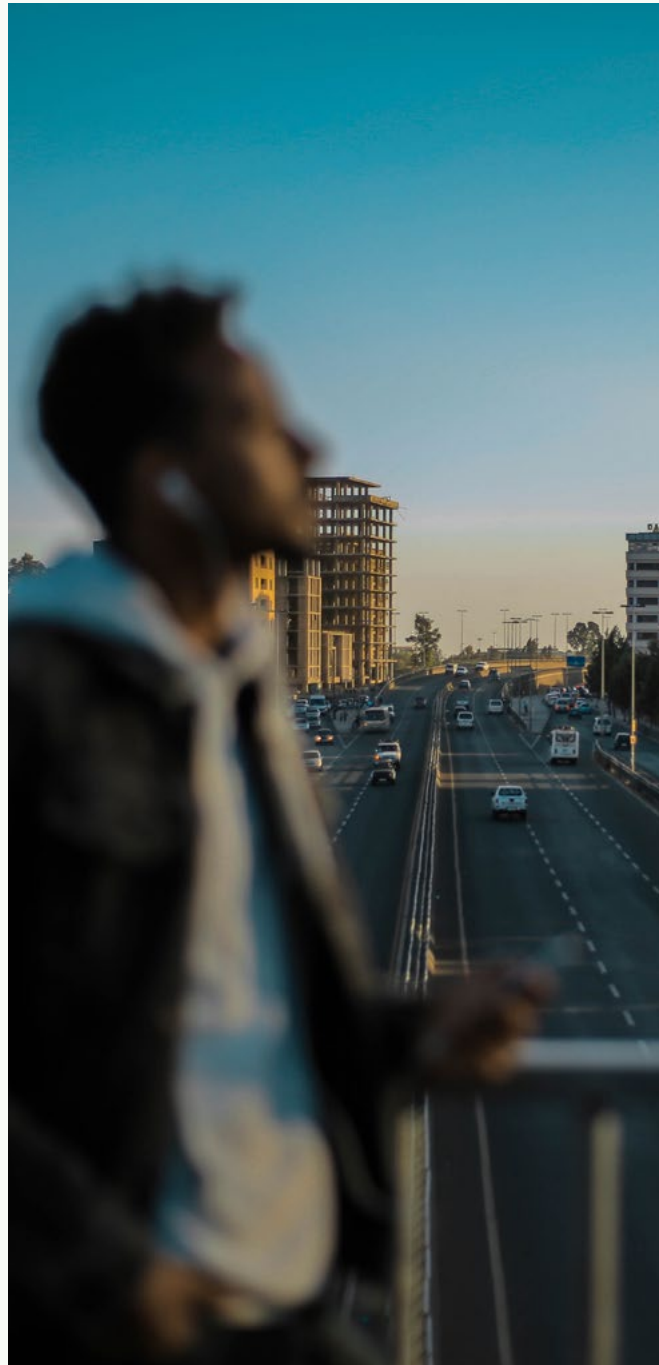
OTHER PROGRAMS





CHALLENGE

The ongoing COVID-19 pandemic has had an enormous impact on world-wide economic growth, with Ethiopia being hit particularly hard. The sudden slowdown of the country's annual GDP growth has had direct effects on Ethiopia's ability to offer employment across all sectors. We see the COVID-19 crisis as an opportunity to move towards a circular economy by strengthening the social business sector and environmentally sustainable solutions.



OUR SOLUTION

Together with renowned international and local speakers from organisations such as the Ellen McArthur Foundation, Social Enterprise Ethiopia, and others, we conducted training sessions for the private, public, academic, and civil society sector. During an open call for applications six circular social business ideas were selected to the Circular Ethiopia training program. The applicants were trained on circular principles, financial sustainability, and business plan creation which they pitched in the end during a demo to an international audience.

Circular Ethiopia



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Education & Training

Social business ideation in the post-industrial textile waste sector in Ethiopia

CHALLENGE

The textile industry in Ethiopia is rapidly growing and has been recognised as one of the sectors with high potential for job creation. However, a strong textile sector does not necessarily come along with an improvement in working or living conditions. If waste infrastructure isn't properly developed for the industry, environmental damage will likely add another serious issue in the fast-paced textile sector.

Potential problems include microfibres entering the ocean, filling landfills with textiles, or the leakage of toxic substances used during manufacturing into the environment. The proper management of textile waste is a global issue, with recycling made more complicated by the wide variety of dyes and materials used in production.



OUR SOLUTION

After analysing the current Ethiopian textile industry by conducting field visits, expert interviews, and literature research, we identified the biggest impact areas for social business solutions. Together with Studio Nima, we developed social business concepts to address logistical challenges, reuse models or technological challenges.

CURRENT STATUS

Through our process, we were able to build internal capacities and expertise, and found useful resources in the textile waste sector, as well as developed valuable partnerships. This helped us to prototype solutions for textile waste solutions.



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CHALLENGE

Extended producer responsibility (EPR) is key for the collection and recycling of packaging waste and the transition towards a circular economy. An EPR system finances waste management infrastructure and operations and can incentivise changes in packaging design to improve recyclability. What aspects need to be considered when setting up EPR schemes? And how can it be put into practice? There is a general lack of understanding how EPR schemes can be used to finance the development of waste management infrastructure and operations.



Extended Producer Responsibility Toolbox

OUR SOLUTION

On behalf of PREVENT Waste Alliance and together with other alliance members, we have built an EPR toolbox that will enable policy makers and local waste management stakeholders in low- and middle-income countries to finance and organise waste collection, sorting and recycling by implementing EPR schemes.

Find the toolbox [here](#).

Watch our video “How can the informal sector get involved” [here](#).



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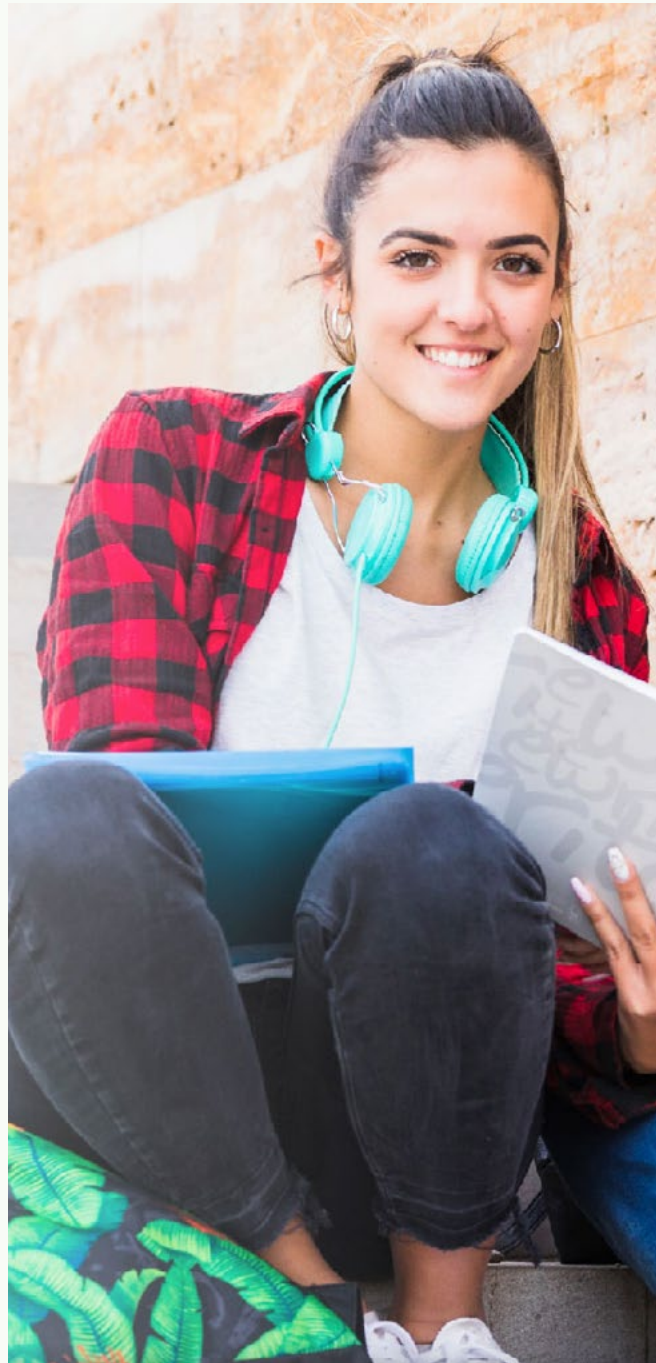
Consulting & Advisory



Education & Training

CHALLENGE

Social businesses are becoming a viable option for many people to combat the climate crisis. Despite a high level of interest in the topic, there is limited access to social business in education. Creating a world of 3 zeros with zero net carbon emissions, zero poverty and zero wealth concentration requires the imagination of this world and a new civilisation. Training and experience of what social businesses have to offer is vital in order to maximise the potential of the next generation of social business entrepreneurs. In places like Colombia, social businesses are an essential tool for sustainable development, green recovery, and peace building.



3 ZERO Student Idea Competition

OUR SOLUTION

We held a 3 ZERO Student Idea Competition open to all Colombian students in cooperation with the Yunus Centre, Yunus Social Business Centre at Universidad Externado, Yunus Social Business Centre at Universidad ICESI and Universidad del Norte. A webinar series was offered for the students to understand what a social business is and how to develop their ideas.

After the webinars series a total of 10 student teams were selected among 40 applicants as semi-finalists and received mentoring sessions to develop a social business pitch. We closed the program with a public pitch session where a jury and the audience selected a winner.



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At the end of 2021 we launched two new programs. Their outcomes and results will be shared in our next report.



BUILD BACK BETTER

This program is supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) through the Employment and Skills for Development in Africa (E4D) program.

Build Back Better was launched to support 25 social businesses in Kenya to harness the advantages of the circular economy for a sustainable and resilient recovery from the impacts of the COVID-19 pandemic. Of the 25 businesses taking part in the program, 35% are women-owned and 40% are youth-owned. Through the program, we will support the social businesses to identify how to transform into a more circular, resilient, and economically sustainable business and connect them with funders to obtain the required funding for the transformation. The entrepreneurs will learn how to grow their businesses in a way that prioritises social and environmental sustainability and long-term employment opportunities.



SHE STARS – SEE HER EMPOWERED

This program is supported by Absa Bank Kenya, the German Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and Employment and Skills for Development in Africa (E4D).

Over the course of 18 months, Yunus Environment Hub is supporting up to 1,500 women-led micro-, small- and medium-sized entrepreneurs to build more resilient, sustainable, and competitive businesses. This is in response to disrupted livelihoods due to the COVID-19 pandemic, climate change, biodiversity loss and a resource depleting economy. The beneficiaries of the program will be given the necessary tools and learn new skills to use their business models to drive change. SHE Stars aims to empower entrepreneurs to provide more income opportunities and greener jobs for people in local communities.

Latest Programs

TOWARDS 2022

4





We work directly with social businesses and on an ecosystem level to create systemic changes.

One of our biggest achievements in 2021 was to expand our activities and grow our team to start building a better ecosystem for social business entrepreneurs. We see the ecosystem as a space where different stakeholders work together and support social business entrepreneurs in their abilities to scale up their solutions. Common problems that social businesses are confronted with are not isolated, they are rather dynamic and consist of interlinked parts and structures within a complex system. To change the system for the better, we have successfully started advising on policies through the SINA program as well as building global standards for envi-

ronmentally and socially sound waste management through the ValuCred program. Also, in our efforts targeted to support social business entrepreneurs we engage with local stakeholders to exchange good practices and build capacities within the system for all to thrive.

Increasing outreach to raise awareness and build ecosystem support.

We organise and participate frequently in spaces where different stakeholders can come together and exchange their ideas, create synergies, and discuss best practices for social business entrepreneurs. This also includes people from outside of the direct ecosystem, helping us raise more awareness of the benefits of social businesses in the wider society, and demonstrating that there are new ways of doing business that achieve a positive impact on the planet.

Focusing on early-stage entrepreneurs to build a better social business pipeline.

Early-stage entrepreneurship is risky, with a typically low survival rate. These businesses

need specific support, which is one of our core competencies at Yunus Environment Hub. In addition, we capacitate mature entrepreneurs to build new skills and networks, thereby creating stronger social business pipelines for impact at scale. Alongside this, we provide many opportunities for progress, build better ecosystems, and connect people in the social business sector, helping to increase the success rate for green social businesses. When more green social businesses thrive, more effective solutions can be found to solve the social challenges and the environmental crisis we are facing.

Learnings





In 2022 we are building upon our impact strategy to become the leading enabler, implementor, ecosystem builder and thought leader for green social businesses. We will continue supporting our social business entrepreneurs that are our reason to be.

StartNow will reach more participants and extend its program beyond Africa.

GrowUp will start a new cohort for social businesses in eco-tourism based in East Africa.

ValuCred will run pilots with partners to test and improve.

The **SHE Stars – See Her Empowered** program will start running and build capacities for +1,000 women entrepreneurs in Kenya.

The **Build Back Better** program will support 25 social business entrepreneurs to harness the advantages of the circular economy and recovery from the impact of the COVID-19.

We are looking forward to continuing supporting social business entrepreneurs that are working towards solving climate change and building resilience in their communities.

We continue strengthening the ecosystem for them to thrive and offer long-term sustainable solutions.

Opportunities & Outlook

Contact us if you connect with our purpose and would like to join efforts.

If you are interested in our work and share a common vision of the impact we want to bring, reach out to us to explore partnership opportunities to build and implement solutions together: info@yunuseh.com



www.yunusenvironmenthub.com