

# Circular Ethiopia: Building a Circular Economy through Social Business

*1. Webinar*

*How to create a sustainable social business*

*5 February 2021*



**YUNUS  
ENVIRONMENT  
HUB**





# Agenda 5 Feb 3:00 - 4:30pm

1. Welcome
2. Introduction to Social Business
3. The 7 Principles of Social Business
4. Social Business Type 1 and Type 2
5. Expert Insights: Melat Yosef (Board Member, Social Enterprise Ethiopia)
6. Expert Insights: Bruktawit Tigabu (Social Entrepreneur, Whizkids)
7. Panel Discussion, Q&A

<https://yunusenvironmenthub.com/circular-ethiopia/>





## **Our Mission:**

To design and implement Social Business-based solutions to environmental and social challenges that create opportunities along the value chain.

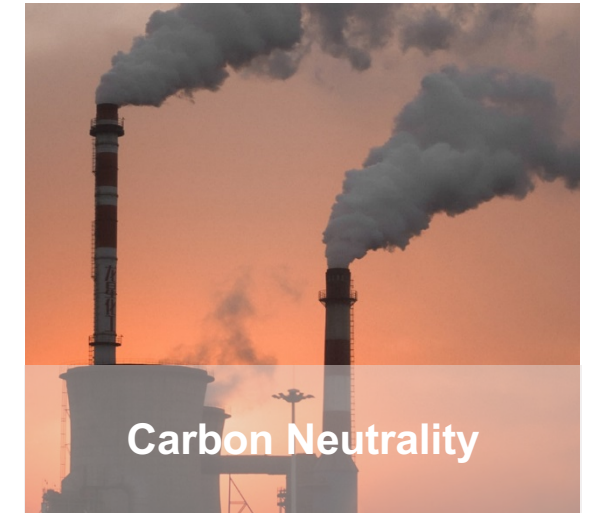
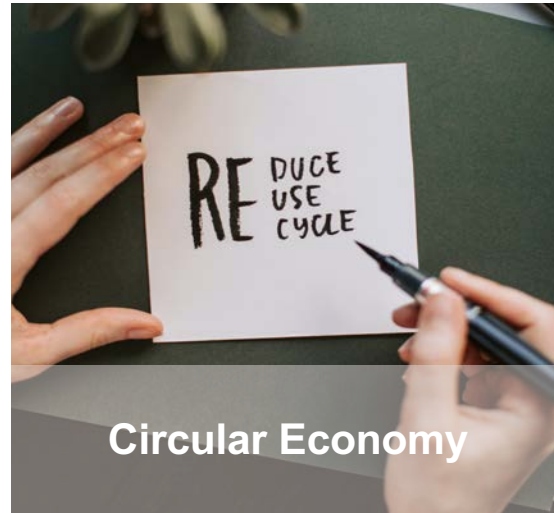
## **Our Vision:**

To create a “World of Three Zeros”:  
Zero Poverty, Zero Unemployment, and Zero Net Carbon Emissions



# What We Do

Building on over 40 years of Grameen's experience in developing and implementing social business solutions, Yunus Environment Hub focuses on all aspects related to environmental issues



# Empowering Social Business Entrepreneurs in a Circular Economy in Ethiopia



1 Feb  
2021

## I. Open Access Webinars for future and current social business entrepreneurs

1. How to create a **sustainable social business** – Introductory lecture and expert insights

2. **Circular economy and entrepreneurial opportunities** – Applied frameworks and industry experts

3. **Idea and problem framing**  
- Introduction to tools and frameworks

Selection process via applications

## II. Mentoring Program for early-stage social businesses in the Circular Economy

Each participant is guided to **create solutions** to overcome their **specific challenges**

**Four individual sessions** with expert mentors from the local entrepreneur scene

The goal is to **create a Roadmap**, (Investor/partner) **Pitch Deck** or **Business Model Canvas**.

15 Apr  
2021

## III. Virtual Demo Day

open-access, online event featuring the pitches of the participating teams as well as inspiring panel talks

## Access to Yunus Network

International network of experts, access to funding partners

## Media reach

Press release/news article on social business solutions and free resources



# Webinar 1: How to create a sustainable social business

05 February 2021



**YUNUS  
ENVIRONMENT  
HUB**



**A Social Business is a business with a social mission at its core. 100% dedicated to solving social and environmental problems. They are a no loss, no dividend business.**





# The 7 principles of social business

## Six Principles of Grameen Social Business

1. Business objective <sup>will be</sup> to overcome poverty, or one or more problems (such as, education, health, technology access, environment, etc) which threaten people and society; not profit maximization.
2. Financial and economic sustainability.
3. Investors get back ~~as~~ the investment amount only. No dividend is given beyond investment money.
4. When investment amount is paid back, company profit stays with <sup>the</sup> company for expansion and improvement.
5. Environmentally conscious
6. Workforce get market wage with better working condition.
7. Do it with joy

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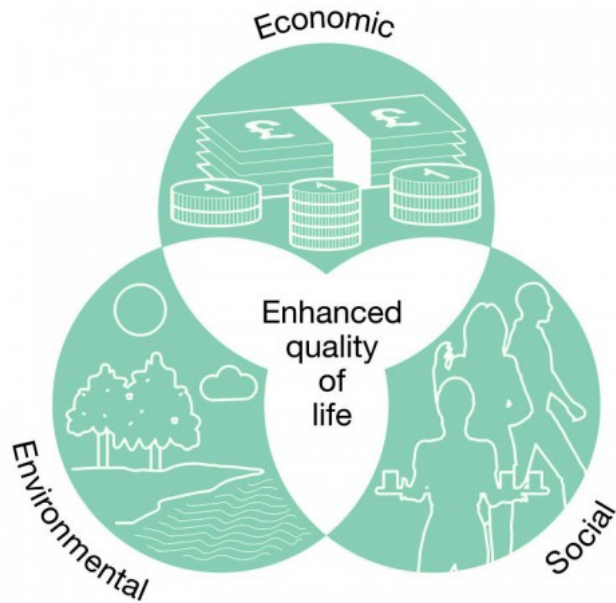
5. Gender-sensitive and environmentally conscious

6. Workforce gets market wage with better working conditions

7. Do it with joy



# Two Types of Social Business



## Type 1

Zero losses, no distribution of dividends, investor ownership.

Solves a social problem and the investors are the owners who reinvest the profits in expanding and improving the business.



# Case: Grameen Shakti

## Solar Home Panels + BioFuel + Cooking Station

### Solar Home Panels

Started in 1996, now installed 1.8M home energy systems, 33% of all households in Bangladesh

### BioFuel: Bio-Gas plants at home

Started in 2005, now installed 35k Bio Gas systems, 40% share in Bangladesh

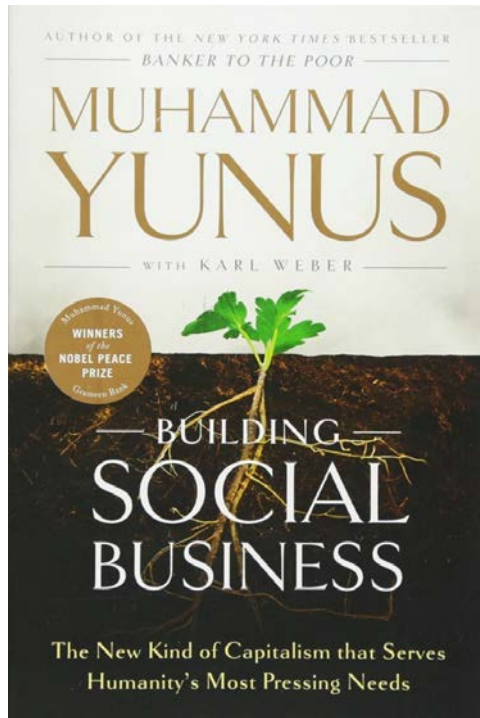
### Improved Cooking Station

Started in 2006, now installed 1M Cooking stations, 35% share in Bangladesh





# Two Types of Social Business



## Type 2

A for-profit business owned by communities of poor people, dedicated to a predefined social cause.

Profits are distributed among the owners to alleviate poverty.



# Case: Waste Ventures India

## Plastic as a Social Business

**Waste Ventures India** collects previously uncollected waste with standardized, cash payments, generating employment for waste pickers.

**Income Generation:** 1200 recyclers obtain 20% additional income

**Zero waste in the Community:**

more than 1 ton of waste per day, including more than 500 kilograms of organic waste

**Sale of Compost**

more than 1.5 tons of compost sold to organic farmers







**Do you have any  
questions?**

**Please send them via  
chat!!**

## Our Guests



Bruktawit Tigabu, WhizKids



Melat Yosef, Social Enterprise Ethiopia



**2 minutes  
break**



**Melat Yosef**  
Social Enterprise  
Ethiopia





# Social Enterprise Ethiopia

**We Impact! We Profit!**





# SOCIAL ENTERPRISE ETHIOPIA

Social Enterprise Ethiopia (SEE) is a national body for social enterprise – business with a social or environmental mission.

## **Vision**

“To create Strong social enterprise ecosystem for a sustainable and inclusive economy”.

## **Mission**

“Realize an enabling atmosphere where Social enterprises can flourish”.



# SEE Co-founders

SEE has 7 board members of whom all are social entrepreneurs.



Kibret Abebe  
President



Ayatam Simeneh  
Vice President



Melat Yosef  
Fundraising &  
Resource Mobilization  
Lead



Nebiyat Demeke  
Membership Lead



Bruktawit Tigabu  
Board ChairPerson



Tizzita Mengesha  
Secretary & Events  
Lead



Fassika Fikre  
PR & Creativity Lead

**There are 2 types of memberships:  
Certified and Associate.**

**Currently has 60 members of mostly  
Social Enterprises of which most are  
social enterprises. They work on  
different sectors from health,  
agriculture, education, technology,  
etc.**





# Major Activities

## **CONNECT**

Social Enterprise Ethiopia provides networking opportunities.

→ Events

## **MONTHLY NEWSLETTER**

Social Enterprise Ethiopia issues a monthly newsletter of the latest of our vibrant community.

## **EMPOWER**

Social Enterprise Ethiopia provides capacity building opportunities.

- Trainings
- Mentorship
- Customized Toolkits

*We Impact! We Profit!*

# Major Activities

## **PROMOTE**

Social Enterprise Ethiopia provides marketing services to member organizations.

- Features on SEE Online Directory
- Media Engagement

## **ADVOCATE**

Social Enterprise Ethiopia advocates for changes that would better serve our social enterprises and help drive their mission forward.

*We Impact! We Profit!*

# SEE upcoming project with YEH

Open access Webinars for future and  
current entrepreneurs

A four week mentorship program for 6  
early-stage social businesses in the  
Circular Economy.

Apply now:  
[www.yunusenvironmenthub.com/circular-ethiopia](http://www.yunusenvironmenthub.com/circular-ethiopia)





# Past Events

- ★ SEWF 2019
- ★ SEE Members Event
- ★ SEWF Anniversary

*We Impact! We Profit!*



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ETHIOPIA

**Contact us**

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[info@socialenterpriseethiopia.org](mailto:info@socialenterpriseethiopia.org)

+25100799877



**Bruktawit Tigabu**  
Social Business  
Entrepreneur,  
Co-founder of WhizKids

## Our Guests



Bruktawit Tigabu, WhizKids



Melat Yosef, Social Enterprise Ethiopia





# How to create a Social Business

1. What are your values?
2. Are you prepared for the lifestyle?
3. Why are you doing this?
4. Have you talked to the people for whom you want to create a solution?
5. What will it take to really solve the problem?
6. What are the things that you cannot do alone, yet are required to achieve success?
7. Do you have a support network?



# Circular Ethiopia: Building a Circular Economy through Social Business in Ethiopia

*Modular Training Program for early and future entrepreneurs, change makers and students*

More info  
[www.yunusenvironmenthub.com/circular-ethiopia](http://www.yunusenvironmenthub.com/circular-ethiopia)

## Free webinar series with global and local experts

*1. Webinar 5 Feb - 3pm, EAT  
How to create a sustainable  
social business*

*2. Webinar 10 Feb - 3pm, EAT  
Circular economy and entre-  
preneurial opportunities –*

*3. Webinar 17 Feb - 3pm, EAT  
Idea and problem framing*

Supported by:



**DO IT WITH JOY!**

