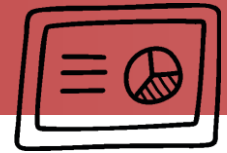


# CLOSING THE LOOP WITH CLIMATE-SMART WASTE MANAGEMENT SOLUTIONS

SEED Replicator Workbook

**Preview**



## Eco-inclusive role models

When talking about “**eco-inclusive**” – or the “Triple Bottom Line” – we refer to the integration of social, environmental and economic goals into the business model. Various entrepreneurs have already developed innovative, eco-inclusive business models that turned out to be successful and create relevant social, economic and environmental impacts, while at the same time are simple and require relatively low upfront investments. Some of the SEED Award Winners have agreed to share their methods and experiences with you in this Workbook.

## Existing business models can guide the way

Replicating solutions that work can offer a fast and effective way to contribute to sustainable development and improve people's livelihoods. The idea of replication is that you can learn from existing eco-inclusive enterprises. Elements of successful business models can be replicated to your own idea and adapted to another geographic location. The workbook explains a set of business models and its replicable elements to you. It identifies best practices and sheds light on conditions under which eco-inclusive enterprises of a specific sector operate. At the end of the two days, you will have a clearer picture how a successful business model looks like and will have thought through the details of your idea or business. After the workshop, you can connect with others in the SEED Community, including the presented SEED Award Winners, to team up for sustainable development.

## What to expect – and what not to expect

The SEED Replicator Workbook will inspire you with examples of business models that are proven to work. It provides you with information on replicable **elements** of these business models and a range of **success factors**. By asking the right questions, it guides you through the process of taking these elements and tailoring a business idea to your local market. What it does not do is offer ready-made solutions and comprehensive business models to simply copy and paste. With a bit of guidance you are about to modify the best solutions without having to re-invent the wheel!

# WELCOME TO OUR COMMUNITY OF SEED ENTERPRISES!

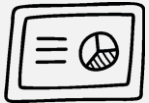
# How to use the Replicator Workbook



## This workbook includes two different components

**01 Readings** provide insights into the sector, proven business models and best practices.

**02 Tools** provide step-by-step guidance to adapt proven business models to your local and individual context.



### 01 READINGS

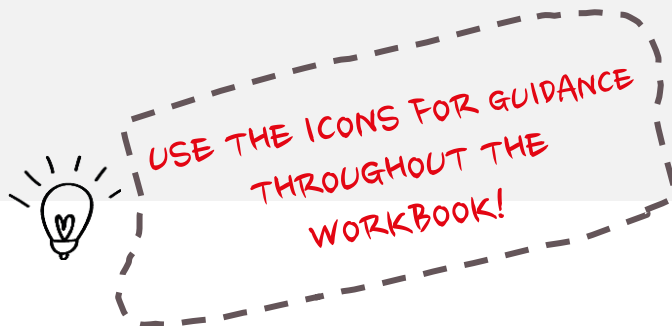
We included various READINGS. This includes **proven models of eco-inclusive enterprises** around the globe, complemented by sets of best practices and explanations of conditions under which eco-inclusive enterprises operate. These readings are based on experiences of SEED entrepreneurs.

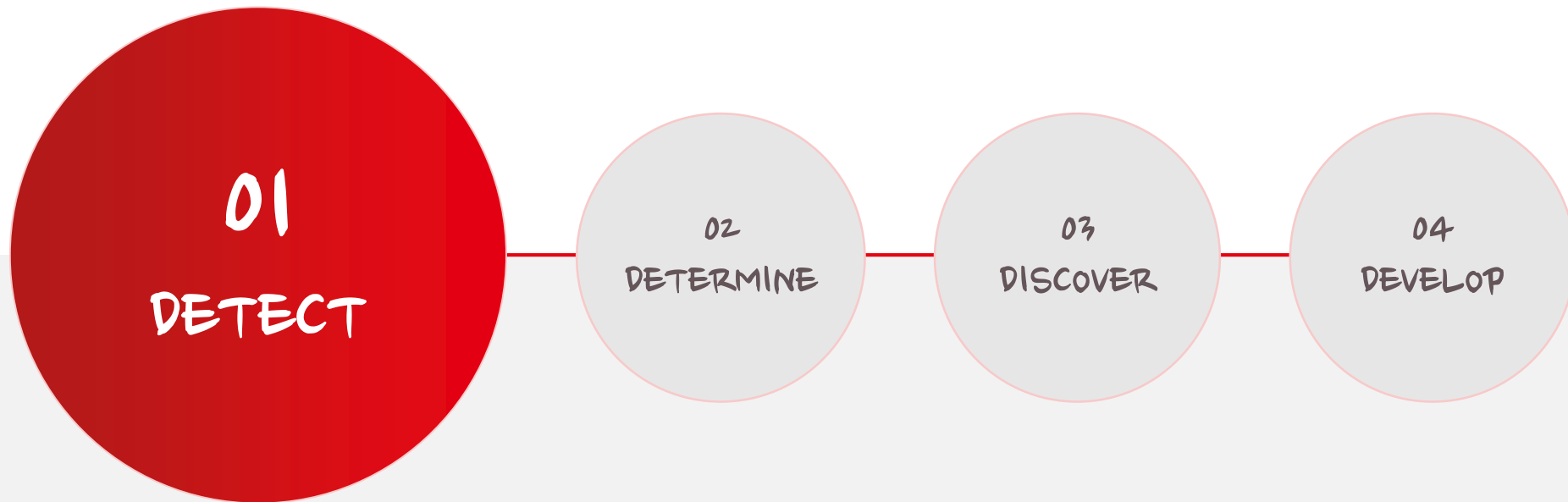


### 02 TOOLS

Each of the tools provides step-by-step guidance to arrive at key outcomes. The first page of each tool offers a short overview of when to use the tool, what you do in the tool, how the tool is best used and which key outcomes are expected. The following pages explain in detail what to do and which questions to ask yourself at each step.

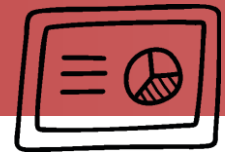
At the end of each tool, you can find worksheets to document the outputs you create during the process of working your way through each tool.





Detect sustainability challenges in your country and brainstorm solutions to tackle them. Learn about the potential of eco-inclusive enterprises and which social, environmental and economic impacts you could achieve.

# Market-Based Perspectives



## MANAGING WASTE BY...

**CIRCULAR ECONOMY!**



**LINEAR ECONOMY**

Smarter product use & manufacture	<b>R0 Refuse</b>	Discontinuing a products function or offering the same function with a different product
	<b>R1 Rethink</b>	Make product use more intensive (e.g. by sharing product)
	<b>R2 Reduce</b>	Increase efficiency in product manufacture or use by consuming fewer natural resources / materials
Extend lifespan of product & its parts	<b>R3 Reuse</b>	Reuse discarded product which is still in good condition and fulfils its original function
	<b>R4 Repair</b>	Repair and maintenance of defective product so it can be used with its original function
	<b>R5 Refurbish</b>	Restore an old product and bring it up to date
	<b>R6 Remanufacture</b>	Use parts of discarded products in a new product with a different function
	<b>R7 Repurpose</b>	Use discarded product or its parts in a new product with a different function
Useful application of materials	<b>R8 Recycle</b>	Process materials to obtain the same or lower quality
	<b>R9 Recover</b>	Incineration of material with energy recovery

## ...AND BRINGING NEW LIFE TO USED MATERIALS:

Climate-smart solutions presented in this workbook transform waste into entirely new materials, such as pavement tiles, alternative house building blocks or paper made from grass. Waste offers the business potential to produce a variety of valuable products within different product categories such as:

### COMMODITIES

- Construction material, e.g. fencing and plastic posts, bricks, pavement tiles
- Furniture, e.g. chairs and benches
- Decks, floors and pergolas

### HANDICRAFT & PACKAGING PRODUCTS

- Paper-made products such as notebooks
- Decorative objects, e.g. gift boxes, fashion accessories and jewelry
- Bags and clothing, e.g. fleece and jumpers
- Packaging for food, beverages, cosmetics
- Customized packaging for restaurants etc.

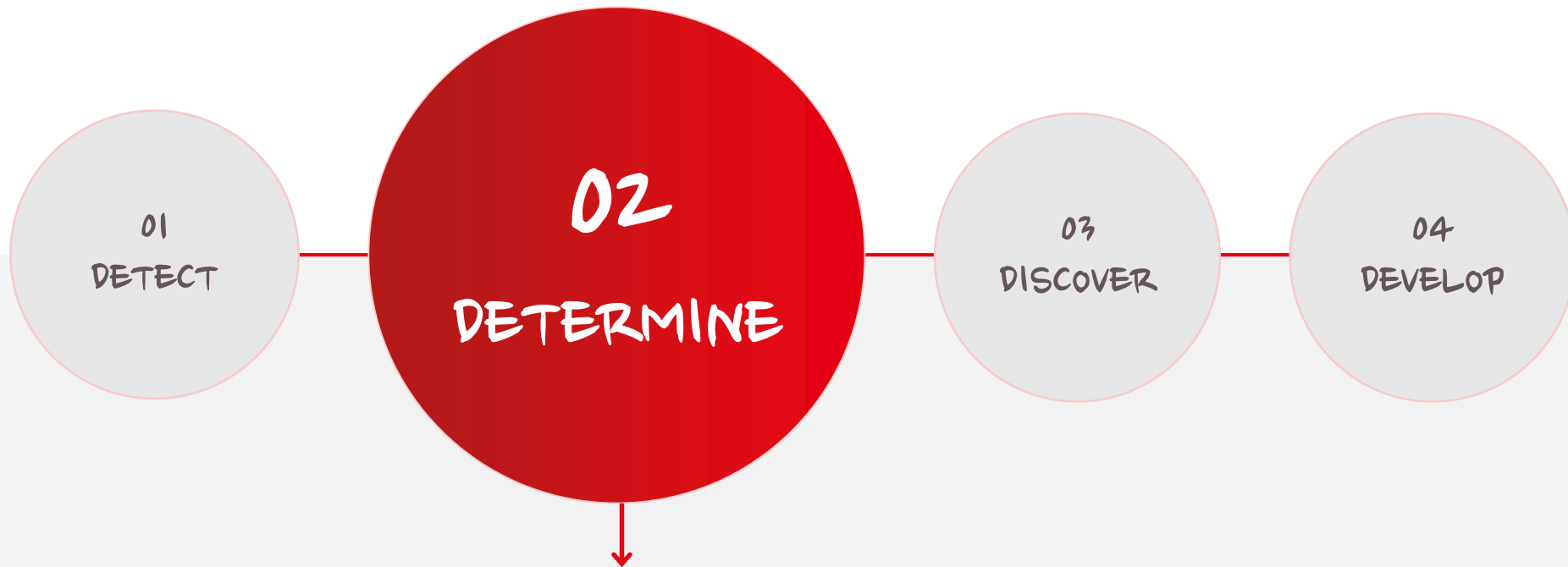
### PRODUCTS FROM BIOWASTE

- Sustainable energy generated through converting biowaste
- High-valuable compost from organic waste
- Biogas production

<sup>1</sup> Graphic adapted from Potting et al., 2017

A world map in light gray with several red lightbulb icons placed across different continents. Dotted lines connect these lightbulbs, forming a network. A central yellow dashed box contains the text.

**Participate in an upcoming  
Replicator Workshop to  
discover more about climate-  
smart innovation in  
agricultural distribution and  
production!**



Determine your target customer and the benefits you want to create for your stakeholders. Map out why your solution is unique and why your customers will love it! Work on your key activities, processes and resources.

# Your Customer Tool

## When

To refine your business idea, you need to identify your potential customers.

## What

The customer is the focus of every business. Even the best idea is worthless if no one buys the product. Most enterprises serve different groups of customers (customer segments) that share certain characteristics. Identifying the different segments in the first step helps you to learn more about each of them. Once you have stepped into your customers' shoes, you can target your product and marketing activities better.

## How

Sit down to think about what customer groups you would like to serve. Once you have identified the customer segments, it's time to go out and speak with your potential customers to gain a better understanding of their needs.

## Steps

- 01 Identify Customer Segments
- 02 Understand your Customers

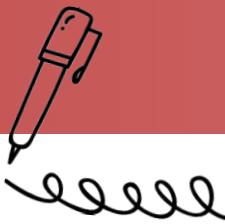


## KEY OUTCOMES

- Get to know potential customer segments for your product
- Set the basis to build a customer-centric business model

**This tool is an example for one of many SEED business tools which you can find in the regular Replicator Workbook!**





## Step 01 Identify Customer Segments

The first step is to divide the large pool of potential customers into customer segments. Customer segments are groups of customers who share certain characteristics or behave in a similar way.

- **What will influence the preferences of potential customers towards your product or service?**
- **Will individual buyers have different expectations and needs from small stores?** What about government institutions, NGOs or businesses?
- **Will grandchildren have different expectations and needs than their grandparents for example?** What about men and women, people with different religions, incomes, education levels or professions?
- **Will people in rural areas have different expectations and needs from urban citizens?** What about people in City X and City Y?
- **Will people who have different knowledge about your product or service have different purchasing and usage patterns?** Buy it more or less often, use it more or less often or use it in different ways?

Complete the information you gathered in the worksheet page. We have left space for up to five customer segments; you should identify at least two.

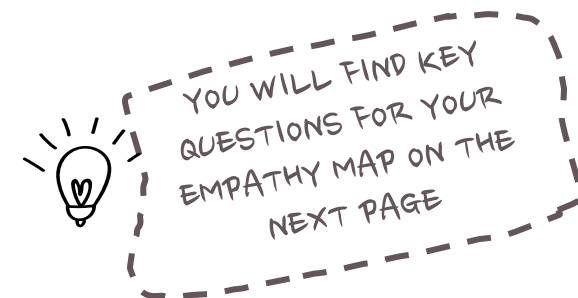
## Step 02 Understand Your Customers

Out of the customer segments you identified in Step 1, select the ones that appear most important for you, for example because of their size, because they are most likely to buy your product or because they are the easiest ones for you to reach.

For each of your key customer segments complete the *Empathy Maps* on the pages after the first worksheet.

The *Empathy Maps* ask you to step into your customers' shoes: What does he/she think, say, see, do, feel, and hear? You can answer the questions in discussions with your team, through internet research, interviewing or observing potential customers etc.

It's easier to answer the questions if you imagine one representative person of each segment, and add their name and age in the middle of the *Empathy Map*, in addition to the title of the customer segment.





→ **What does she/he think?**

What matters most to her/him? What moves her/him? What are her/his dreams? Which may be her/his worries?

→ **What does she/he say?**

What does she/he tell others? What is his/her attitude? Does she/he influence others?

→ **What does she/he see?**

What kind of products/services does your customer see in the market? What attempt is being made to influence her/him?

→ **What does she/he do?**

What is she/he constantly trying to improve? What activities does she/he cherish doing? How does she/he spend their time?

→ **How does she/he feel?**

What does she/he experience in relation to your product or service domain? This experience can be negative or positive.

→ **What does she/he hear?**

What do friends say? What do her/his influencers say? What media channels influence her/his opinions on products and services?

Based on the results from Step 2, you are now all set to go to the next tool, to work on your solution. Keeping the following questions in mind will prove useful:

→ **How can you fulfil the needs of your customers, and provide them with more benefits?**

→ **Should the product or service be targeted towards different market segments?**

→ **Is there anything else you still want to learn about your customers?**

# Your Customer



## Customer Segments

Title					
Description	PLEASE WRITE DOWN...				

Step 01

# Your Customer: Empathy Map



Step 02

What does she/he **think**?

PLEASE WRITE DOWN...

What does she/he **say**?

What does she/he **see**?



Who is he/she?

What does she/he **hear**?

What does she/he **do**?

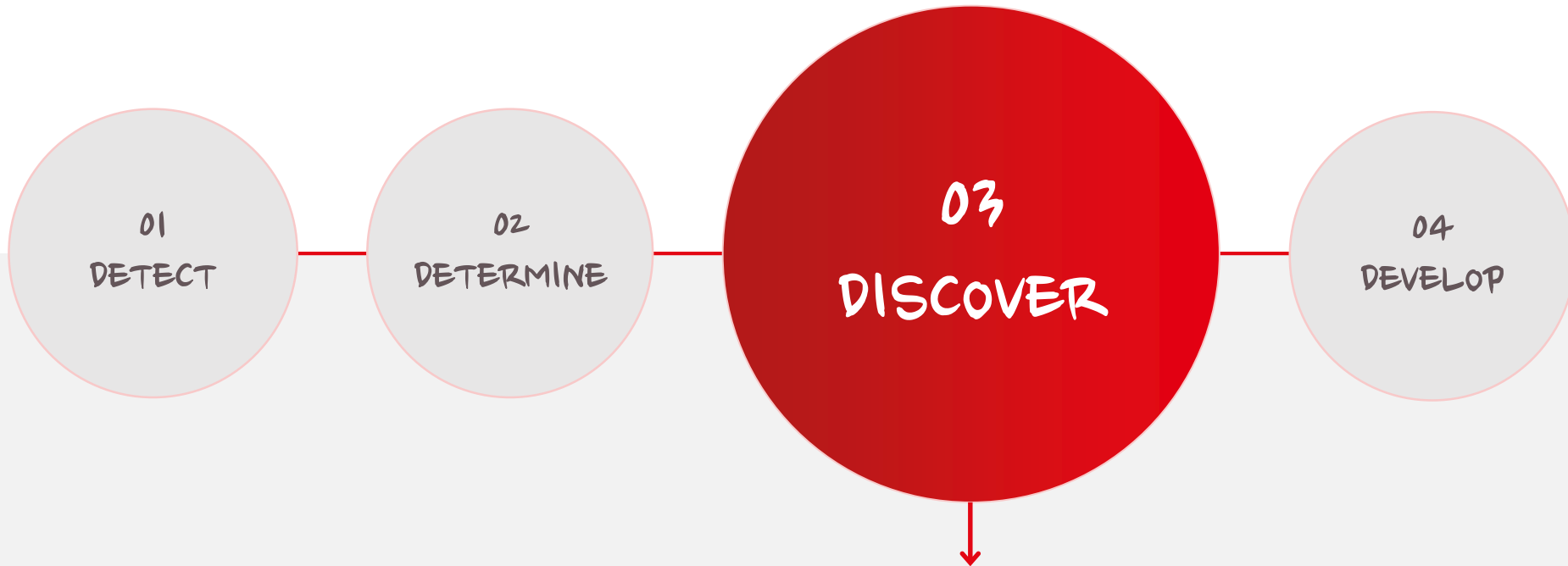
What does she/he **feel**?

How did you learn about your customer?

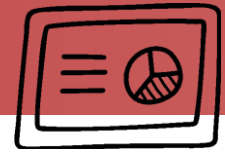
A world map with a light gray background. Numerous red lightbulb icons are scattered across the map, connected by thin, dotted lines. A large, yellow dashed-line box is centered over the map, containing text. The text is in a bold, yellow, sans-serif font.

**Participate in an upcoming  
Replicator Workshop to  
discover more business  
planning tools!**

# Chapter 03



Discover proven business models and identify key business elements. Try to replicate existing features and adapt them to your own business idea and local market.



## Amazóniko

Amazóniko uses innovative technology to educate and ease the recycling process in Bogotá. Through its digital platform, the enterprise educates app users with a comprehensive recycling toolkit and organises easy waste collection with a door pick-up service. Amazóniko's point-based scheme rewards proper recycling by offering a growing catalogue of environmentally friendly products produced from the collected materials and discounts in associated brands. The enterprise primarily targets environmentally aware citizens in Bogotá as app users. Amazóniko actively works with associations of waste workers to extend formal employment opportunities and improve working conditions.

**Value Proposition:** Amazóniko targets the disconnection which exists in the Colombian recycling chain, starting with the lack of separation of waste at the source. Households are educated, working conditions of waste pickers are improved, and cycle closure for all recyclable materials is achieved.



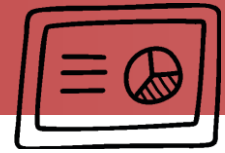
### KEY FACTS

- **Full enterprise name:** Amazóniko
- **Country of headquarters:** Colombia
- **Founded in:** 2018
- **Sector:** Recycling
- **Employee size:** 3 direct, 5 third-party employees (2020)
- **Operating in:** Bogotá
- **Website:** [www.amazoniko.com](http://www.amazoniko.com)

Preview

Participate in an upcoming Replicator Workshop to discover more about Amazóniko and other eco-inclusive enterprises!

Get inspired from their business elements and learn about the enterprises' local conditions and success factors.



## Nelplast

**Nelplast Eco Ghana** is a Ghanaian company that gives new life to waste plastic bags, water bags, plastic film and containers. This plastic waste is transformed through an innovative recycling process to produce new construction materials like pavement slabs and tiles. The products last beyond 35 years and are 800% stronger than ordinary pavement blocks. The enterprise currently sells to private entities such as private individuals, businesses, churches and NGOs.

**Value Proposition:** Nelplast reduces plastic pollution and creates jobs through well researched sustainable recycling practices. The company buys locally sourced plastic waste from collectors and aggregators. The local waste is the main raw material for the company's most successful product - the 'ecobrick'. Nelplast Eco currently processes about 1,000 kilos of plastic waste every day into these pavement blocks. In addition to solving the plastic waste disposal problem, Nelplast creates jobs and livelihood for about 73 permanent staff and over 300 plastic collectors.



### KEY FACTS

- **Full enterprise name:** Nelplast Eco Ghana Limited
- **Country of headquarters:** Ghana
- **Founded in:** 2018
- **Sector:** Manufacturing and Construction
- **Employee size:** 73 (2020)
- **Operating in:** Accra, Ghana
- **Website:** [www.nelplastgh.com](http://www.nelplastgh.com)

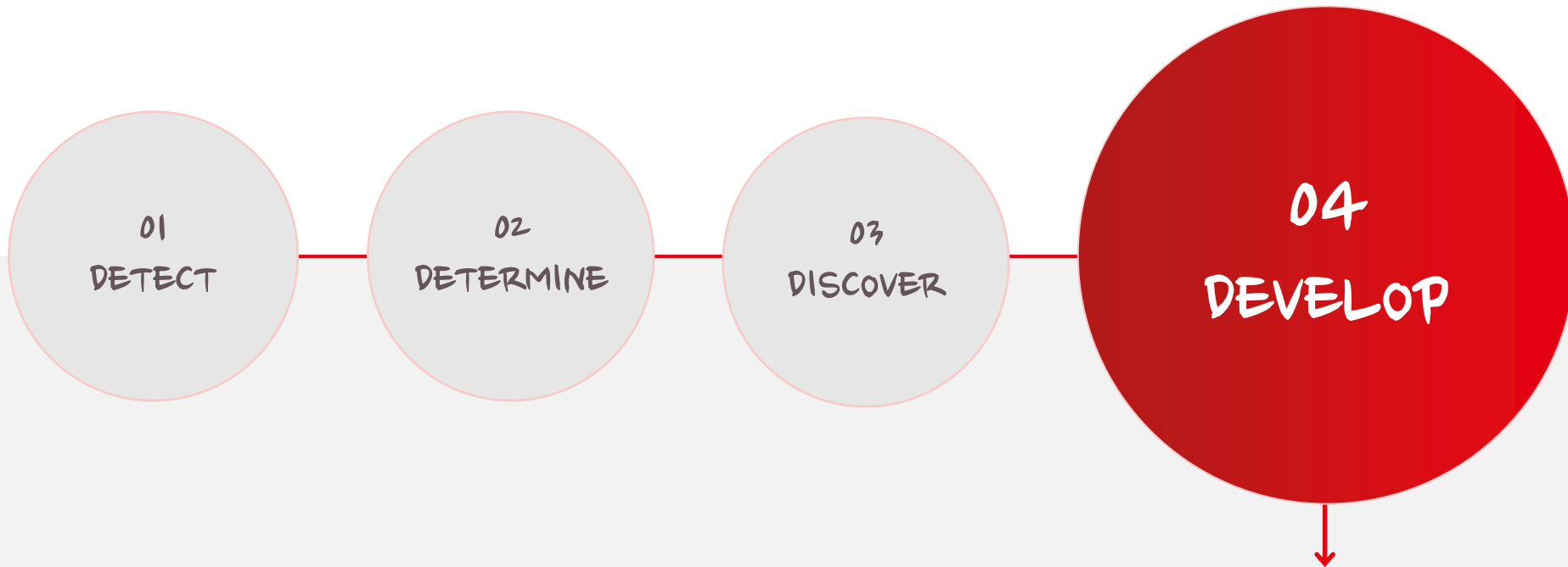
## Preview

Participate in an upcoming Replicator Workshop to discover more about Nelplast and other eco-inclusive enterprises!

Get inspired from their business elements and learn about the enterprises' local conditions and success factors.



# Chapter 04



Develop an idea for replication and how you can adapt existing elements to your local context. Learn about forms of replication, practice pitching and prepare for reaching out to potential partners.

A world map with a light gray background. Overlaid on the map are several red lightbulb icons connected by thin, dotted lines, forming a network across various continents. In the center of the map, there is a yellow dashed-line box containing text.

**Participate in an upcoming  
Replicator Workshop to  
develop your own Replication  
idea!**

**Let's replicate the success of eco-inclusive enterprises together!**

**Learn more about the SEED Replicator and how to apply for an upcoming workshop near you:**



**replicator@seed.uno**



**Facebook.com/seed.uno**



**www.seed.uno**



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**SEED**

promoting entrepreneurship  
for sustainable development

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