



YUNUS
ENVIRONMENT
HUB

IMPACT REPORT 2022

Our highlights

In over two years since Yunus Environment Hub started operating as a spin-off, we have achieved a lot. **We are happy to share selected impact and outcomes our organisation has created since September 2020 and some of the milestones achieved in 2022.**

28

**IMPLEMENTED
PROGRAMS IN 32
COUNTRIES ACROSS 4
CONTINENTS**

2.024

**SOCIAL BUSINESS
ENTREPRENEURS
TRAINED**

1.495

**WOMEN SOCIAL
BUSINESS
ENTREPRENEURS
TRAINED**

135

**SOCIAL BUSINESSES
INCUBATED AND
ACCELERATED**

40

**ORGANISATIONS
WE HAVE
WORKED WITH**

We are accredited to the following UN bodies:



United Nations
Climate Change



Intergovernmental
Negotiation Committee on
Plastic Pollution (INC)

22

**PANEL DISCUSSIONS AND
WEBINARS HOSTED AND
CO-HOSTED IN 2022**

6

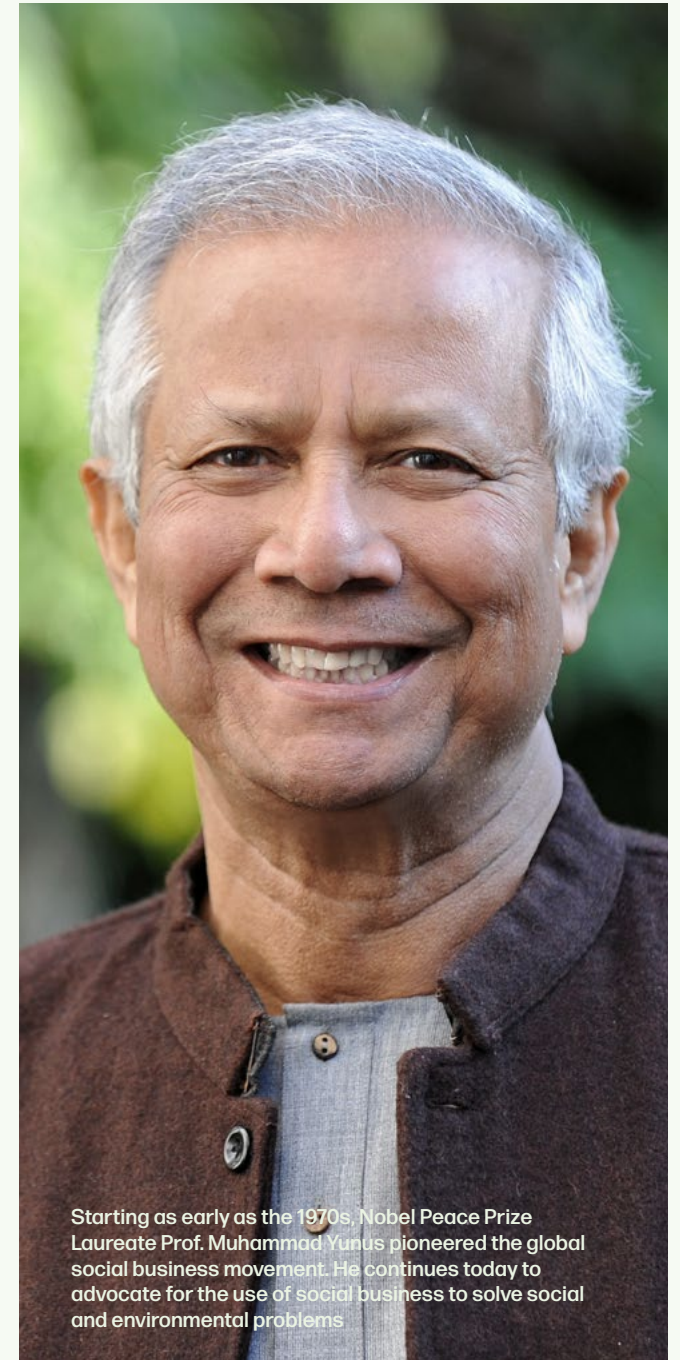
**RESEARCH AND POLICY
PAPERS PUBLISHED**

4.775

**PEOPLE REACHED
THROUGH EVENTS AND
WORKSHOPS IN 2022**

6.460

**FOLLOWERS ON
ALL SOCIAL MEDIA
CHANNELS**



Starting as early as the 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

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FOREWORD

We are excited to present Yunus Environment Hub's Impact Report 2022. This report provides a glimpse into the organisation's achievements, program implementation results and plenty of learning experiences over the past year.

Climate change has been one of the most threatening global issues and harsh realities hitting humankind, animals and all other forms of life on Earth.

The Synthesis Report for the Sixth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC) recently highlighted the need to prioritise equity, climate justice, social justice, inclusion and just transition processes that enable adaptation, ambitious mitigation actions and climate-resilient development. It sharpens the losses and damages the world is experiencing and will continue in the future, hitting the most vulnerable people and ecosystems. Additionally, the report highlights that continued greenhouse gas emissions will lead to increasing global warming, with every increment intensifying multiple and concurrent hazards.

With further warming, climate change risks and impacts will become increasingly complex and more challenging to manage. This calls for **urgent and ambitious action to help move towards the transformational changes needed for a sustainable and equitable world.**

Undoubtedly, we are facing a potent intersection of crises and the lasting impacts of a devastating pandemic. It is beyond urgency to act, but **we collectively have the power to react and create a regenerative world which can bring harmony between Earth and ourselves.**

At Yunus Environment Hub, we are committed to resolving pressing environmental and societal issues and unflaggingly contributing to the vision of our chairman Nobel Peace Prize Laureate Prof. Muhammad Yunus of creating a World of Three Zeros: Zero Poverty, Zero Unemployment and Zero Net Carbon Emissions, one step at a time. **Our approach is supporting social business (SB) entrepreneurs to develop, adopt and implement circular strategies** so they can drive social and environmental impact and make their products and services become a force of change.

Looking back over the past two years and seeing how far we have grown as an organisation, we have consistently focused on addressing the environmental, biodiversity and climate crises with a broad and holistic view. Gender equality, social inclusion, community outreach and a collaborative mindset have always been the core elements of our program methods and impact strategy and will remain the focus for this year. Our problem-solution-fit approaches and program methodologies have been in favour of empowering women, youth and other vulnerable groups including informal waste collectors and workers. We have a strong understanding that the ongoing environmental problems and socio-economic issues are inevitably interconnected. This has urged us to design and implement programs and measure their diverse impact based on systemic principles of change. **Our three impact pillars are: Growth and Scale for Social Business Entrepreneurs, Support Ecosystem Building, and Promote Zero Net Carbon Business Activities.**

Our achievements and contributions to the global level of environment and social consciousness were acknowledged and recognised.

We reached out to more people and organisations and engaged more social businesses, policymakers, partners and multiple stakeholders and supporters across various sectors. Our first publication with the UN Environment Programme (UNEP) on the informal waste sector; admission as an observer to the UN International Negotiating Committee on developing a legally binding global plastic treaty; grant of observer status to UNEP's Basel Rotterdam and Stockholm Conventions on the transboundary movement of waste; and hosting a public event with the Environment Minister of Germany Steffi Lemke are just some exciting advancements. There are more highlights included in this impact report.

It has been a remarkable and rewarding year.

Our commitment to collective efforts with like-minded people and organisations is steadfast to achieve our goals together and to ensure the maximised impact of our programs.

I would like to extend my thanks for the significant support of the network of Prof. Muhammad Yunus, Lamiya Morshed, Hans Reitz, the Yunus Centre, the Grameen Creative Lab and all other Grameen organisations.

To the Yunus Environment Hub team and all who have been part of our growing community and have passionately been engaged in our impact journey, I am deeply grateful for your trust, dedication and positivity.

We look forward to establishing new partnerships and collaborating with you in 2023 and beyond. We have no time to lose to avert the consequences of the climate crisis and collective action is required for achieving transformational changes with systemic impact to create a sustainable and equitable world.



Christina Jäger
Co-founder & Managing Director
Yunus Environment Hub

KEY EVENTS AND MILESTONES

1

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Each of us has a role to play in healing our planet. Small steps by billions of people will transform the world.



Prof. Muhammad Yunus
Co-founder & Chairman
Yunus Environment Hub

JANUARY

Yunus Environment Hub Vietnam entity created in Vietnam.

Launch of the SHE STARS – See Her Empowered program under the Employment and Skills for Development in Africa (E4D) program to support 1500 women entrepreneurs in Kenya impacted by the Covid-19 economic situation and increased climate risks.

Launch of the CirculaRise program to support 25 social businesses in Kenya to harness the advantages of the circular economy for a sustainable and resilient recovery from the impact of the COVID-19 pandemic.

FEBRUARY

Hosted the GrowUp Incubator Bootcamp for Cohort 2022 with 25 pre-selected social businesses focusing on sustainable food systems in East Africa.

Joined the Social Entrepreneurship Netzwerk Deutschland (SEND) – a network with more than 700 members advocating for social entrepreneurship in Germany.



Hans Reitz, Co-founder & Creative Advisor of Yunus Environment Hub at the Global Social Business Summit 2022

MARCH

Partnered with Compaz Foundation to support social business solutions that address deforestation and degradation of the Amazon rainforest through the Amazonas Verde program.

Christina Jäger spoke about the circular economy and the future of work at the Global Solutions Summit (GSS) 2022 under the theme “Listen to the world: Promoting social well-being within planetary boundaries”.

Joined the Bundesverband Nachhaltige Wirtschaft (BNW) network, which has been a voice for a sustainable economy in Germany since 1992.

MAY

Hosted the live session “Building Back Better means Circular” during Catalysing Change Week 2022 to promote the understanding of the circular economy as a means for social businesses to have a sustainable and resilient recovery from the COVID-19 pandemic and acceleration towards attaining the SDGs.

Organised a series of workshops as part of the SINA – Soziale Innovationen für Nachhaltigkeit program where we engaged multiple stakeholders from the social innovation ecosystem in Germany to discuss about financing and impact management of social innovations in the environmental sector.

Participated in IFAT, the world’s leading trade fair for water, sewage, waste and raw materials management, where Tam Phan, our country director Vietnam, spoke about financing the circular plastics economy, Extended Producer Responsibility (EPR) schemes and the concept of plastic credits.



Steffi Lemke, Federal Minister for the Environment at the Yunus Environment Hub launch event of SINA in Berlin

JUNE

Hosted the launch event of the SINA program at the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV). Together with high-level speakers including Steffi Lemke, Federal Minister for the BMUV, we discussed the role of social innovations in Germany’s sustainability transformation and presented the first insights from SINA.

Launched our first Impact Report where we summarised the outcomes created through the execution of our programs during the first year of operations as a spin-off.

Grant of observer status to UNEP’s Basel Rotterdam and Stockholm Conventions on the transboundary movement of waste.

JULY

Our team participated in Plastic Free July and took action to reduce their use of plastic and develop positive buying habits for the future.

She Stars (entrepreneurs) and Big Sisters (mentors) came together at the InspireMe Conference by Absa Bank Kenya to celebrate the success of Cohort I of the SHE STARS – See Her Empowered program.

Kicked off Cohort II of the SHE STARS – See Her Empowered program with 335 women-led micro, small & medium enterprises.



Distribution of EHS tools and equipment as part of the EHS Training for the Informal Waste Sector Program in Tien Giang province, Vietnam

AUGUST

Hosted the masterclass “Startups & Politics” at the Startups for Tomorrow festival in Berlin which gathered founders, CEOs and employees from several green social businesses and social startups.

Published the ValuCred Handbook together with our partners where we present the Standard Process Model, which aims at contributing to filling the current gap of lacking EPR systems in many countries and supporting the standardisation of interaction processes between different stakeholders of the plastic waste value chain.

Released the first episode of SINA Podcast: Financing and Funding, where we discuss the challenges and opportunities that social innovations in the environment sector encounter when looking for financing and funding. For this discussion, we brought together Kirsten Hillebrand, Co-founder of KlimaKarl and Harald Keuchel, Head of Department at Zukunft – Umwelt – Gesellschaft (ZUG) gGmbH.

SEPTEMBER

- Hosted a networking event in Vietnam with experts, entrepreneurs and likeminded partners to share insights from our social business programs in key circular economy sectors and to disseminate learnings and challenges from ValuCred pilot testing & EHS (Environment, Health & Safety) program for the informal waste sector.
- Participated in the Prevent Circular Solutions Festival in Berlin where we shared insights from the ValuCred program on financing models for circular plastics and key lessons learnt from socially inclusive circular projects.
- Presented the first findings from the research conducted on behalf of UNEP in 6 countries in South-East Asia on the risks and opportunities of plastic credit financing instruments being introduced into the informal waste management sector at the SEA Circular's Regional Dialogue on Plastic Credits – A Circular Solution for Plastic Waste Management.
- Participated in the workshop “Financing mechanisms for plastic waste management” in Bangalore, India, organised by the PREVENT Waste Alliance. Our team shared findings and learnings from the ValuCred pilot project testing in India, one of the first projects of the PREVENT Waste Alliance.



ValuCred pilot testing in Vietnam

OCTOBER

- Christina Jäger spoke during the panel “Circular Economy Transition – A bumpy road?” at the IMPACT FESTIVAL in Frankfurt/Offenbach, Europe's largest B2B event for sustainable innovation, bringing together European GreenTech start-ups & scale-ups and key stakeholders to accelerate sustainable transformation.
- Conducted the third workshop of our SINA program at the German Ministry for the Environment. Together with +30 participants, we discussed and developed policy recommendations on how social innovations with an environmental mission can be supported through specific political and regulatory frameworks and measures.
- Kicked off GrowUp's Circular Impact Cohort to support entrepreneurs working on solutions for the sustainable tourism and e-mobility sectors in East Africa.
- Our Co-founder and Managing Director was appointed to the Advisory Board of the Centre for Interdisciplinary Research on Climate, Energy & Sustainability at the Bucerius Law School in Hamburg, Germany.

NOVEMBER

Participated in the biggest social business community gathering of the year, the Global Social Business Summit (GSBS) 2022 in Turin, Italy. During the event, we led a panel discussion and several workshops on the urgency for climate action, measures that aim to drive circularity and the role of social businesses in accelerating change. The entire Yunus and Grameen Family was present, along with social business entrepreneurs, academia, experts from the corporate world and many more.

Field visit with Prof. Yunus to social businesses incubated by YEH in the Amazon rainforest working on restoring the natural ecosystem. Presentation of the Paz Verde program together with Compaz Foundation at the Yunus Centre at Universidad Externado in Colombia, where the two Nobel Peace Laureates Prof. Yunus and Colombian expresident Juan Manuel Santos met.



Global Social Business Summit 2022 in Turin, Italy

Organised the CirculaRise Pitch Day in Kenya where social business founders presented their circular solutions and interventions developed throughout the program with potential funders and key stakeholders.

Kicked off Cohort III of the SHE STARS – See Her Empowered program with 484 women-led micro, small and medium enterprises.

Participated in the World Circular Economic Forum with the interactive online session “Fostering Circularity through Social Businesses in Kenya” where four of our portfolio social businesses in Kenya shared their personal journey designing and implementing circular strategies.

Hosted the SHE Academy Graduation where 255 women entrepreneurs graduated after 12 intense weeks of training and mentorship sessions.

Released the second episode of SINA Podcast: Impact Management, where we discuss with our guest speakers Dr. Sina Muster, Team Lead for Impact Management at Acker e.V. and Charlotte Buttkus, Program Lead for Impact Orientation, Organisational Development & Training at Phineo the hurdles encountered by social innovators in Germany when it comes to achieving and managing their impact.

DECEMBER

Attended the first meeting of the International Negotiating Committee (INC-1) on developing a legally binding plastic treaty. During the meeting, the objectives, scope and details were discussed and a multistakeholder forum was held with governments, industries and civil society organisations. We advocated standing in solidarity with waste pickers, especially in the informal sector, and support a just transition.

Published the Polyproblem Report we co-authored with Röchling Foundation and Wider Sense: Kauf Dich frei – Der schwere Weg zur Plastik-Neutralität (in English: Buy Yourself Free – The Hard Way to Plastic Neutrality). The report touches upon the challenges of plastic compensation schemes and how to avoid greenwashing and ensure adequate compensation for waste workers along the entire waste value chain.

The SHE STARS – See Her Empowered program was nominated for the 5th Edition of the National Diversity and Inclusion Awards & Recognition in the award category: DIAR Award for Best Impact Investing Initiative.



SHE Academy Graduation - Cohort I and II in Nairobi, Kenya

The background of the slide features a close-up photograph of several green, oval-shaped leaves with prominent veins. A large, white, stylized number '2' is positioned on the right side, partially overlapping a dark green, curved shape that resembles a leaf or a decorative element.

ABOUT US

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Embracing the nexus of social change and environmental harmony, Yunus Environment Hub pioneers transformative business solutions that not only drive a sustainable future but also exemplify the core principles of social business.



Lamiya Morshed

Board Member

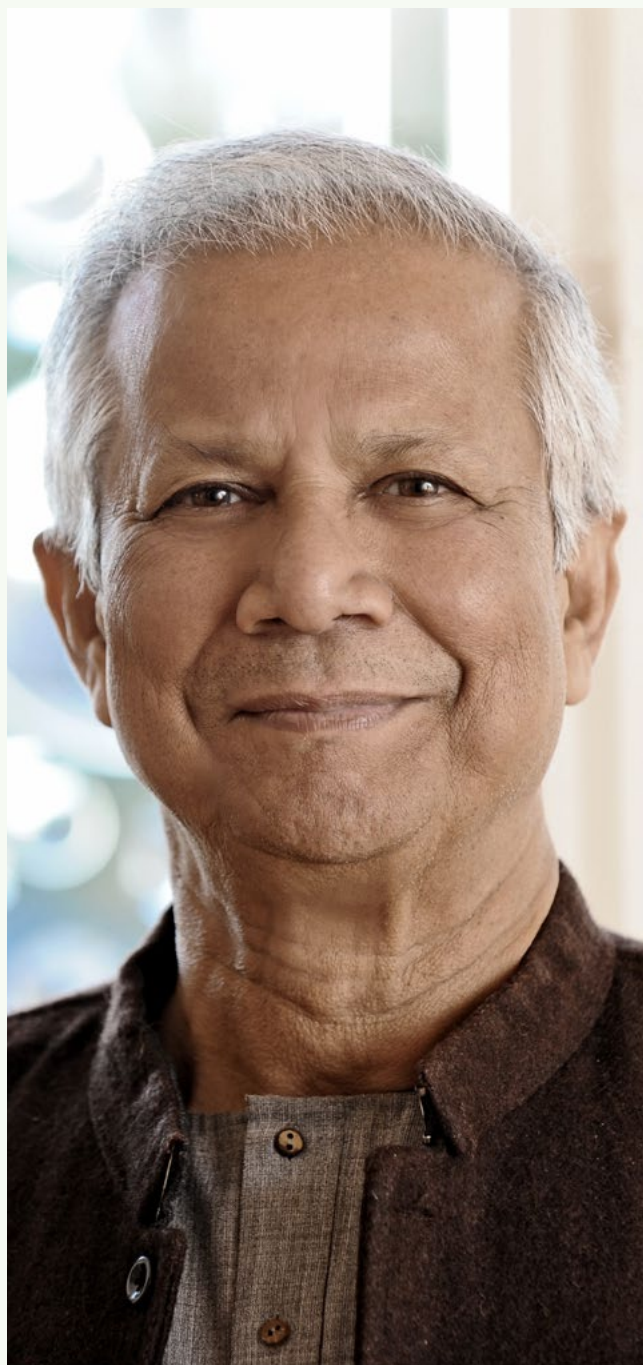
Yunus Environment Hub

ABOUT US

Yunus Environment Hub (YEH) is the **global social business network that creates solutions for the environmental crisis.**

Co-founded by Nobel Peace Prize Laureate Prof. Muhammad Yunus, YEH supports and develops social business solutions that solve environmental problems in a financially self-sustainable way and with high socio-economic impact.

Building on over 40 years of experience of the family of Grameen organisations in the development and implementation of social businesses, **the organisation is unleashing the power of social businesses** to deliver solutions for one of the world's most pressing issues: the climate and environmental crisis.



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A new world can be created, one which empowers every human being and leaves a liveable planet behind for future generations.

Prof. Muhammad Yunus

Co-founder & Chairman
Yunus Environment Hub

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-
based solutions to environmental
challenges that create opportunities along
the value chain.

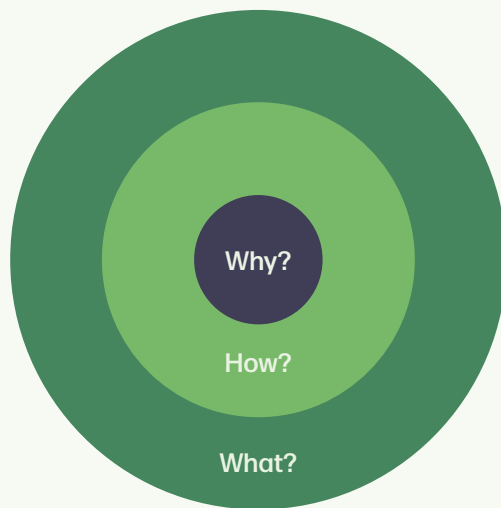


Our work

WHY WE DO IT

Inspired and guided by Prof. Yunus, **we believe that through the creation of social businesses, people can unleash their potential and develop solutions to protect, preserve and restore our environment.**

Our unique approach contributes to the development of innovative social business solutions with the potential to increase the climate resilience of their communities.



HOW WE DO IT

For entrepreneurs, we provide expertise and guidance for them to grow and scale up their social business solutions. We do this through individualised assessments, capacity building and networking with peers and experienced mentors. Impact management and circular economy approaches are at the core of our programs.

For businesses, we connect them to the social business community as they seek to strategically include solutions in their business and sustainability agenda. We build bridges to mobilise resources that support social businesses and drive engagement to advance the Net Zero agenda.

For policymakers, we provide expertise and evidence-based insights to develop frameworks and policy recommendations to build an ecosystem that supports and enables the growth of social innovations in the environmental area.

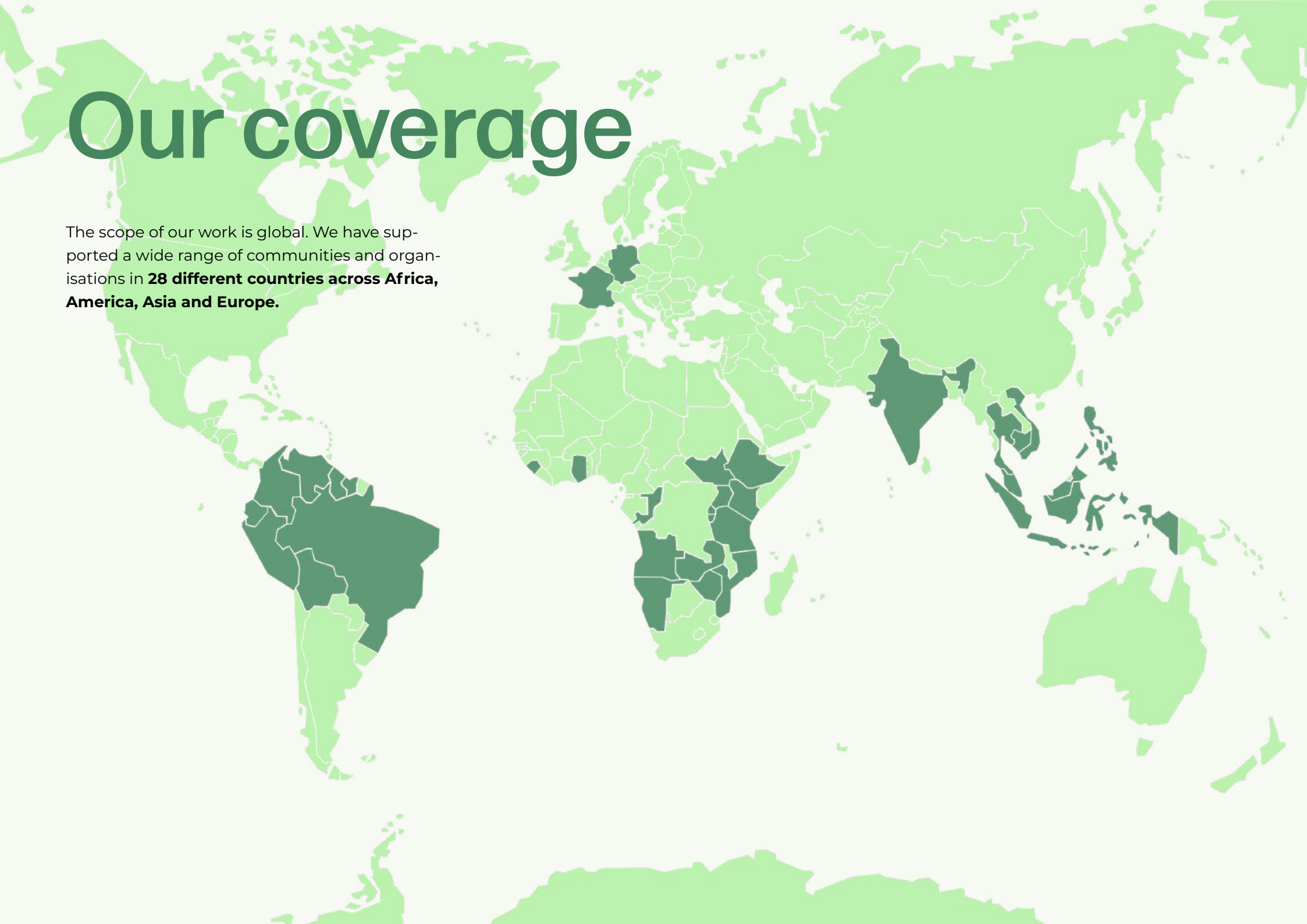
WHAT WE DO

We create programs to grow and scale these solutions, which play a key role in the transformation towards a new sustainable economic system.

The main components of our programs are designed for social business entrepreneurs to learn about climate action and to apply key concepts of circularity, sustainability and social business principles in their venture-building approach. These components include **ideation and development of solutions that embrace circularity principles, systems thinking and social inclusion strategies** based on a human-centred approach to solving the environmental crisis.

Our coverage

The scope of our work is global. We have supported a wide range of communities and organisations in **28 different countries across Africa, America, Asia and Europe.**



Our services



INCUBATION AND ACCELERATION

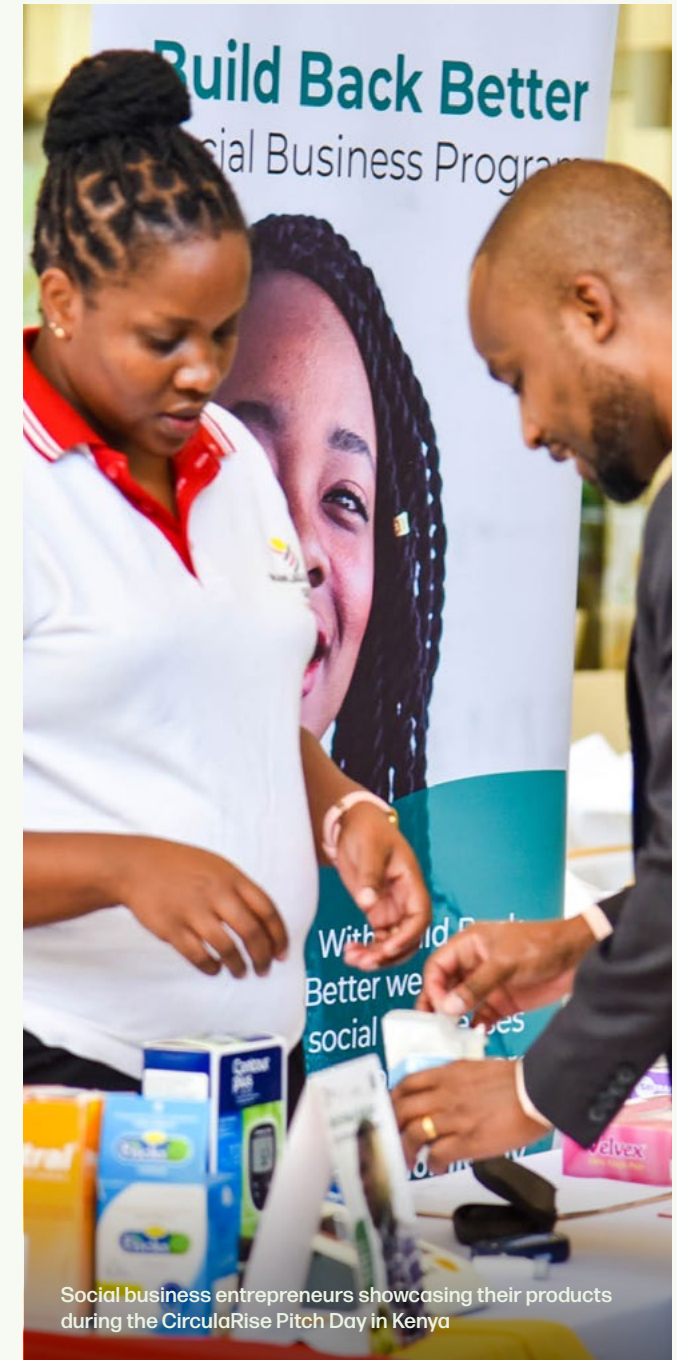
We design and implement programs that support social businesses moving from ideation to growth and scale. At the core of our programs, entrepreneurs can:

- Develop solutions for a specific **socio-environmental problem**.
- Adopt a **social business approach** to develop innovative solutions.
- Identify a viable and **financially sustainable business model** to achieve investment readiness.
- Incorporate **circular economy methodologies** and frameworks.
- Gain new insights, capacities and perspectives from **mentoring and coaching support**.

VENTURE BUILDING

Through public and private partnerships, we build new ventures enhancing existing solutions and adapting them to the local context. We implement solutions to achieve zero waste and zero net carbon while empowering informal sector workers and improving their livelihoods:

- **Feasibility studies** and stakeholder/eco-system mappings.
- **Capacity building** on recycling technologies, processing and machinery for collection, sorting and conversion.
- Implementation of **Extended Producer Responsibility** strategies.
- Social business **modelling, planning and implementation**.



Social business entrepreneurs showcasing their products during the CirculaRise Pitch Day in Kenya



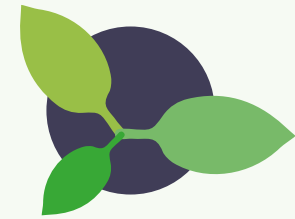
SINA workshop in Berlin



CONSULTING AND ADVISORY

Through consultancy, we develop impact programs and ecosystem-building initiatives with public and private sector organisations to support and scale social business solutions:

- **Advisory on environmental policymaking** and the development of public-private partnership programs to support social business solutions.
- Conduct **research, sector assessments and develop frameworks** and recommendations to drive economic inclusion and social innovation.



EDUCATION AND TRAINING

We develop creative, tailor-made education and training programs for different stakeholders, including businesses, government agencies and civil society organisations. These programs are primarily intended for:

- Increasing **employee engagement** by allowing employees to play an active role in developing solutions for climate resilience and adaptation.
- Adopting **circularity principles** for businesses to achieve greater environmental impact.
- **Capacity building** in social inclusion, business management and green skills.
- Environment, Health & Safety, and digital skills **trainings for the informal sector**.

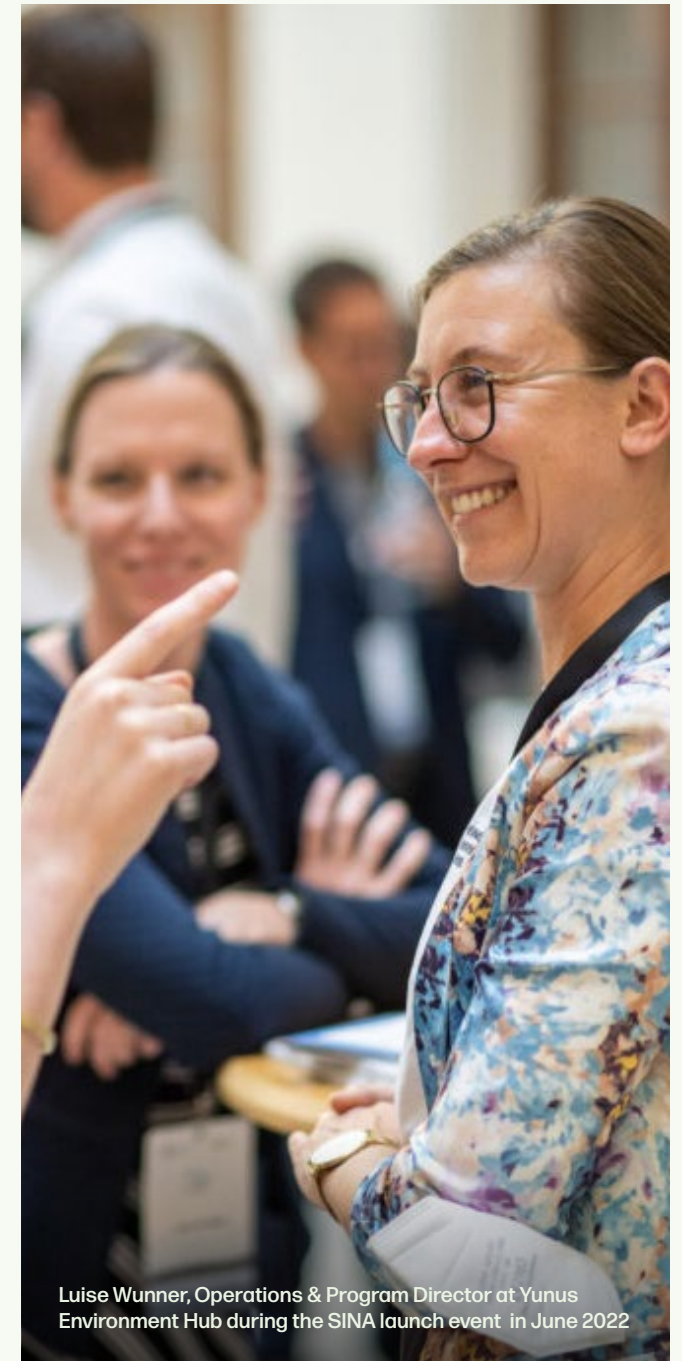
Our membership



United Nations
Climate Change



Intergovernmental
Negotiation Committee on
Plastic Pollution (INC)



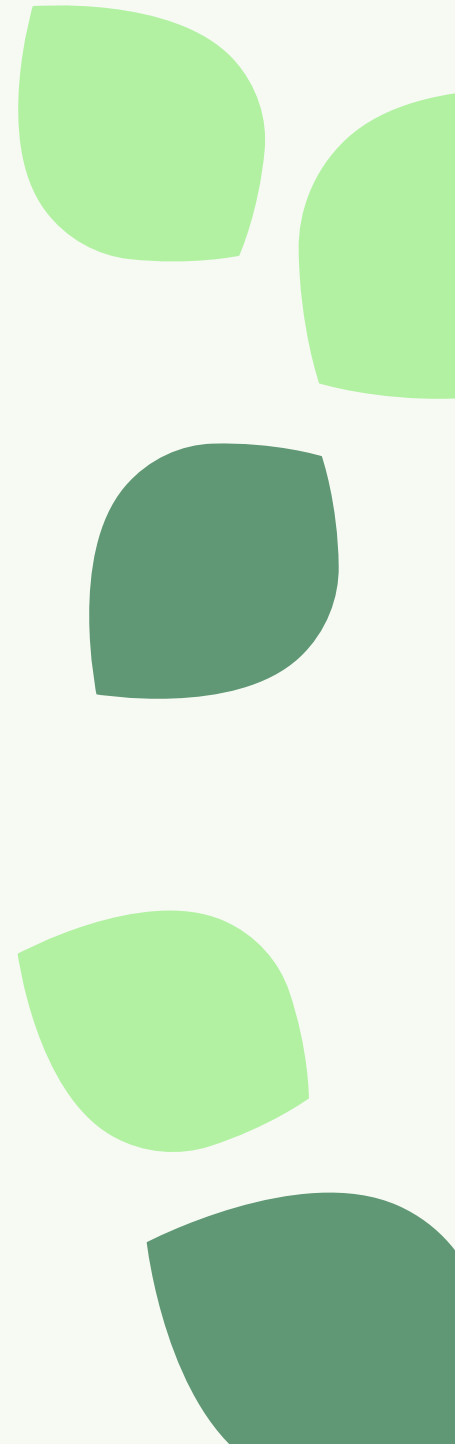
Luise Wunner, Operations & Program Director at Yunus Environment Hub during the SINA launch event in June 2022

Our expertise



A word cloud illustrating various areas of expertise. The words are arranged in a cluster, with 'circular economy' being the largest and most central. Other prominent words include 'zero net carbon', 'entrepreneurship', 'waste management', 'training', 'plastic recycling', 'circular business models', 'social business', 'gender equality', 'sustainability', 'systems change', 'capacity building', 'sustainable agriculture', 'regenerative business models', 'clean energy', 'biodiversity', and 'policy advisory'. The words are in various shades of green and blue.

clean energy
biodiversity policy advisory
training plastic recycling
circular business models
regenerative business models entrepreneurship
waste management zero net carbon
sustainable agriculture circular economy
capacity building social business
sustainability gender equality
systems change



IMPACT STRATEGY

3

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We have no choice but to put humanity at the centre of everything we do so we can have a future we can trust. We inspire individuals and society to do this. This is our responsibility to our children and the planet.



Hans Reitz

Co-founder & Creative Advisor
Yunus Environment Hub

We support social business entrepreneurs that work on scalable solutions for climate action by building their business capacities, enabling circular strategies and strengthening their ecosystem so they can grow and expand more sustainable solutions.

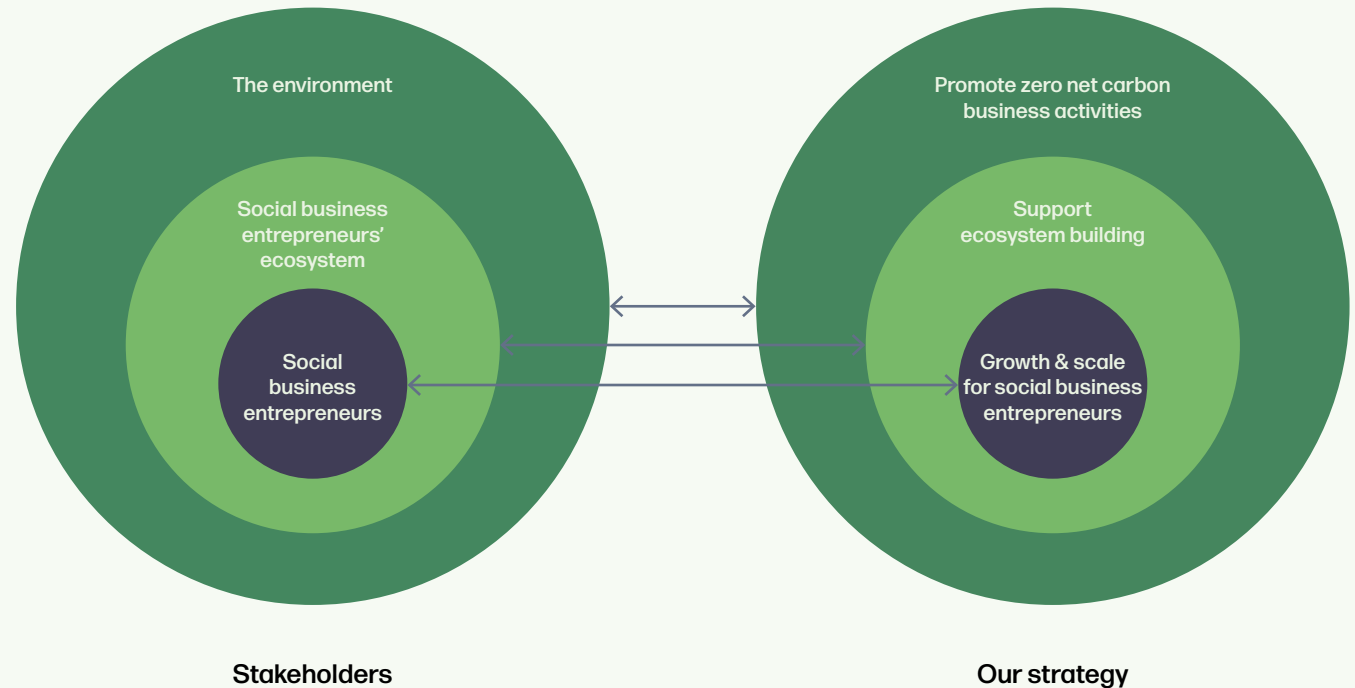


IMPACT STATEMENT

At Yunus Environment Hub, we believe that the concept of social business holds the potential to tackle many of the environmental challenges that the world is facing today by combining the creativity and adaptability of social business entrepreneurs with a purpose for sustainable environmental and social impact. **We drive change and contribute to mitigating the climate crisis by supporting scalable social business solutions that create positive environmental impact.**

Social business entrepreneurs are at the centre of our impact strategy. Through our programs and team of experts, we grow their business planning and management skills to maximise the impact of their solutions. We enable sustainable business

models by implementing circular strategies to reduce CO₂ emissions and mitigate climate impacts, while reducing operating costs and increasing profits to allow for growth and the creation of green jobs. Furthermore, we contribute to strengthening the ecosystems in which social business entrepreneurs develop their ideas by working with the public and private sectors to design and implement support programs, frameworks, industry standards and policy recommendations, as well as through advocacy for social businesses.

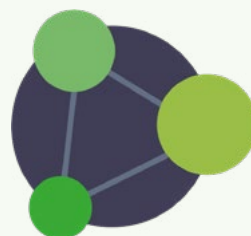


Our impact pillars



GROWTH AND SCALE FOR SOCIAL BUSINESS ENTREPRENEURS

We support social business entrepreneurs by building their business planning and management capacities to maximise their growth potential and scale their solutions.



SUPPORT ECOSYSTEM BUILDING

We strengthen the ecosystems in which social business entrepreneurs develop their ideas by working with the public and private sectors to develop frameworks and support programs, as well as designing and implementing new guidelines, government policies and industry standards that enable the development and growth of social business solutions.



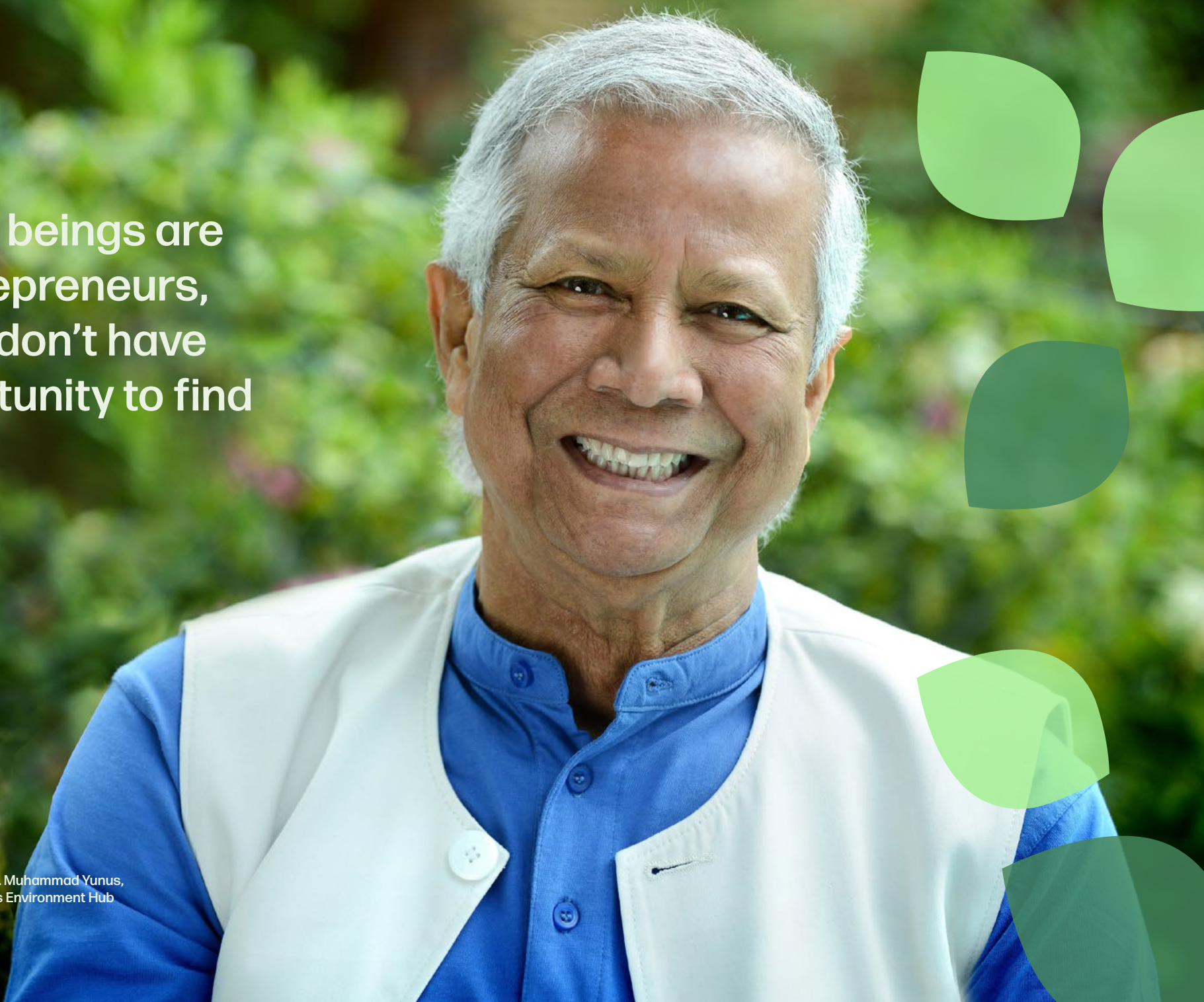
PROMOTE ZERO NET CARBON BUSINESS ACTIVITIES

We facilitate the creation of social business models that generate positive environmental impact by implementing sustainable and circular practices to reduce CO₂ emissions and mitigate climate impact.

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All human beings are
born entrepreneurs,
but many don't have
the opportunity to find
that out.

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



GROW & SCALE FOR SOCIAL BUSINESSES ENTREPRENEURS

4

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At Yunus Environment Hub, we support social businesses that offer solutions to the triple planetary crisis. We empower the youth and women, who are often underrepresented, and recognise their crucial role for climate action and a just transition.



Christina Jäger

Co-founder & Managing Director
Yunus Environment Hub

Our impact

We are happy to share the impact that we have contributed to and that social business entrepreneurs have created after participating in our programs.



85%

**OF SOCIAL BUSINESSES
INCUBATED & ACCELERATED
OVER THE LAST 2 YEARS
ARE STILL ACTIVE**



47%

**OF SOCIAL BUSINESSES
INCUBATED &
ACCELERATED ARE
WOMEN-LED**



64%

**OF SB ENTREPRENEURS
HAVE PITCHED THEIR
BUSINESS SOLUTION TO
INVESTORS**



48%

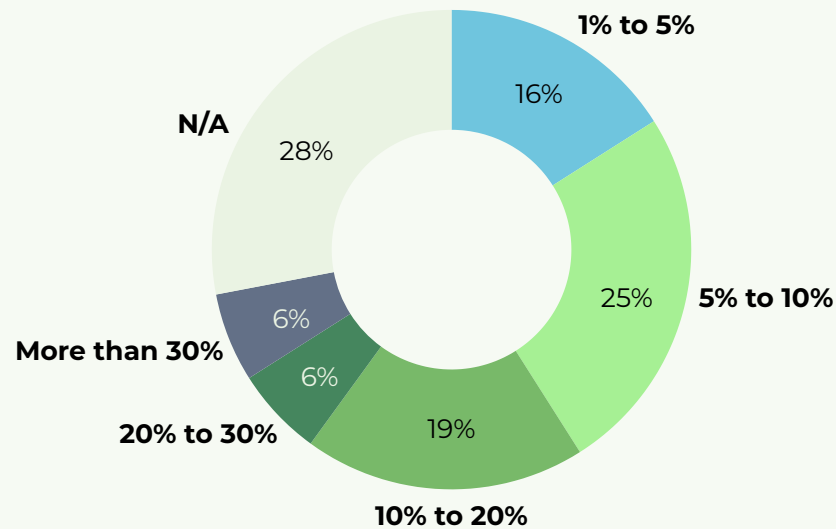
**OF SOCIAL BUSINESSES
HAVE RECEIVED
FINANCIAL INVESTMENT**



4

**GREEN JOBS HAVE
BEEN CREATED ON
AVERAGE PER SOCIAL
BUSINESS**

ANNUAL INCREASE (%) IN INCOME OF SOCIAL BUSINESSES



72%

**OF SB ENTREPRENEURS
HAVE EARNED A STABLE
AND POSITIVE INCOME**

As a result of their business growth.

66%

**OF SOCIAL BUSINESSES
ARE PROFITABLE**



Social business entrepreneurs during the CirculaRise Pitch Day in Nairobi, Kenya

atulations!

SHE Academy Graduation Cohorts III and IV

E4D

absa

YUNUS
ENVIRONM
HUB

congr

Our programs

SHE Academy



Training program for women-led or women-owned social businesses aimed at strengthening their business skills, access to markets and blended financial support.

- **Business stage:** growth to scaling stage
- **Business sectors:** agribusiness, hospitality and tourism, retail and wholesale, manufacturing and production, education, information and communications technology, textile and clothing, waste management and sanitation, consultancy services
- **Business locations:** Kenya
- **Duration:** 12 weeks

Program insights:

1384 social business entrepreneurs trained

1 award nomination: DIAR Award for Best Impact Investing Initiative

Pre-Incubation Program that blends online and offline experiences for early-stage social entrepreneurs to advance from ideation to the creation and testing of their social business by **developing a business plan.**

- **Business stage:** early-stage
- **Business sectors:** agriculture, environment, retail, education, food & beverage
- **Business locations:** Kenya, Nigeria, Ghana, Colombia, Uganda, Tanzania
- **Duration:** 4 months

Program insights:

237 social businesses entrepreneurs trained

25% of social businesses participating in Start-Now are women-owned



She Stars showcasing their products at the SHE Academy graduation event



Incubator that supports social entrepreneurs in early to growth stage with a proven business concept and potential to scale up by **developing circular strategies, strengthening their business plan and assessing their product-market fit** to become financially self-sustainable.

- **Business stage:** early to growth stage
- **Business sectors:** waste management, sustainable food systems, sustainable tourism and e-mobility
- **Business locations:** Burundi, Tanzania, Uganda, Ethiopia, Rwanda and Kenya
- **Duration:** 6 months

Program insights:

30 social businesses incubated and **75** social businesses trained

37% of social businesses incubated in GrowUp are women-led or women-owned

37 women SB entrepreneurs trained



Jacinta Ndolonga, Project Manager at The Zuri Initiative during the CirculaRise Pitch Day in Kenya



Formerly Build Back Better. **Accelerator** that supports social business entrepreneurs to **“circularise” their business model and strengthen their value chains** to scale their business.

Social business entrepreneurs learn to develop an IMM logic model, identify opportunities to reduce CO₂ emissions, test their circular solution and pitch to impact investors.

- **Business stage:** growth to scaling stage
- **Business sectors:** agriculture, manufacturing and processing, retail and wholesale, recycling and waste management, health, renewable and clean energy, sanitation, hospitality, education, textile and clothing.
- **Business locations:** Kenya
- **Duration:** 12 months

Program insights:

25 social businesses accelerated

52% of social businesses accelerated in CirculaRise are women-owned

214 800 EUR in funding raised

233 green jobs created by social businesses



Field visit to Mildred Gachoka, Director of Griinco, a social business from the CirculaRise accelerator program

Impact stories

Meet our social business entrepreneurs and discover their stories!

Interview with **(Mr.) Dennis Kariuki, Founder of Creos Holdings Ltd**, one of the 25 social businesses incubated in the CirculaRise program.

In one sentence, please describe Creos. What inspired you to start your social business?

We help organisations, businesses and homeowners reduce their operational costs in a human-centred cost-effective approach while enhancing their commitment to protecting the environment by using our energy optimisation services. Growing up in a family of environmental conservationists, I was driven by the need to apply my engineering knowledge and experience to help conserve the environment through energy and water optimisation in organisations and homes to create employment for myself and other young people and help increase incomes in households and businesses.

Tell us about your experience in the program. What key benefits did you receive from participating? In what ways did the program help you as a founder and your business to grow and become more resilient?

I would say CirculaRise met one of my biggest expectations, to help me pivot my business to

improve our new services and products. In the process of doing so, I learnt that my business is actually a circular economy enabler and that by applying some of the circularity concepts learnt in our new product improvement, we could easily deliver our value proposition to reach a wider market segment at a lower cost.

Tell us about the circular approaches you are implementing in Creos. How do these solutions contribute to your business revenue and the creation of green jobs?

We were mainly employing a leasing model as our circular concept. Our product is an educational toolkit in the form of a physical board game to promote energy and water optimi-

sation in urban households. Our new circular strategy will be transforming this product into a digital mobile app, which means fewer resources would be used in its production. We can make one product and reach many people through mobile downloads. This would create new revenue streams for our business and new green jobs from the new revenue streams.

How did CirculaRise help you to successfully implement and scale up your circular solution?

Through the in-house training and office coaching sessions from the trainers and mentors respectively, the program helped me understand and develop a roadmap on how to mobilise resources, prepare a great pitch for both

“The [CirculaRise] program helped me understand and develop a roadmap on how to mobilise resources, prepare a great pitch for both customers and potential investors and properly research the competition and market.

customers and potential investors, and properly research the competition and market.

What are the 3 most memorable milestones for Creos in 2022? What was your proudest achievement during the program?

My most memorable milestones in 2022 are growing our revenues to pre-pandemic levels, transforming our physical product through circular economy strategies into a digital product, and having an investor ready pitch for raising capital for product development and launch.

My proudest achievement was learning the potential impact our product would have when launched, in terms of reduced energy consumption, CO2 reduction, increased household incomes and new jobs created. It gave me the motivation to continue working harder in ensuring the product development and launch is a success.

What do you think are the major challenges and opportunities that Creos and other social businesses will face in the future? How do you see circularity playing a role here?

One of the major challenges I foresee for Creos and other social businesses is the market readiness for these solutions. The short-term costs of setting up the solutions are high but the operational costs for running the solutions become significantly low as time goes by. Educating the market about these concepts for them to buy in would be the biggest challenge. The great-



est opportunity in this is that this information is becoming more and more available to the masses and the younger generations are conscious of how unsustainable living has impacted negatively on the planet and are willing to take action to stop further deterioration of the planet. Circularity is going to be a major contributor to mitigating any further impact.

What advice would you give social business entrepreneurs looking to develop circular solutions?

I would advise other social business entrepreneurs to take action sooner rather than later in developing their circular solutions. But before they take action, they need to learn specific strategies they ought to employ in the implementation of the circular solutions through programs such as CirculaRise and resources from the Ellen McArthur Foundation principles of the circular economy.

What is your plan for scaling your circular solution? What other support do you need to achieve business growth?

My plan to scale my solution is to have a wide reach across my geographical area and replicate the same solution for various commercial industries. To achieve this, I'll need to raise initial capital to acquire the needed resources to develop the first iteration of our solution to seek market validation. Therefore, I'll need support in being introduced to the right investors and networks.

Partners & funders insights

Interview with **(Mr.) Thomas Jaeschke, Team Leader Employment and Skills for Development in Africa** at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in Kenya.

GIZ is supporting social business entrepreneurs through the partnership with Yunus Environment Hub to create green jobs and support the transition to a circular economy. How important are these programs?

While we focus on the green transition, we aim to create a skilled workforce in the green sectors. We also aim to engage entrepreneurs and enterprises in the transition process so that they are aware of the impact of their business operations on the environment. As a result, the social businesses participating in the program would integrate circularity into their operations. In the context of the Covid-19 pandemic, job security and creation have been a real essence. Companies around the world in general and in Kenya in particular, have been struggling. Therefore, the programs implemented within GIZ and Yunus Environment Hub partnership to retain social businesses and to help them become sustain-

able and mindful of the environmental impact are crucial and timely.

What growth would you like to see in the evolution of the social business participants as a result of their participation in our programs and environmental impacts?

We always wish to know whether the social business participants have used the skills and knowledge they acquired and maintained a collaborative context with the people, entities and markets that they were linked with. Besides, we are curious to know if the number of jobs has increased, the number of new jobs that have been created post program implementation, and the quality of these jobs. These are the aspects that

matter the most, for we want to ensure a measurable long-term impact and successful model replications among the social businesses that we have worked with and supported.

What do you think are the biggest impacts of our joint programs to support social businesses to grow and scale up? What excites you as an investor in these programs?

The initial results are very exciting, regardless of the Covid-19 challenges. The entire Employment for Development and capacity development activities had a very innovative approach. More than 200 jobs in the SMEs have been created so far, which is impressive and worth encouraging. It's more about the journey and the process that

“When we look back at different phases of the program, for example, capacity development and circularity adoption within the businesses at various levels, it's easy to tell how the program has grown and achieved its results.

has been taken to build the capacity of these social businesses and help them create more green and decent jobs. When we look back at different phases of the program, for example, capacity development and circularity adoption within the businesses at various levels, it's easy to tell how the program has grown and achieved its results.

As the journey goes on, we will continue to evaluate many areas of impact to prioritise impact focuses and potential replications.

What advice do you have for social business entrepreneurs who are seeking funding opportunities to pilot and test their circular interventions to address climate change?

The pitching sessions are great opportunities for social businesses to showcase what they really do, and the impact and potential of their businesses' circular solutions to attract collaborations. It's an advantage when social businesses can succinctly communicate to potential funders and investors what they need to get to the next level of business growth.

Additionally, many entrepreneurs might feel that they are trained or over-trained, so they don't need to be trained anymore. Therefore, social businesses need to know and voice what they need in terms of capacity development. If they already have the knowledge, they would rather focus on discussing their needs and seek specific mentorship. This is when social busi-

nesses' needs are well integrated, and the training can be really beneficial for them.

Last but not least, there need to be a shift in the mindset of social businesses regarding the possibility of growing their businesses, especially financially or from an investment perspective. In today's angel investments and digital app availability, there are so many options for social businesses to attract investors and even to merge with other companies matching their areas of expertise to grow and scale up their businesses. Collective efforts bring strengths while separation by competition results in weaknesses.

Will GIZ continue to invest in green programs supporting social business entrepreneurs in 2023? If you plan to extend your support, what do you think are the most important investment-driven criteria?

At GIZ, our investment decisions are guided by the political direction of the German Government which has a strong Green Party presence. There has been a great focus on the issue of climate change and conversations on sustainability. We are currently in the transition phase of the Employment and Skills for Development in Africa (E4D) to a new program called WE4D, which focuses 100% on green transition and women empowerment in Africa from now until 2026.

In moving forward, we would like to engage TVET institutions, industry experts, development organisations and matching entities to ensure

that skilled, upskilled and reskilled labours in the market are accessible.

“The most important thing for us is to continue creating impacts by creating more decent, sustainable jobs and improving the existing jobs and at the same time enhancing the competitiveness of all the social businesses participating in our future programs.



Implemented by

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

SUPPORT ECOSYSTEM BUILDING

A large, bold white number '5' is centered on the right side of the image. The background is a vibrant green with a close-up of bamboo leaves, some in sharp focus and others blurred, creating a bokeh effect. A semi-transparent green circular shape is visible on the far right edge.

5

“

The world is in dire need of climate action solutions that are unapologetic with their social approach. We have to provide innovative tools that catalyse, support and scale them up.



Lydia Theuri

Programs & Partnership Lead
Yunus Environment Hub

Strategic partnerships

We continuously work to develop a strong international network of partners to share our expertise in social business and climate action from a multistakeholder approach and socially inclusive practices.

We advocate for the need to work collectively to achieve the interconnected goals of zero poverty, zero unemployment and zero net carbon emissions. We participate in multistakeholder forums and alliances to collaborate with private and public organisations in implementing circular social business solutions and we develop policy recommendations and frameworks for social businesses in the environmental area to gain more visibility and access to key resources they need to thrive.

The following are just a few examples of our collaborative work:

UN Plastics Treaty: The issue of plastic waste has emerged as one of the most critical threats to our environment. It fills our landfills, pollutes our oceans and even infiltrates the food we consume, the water we drink and the air we breathe.

Yunus Environment Hub attended as an observer the first meeting of the International Negotiating Committee (INC-1) on developing a global legally binding Plastics Treaty.

During the meeting, the objectives, scope and details of the treaty were discussed and a multistakeholder forum was held. The following elements should be included in the global instrument: addressing the full life cycle of plastics, adequate financial support, the effects on human health, the importance of national action plans, effective reporting and transparency, science and technology-based inputs and strong stakeholder engagement including the informal sector.

We want to echo what has been said many times, that “nobody should be left behind”.

The **Mountain Partnership (MP)** is a UN voluntary alliance of governments and organisations working together to **address the climate and biodiversity crises in mountains and ensure social and economic livelihood and well-being of mountain people.**

We share a common vision with Mountain Partnership to help **improve peoples’ livelihoods and protect the environment through inclusive and sustainable economic development.** We promote the creation of social businesses that contribute directly or indirectly to the preservation of natural resources and contribute to the development of a new economic system that addresses key social problems of local communities in mountain and island regions.

In 2023, we will be working with aspiring social business entrepreneurs from mountain and island regions to become investor ready by strengthening their business plans to develop solutions in the agricultural and textile sector.



Our contribution

REPORT ON THE RISKS AND OPPORTUNITIES OF PLASTIC CREDITS

We conducted a study on behalf of the UN Environment Programme to better understand the potential risks and opportunities associated with the introduction of plastic credits to the informal waste management sector in South-East Asia.

Despite their integral contribution to plastic waste management and resource recovery, informal waste collectors are amongst society's most marginalised groups working under harmful health conditions with no recognition of their essential services, lacking access to sustainable sources of income and basic social services.

Financing instruments are urgently needed to improve local waste management systems and livelihoods within the informal sector. In this context, plastic credits have emerged as a frequently discussed financing approach to plastic waste management.

This report offers **key considerations and recommendations** for:

- Governments and local authorities responsible for EPR policies to support the proper use of plastic credits as short-term solutions while EPR systems are being implemented.
- Plastic credit standards or guidelines setters to consider core social and human rights-based approach elements along with the environmental and socio-economic aspects.
- International companies and those purchasing plastic credits to have a better understanding of the need for social elements to be accounted for in plastic credits and their associated costs.
- Project implementors to incorporate social impact metrics as part of their project reporting.
- Informal waste workers and local communities where projects occur to ensure human rights are being respected.

“When different plastic credit systems exist in the same market, they start to compete for access to companies that buy plastic credits. As soon they start to compete over the price, they do so by lowering the social, security, and environmental standards.

Henning Wilts
Wuppertal Institute

Download and read the full report [here](#).

SINA

SINA – Soziale Innovationen für Nachhaltigkeit (in English: Social Innovations for Sustainability) is a 3-year program implemented on behalf of the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection. The program focuses on developing **policy recommendations to support the social innovation ecosystem in Germany in order to achieve the Paris Agreement and the 2030 Agenda**.

So far, the SINA program has made major contributions to:

- Providing the Environment Ministry of Germany with **a clear roadmap with up to 18 concrete short-, medium- and long-term policy recommendations** to be implemented to enhance the environment of social innovations in the environmental field in Germany, especially focused on finance and funding opportunities, impact management and legal and political frameworks.
- The debate and network around social innovations through a multi-stakeholder



SINA launch event at the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection in June 2022

approach **bringing together experts from academia, think tanks, government and the private sector** to collectively work on solutions and recommendations on this topic.

- The **public and political debate** through a successful event in Berlin with the participation of Environment Minister Steffi Lemke, several high-profile speakers and over 100 participants, showing the importance of social innovations and broadcasting the project to a broader public.
- The production of knowledge around social innovations via **research findings, best practices and learnings** that have taken place throughout the project and that have been consistently communicated through a comprehensive PR campaign in the form of **articles, infographics and podcasts**.

Listen to the SINA podcast [here](#).

Funded by:



VALUCRED

ValuCred is a consortium led by Yunus Environment Hub, Nehlsen & Rodiek and BlackForest Solutions for the design and financing of sustainable plastic waste management systems.

ValuCred has developed a **Standard Process Model (SPM) for the transparent calculation and valorisation of voluntary EPR and other financing schemes such as plastic credits**. The SPM aims at enhancing global comparability and quality of information on financing schemes as well as transparency and accountability to help fill the gap of lacking EPR systems and support the standardisation of interaction processes between different stakeholders of the plastic waste value chain. **The ValuCred SPM and its mobile application have been tested with waste collectors and aggregators in the informal and semi-formal waste sectors in India, Vietnam, Ghana and Angola.**

Through the ValuCred program, we have made key contributions to:

- Filling the gap in the transition towards operational (and mandatory) EPR standards with key findings and recommendations until EPR systems are in place.
- Supporting the standardisation of interaction processes between stakeholders involved in generating and



trading plastic credits.

- Defining a common understanding, terminology and transparent processes.
- Bringing transparency and trustworthiness to the plastic credit market.
- Increased interest of informal waste sector stakeholders to participate in co-financing opportunities, increased understanding of governance compliance and the need for data collection and transparencies, and piqued curiosity in digital literacy.
- Confirmed need for collaboration between international plastic credit market players, including agreements on requirements for data tracking as well as reporting procedures.
- The publication of the “ValuCred Standard Process Model Handbook”, the “Plastic Credits – Friend or Foe?” report and the position paper “Establishing a basis for the remuneration of labour in the waste value chain as part of ValuCred’s new plastic credit pricing model”.

Download and read the ValuCred program publications [here](#).

Funded by:



ZERO PLASTIC WASTE CITIES

Yunus Environment Hub conducted extensive feasibility studies on **the outlook of improving municipal solid waste management systems and livelihoods of waste workers in India, Vietnam, Kenya and Ethiopia** for more than two years. The central objectives for domestic sustainable waste management sectors are to create market demand for low-value plastics to increase the recycling of currently unconsidered waste types and to raise environmental and social awareness to create decent employment opportunities and improve the working conditions of local people, especially informal waste workers.



Field visit to waste collection centre in Bole, Ethiopia as part of Zero Plastic Waste Cities

With the conclusion of the feasibility studies, our findings and recommendations have contributed to:

- **Increased awareness of sustainable municipal waste management**, especially post-consumer plastic waste circularity and circular economy development through social business models.
- **Increased environmental and social inclusion awareness** in the aspects of job creation, livelihood improvements for local waste workers and vulnerable groups, and socio-economic resilience against the Covid-19 pandemic while contributing to the Sustainable Development Goals (SDGs).
- **Promoting the development and implementation of EPR schemes.**
 - Advocating waste reduction schemes through reuse, refill or alternative materials, as well as plastic waste action partnerships.
 - Supporting global and national dialogues, research papers and projects relating to **sustainable waste management, plastic recycling, EPR and Circular Economy.**

Partners & funders insights

Interview with **(Mr.) Vincent Aloysius, Program Manager at the UN Environment Programme.**

YEH conducted a qualitative study on the risks and opportunities of plastic credit financing instruments for the informal waste management sector under the framework of UNEP's SEA Circular Initiative in 2022.

Why did UNEP prioritise research on the potential impact of plastic credit financing instruments on the informal waste sector? Why is this an important topic for the SEA region?

The SEA circular project conducted this study to be able to provide a better understanding for stakeholders on the topic of plastic credits. This was also done in response to the request from Member States from the SEA region. As plastic credits is a fast-evolving mechanism that can complement other solutions and efforts towards plastic circularity, the research was important to bring further dialogue amongst stakeholders in the plastic value chain in this region on this topic. In this research, the potential impacts and benefits to the informal waste collectors were a key focus area. We hope the report will raise awareness on matters to consider when plan-

ning and executing plastic credit projects.

In your opinion, what findings from the study do you think organisations and policymakers should pay particular attention to? What are the next steps you feel are needed to implement these key recommendations? Where might you see challenges or roadblocks in the process?

Transparency and a gradual shift towards some standardisation would be helpful for all stakeholders. Having an auditable trail to ensure good accounting practices will provide good confidence to buyers and project developers. A better understanding of the plastic credit mechanism will help all stakeholders to contribute towards a more harmonised approach to plastic credits.

What is the significance of YEH's research on plastic credit financial instruments in relation to Extended Producer Responsibility initiatives or discussions on EPR?

The study helps to connect plastic credits with the informal sector and how we should be mindful of the welfare of informal waste collectors if plastic credits schemes are adopted by

businesses as part of their approach to meeting obligations towards Extended Producer Responsibility. While we hope efforts to achieve circularity will not be only end-of-pipe solutions, the study sheds light on the potential benefits of credit schemes to address lower-value plastic waste that is not easily recyclable and a means to support clean-up efforts from plastic hotspots.

Why is it important to ensure social elements are included, along with socio-economic and environmental elements, in the development of new financial instruments?

One way for businesses to avoid socio-economic and environmental risks is to take a human rights-based approach (HRBA) in managing their plastic value chain. Be it for the development of new financial instruments or efforts in improving their products and packaging, HRBA will help bring into perspective the risks and challenges to overcome.

What intentions do you or UNEP have towards implementing or promoting the recommendations from the study?

The aim of UNEP and SEA circular in particular in supporting this study has been to shed light

and inform stakeholders in the plastic value chain on plastic credits, how it is affecting the informal sector, to promote further discussion and dialogue on the opportunities and risks associated with plastic credits in the hope that it can be part of the solution for achieving plastic circularity and to remove from our environment plastic pollution that has already leaked into hotspots.

What are the top 3 priority areas of focus for SEA Circular in 2023?

The SEA circular project will be taking a regional-focused approach. Furthering efforts on a human rights-based approach to managing the plastic value chain, supporting enablement of EPR with producer-led efforts through engagement with producer responsibility organisations and bringing SMEs on board would be key areas for the project. Further, we aim to encourage sectoral-based efforts that can support the recycling of products and packaging.



Informal waste collectors in Vietnam

“A better understanding of the plastic credit mechanism will help all stakeholders to contribute towards a more harmonised approach to plastic credits.

Vincent Aloysius

Interview with **(Ms.) Dr. Mareike Bodderas, Head of Division for AI, sustainable finance and environmental economics at Zukunft – Umwelt – Gesellschaft (ZUG) gGmbH**, the project executing agency of the Federal Ministry for the Environment and contributor to SINA.

Which areas and issues are the focus of German environmental policy to achieve the country's environmental sustainability goals?

Current German environmental policy defines environmental protection and nature conservation as an integral part of climate protection: the focus is on “natural climate protection”, which starts at the interface between climate protection, conservation of biological diversity and precautionary measures against the climate crisis. The aim is to make targeted use of synergies between nature conservation and climate protection. Thus, natural ecosystems such as moors and forests, rivers and oceans are of great importance for biodiversity and climate protection, because they bind greenhouse gases and at the same time provide habitats for plants and animals.

What role do programs such as SINA play in German environmental policy? To what extent do such programs contribute to achieving climate, environmental and sustainability goals?

Overall, social innovation, initiated by civil society actors, NGOs, scientists, and private individuals, has great potential to advance key issues in environmental and nature conservation which

are not in the primary interest of private sector stakeholders. Social innovation as a whole, and especially in the field of climate and environmental policy, is still in its infancy and there is still too little experience with broad-based initiatives and model projects. Here, the SINA program has a key role to play in identifying suitable structures, legislation, financing and advisory opportunities as well as strategic and organisational forms in order to set the course.

Have measures been taken in ZUG to support organisations and programs promoting growth of sustainable and circular business solutions?

In some funding programs, such as the International Climate Initiative (IKI), local stakeholders and social participation processes (“local content”) are central. In the context of the KI-Ideenwerkstatt (In English AI Ideas Workshop), the focus is also on supporting NGOs, initiatives, scientists, start-ups, private individuals, and other actors. Here, we develop a blueprint for business solutions at the interface between social innovation, AI and environmental protection and help NGOs and social innovations to implement and finance them in the long term.

What advice do you have for policymakers to make the transition to an environmentally sustainable economy in a socially just, innovative and inclusive way?

Helping the potential of social innovation gain political, social, and broad-based visibility through

targeted publicly funded model projects.

To target agreement for public investments, for example in infrastructure, education, digitalisation, health, social housing, or measures against climate change, to invest a fixed percentage of the funds, for example 2%, for social innovation.

Lastly, to involve civil society actors in social innovation in a targeted manner in political decision-making processes and formats, for example, national adaptation strategies and plans, implementation of the 2030 Agenda, fulfilment of national climate change targets, etc.

SINA has a key role to play in identifying suitable structures, legislation, financing and advisory opportunities as well as strategic and organisational forms in order to set the course.

Dr. Mareike Bodderas

**ENCOURAGE
ZERO NET CARBON
BUSINESS ACTIVITIES**

6

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Today's challenges require us to rethink how we conduct business. We can no longer think only about profits, instead we must commit to using the resources at our disposal in the best way possible.



Ambrose Mbuvi
Social Business Consultant
Yunus Environment Hub

Our impact

We are excited to share the impact that we have helped to create through our programs and the contribution of our portfolio social businesses towards net-zero.

**72%**

**OF SOCIAL BUSINESSES
HAVE BECOME MORE
ENVIRONMENTALLY
SUSTAINABLE**

**69%**

**OF SOCIAL BUSINESSES
HAVE STARTED
IMPLEMENTING A CLEAR
STRATEGY TO MITIGATE
ENVIRONMENTAL IMPACT**

**2X**

**SOCIAL BUSINESSES SELL ON
AVERAGE 2X MORE GREEN
PRODUCTS & SERVICES**

**31%**

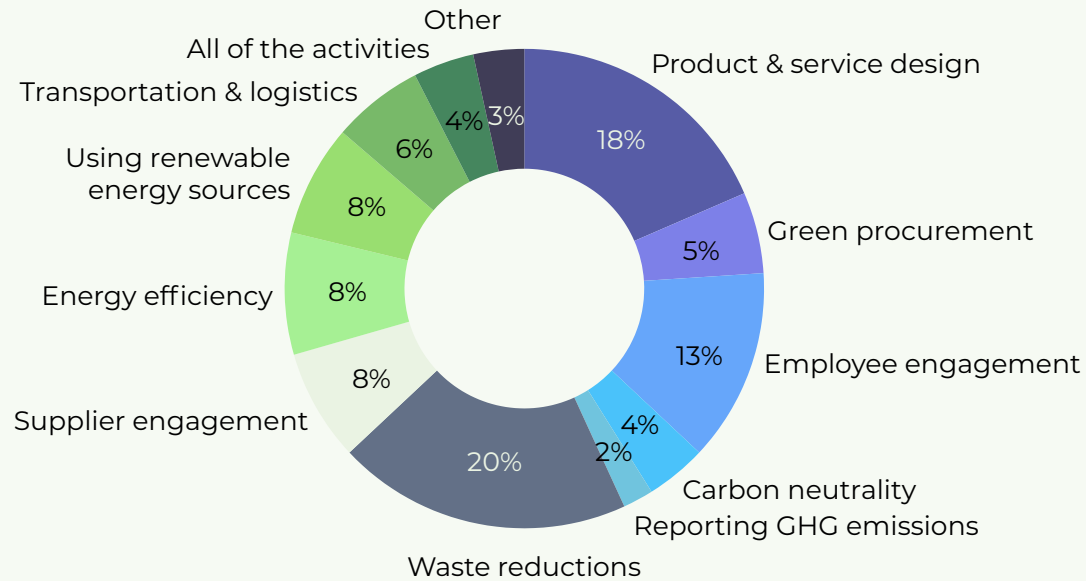
**OF SOCIAL BUSINESSES
CALCULATE THEIR
ENVIRONMENTAL
FOOTPRINT**

**31%**

**OF SOCIAL BUSINESSES
HAVE PUBLISHED A SOCIAL
AND ENVIRONMENTAL
IMPACT REPORT**

Or are currently working on creating one.

ZERO NET CARBON ACTIVITIES IMPLEMENTED BY SOCIAL BUSINESSES



72%

**OF SOCIAL BUSINESSES HAVE
IMPLEMENTED ACTIVITIES
TOWARDS ZERO NET CARBON
EMISSIONS**



Prof. Yunus during the field visit to social businesses incubated by YEH in the Amazon rainforest

Our contribution

WHAT ARE ZERO NET CARBON BUSINESSES?

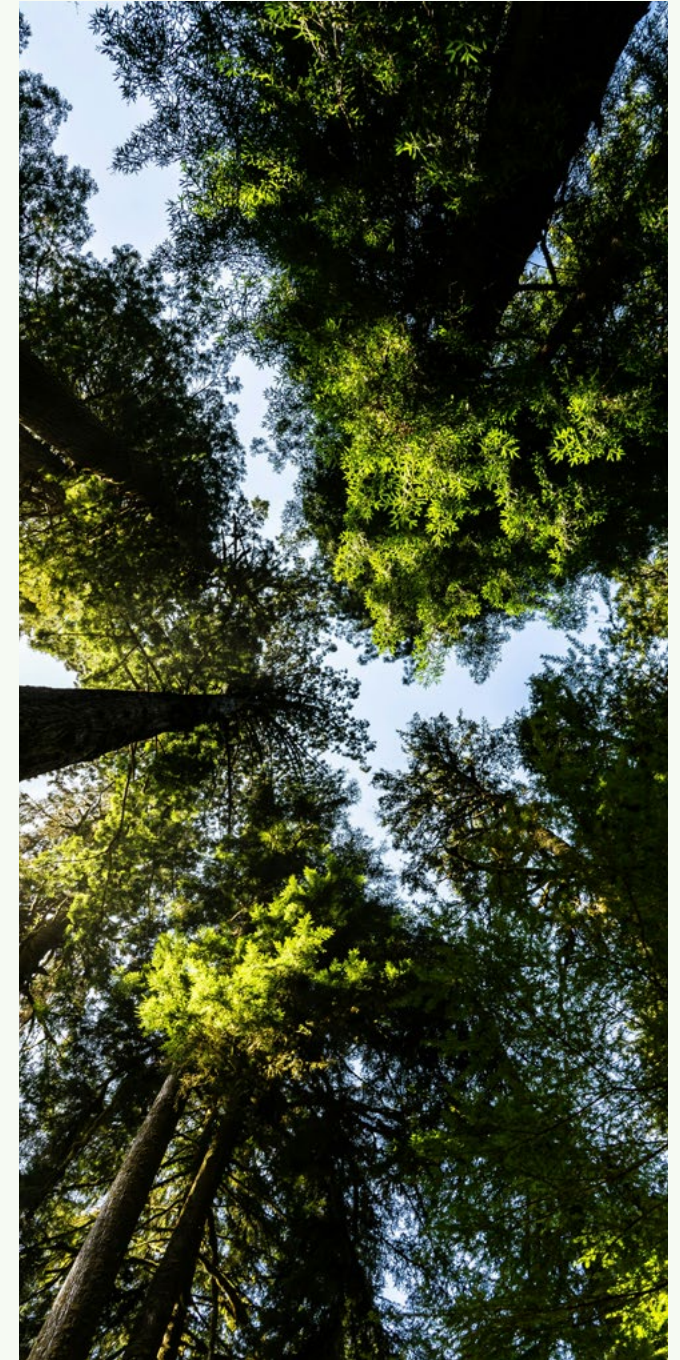
Net Zero means achieving a balance between the greenhouse gases (GHGs) emitted into the atmosphere, including carbon dioxide, methane, nitrous oxide, hydrochlorofluorocarbons (HCFCs), hydrofluorocarbons (HFCs), ozone etc., **and those taken out or captured.**

During the UN Climate Change Conference (COP21) in Paris, France, the Paris Agreement, a legally binding international treaty on climate change was adopted. Its overarching goal is to hold “the increase in the global average temperature to well below 2°C above pre-industrial levels” and pursue efforts “to limit the temperature increase to 1.5°C above pre-industrial levels”. By now, global GHG emissions are still rising steeply despite efforts to reduce and limit them. In an effort to address climate change, businesses have a crucial role to play. **To assume responsibility, companies need to start accounting, reducing and limiting their**

GHG emissions – ideally investing in capture or regeneration.

Nobel Peace Prize Laureate Prof. Muhammad Yunus pointed out in his book *A World of Three Zeros: The New Economics of Zero Poverty, Zero Unemployment and Zero Net Carbon Emissions*, that **social businesses can be used as a solution to reduce carbon emissions.** In line with our chairman’s philosophy, it is Yunus Environment Hub’s vision to create a world of three zeros by **designing, supporting and implementing social business solutions for the current global environmental crisis.**

We are proud to present 5 social businesses from our incubation and acceleration programs and their contributions towards circularity and Net Zero. For their part, these social business entrepreneurs have taken bold steps to achieve zero net carbon business activities, build brands that promote green products and services and encourage people to be part of the solution.



**Luisa Gathecha***Co-founder & CEO*

Bottle Logistics EA Ltd

📍 Nairobi, Kenya

Bottle Logistics recovers and recycles glass and aluminium waste from waste management companies, waste dealers and traders and glass end-user avenues such as restaurants, and processes it into glass cullet, reusable glass bottles and aluminium ingots for sale to glass manufacturers, aluminium fabricators and extruders.

The business reduces environmental pollution by diverting waste from landfills, reducing the use of virgin materials and averting CO2 emissions.

Through the CirculaRise program, Bottle Logistics adopted its circular solution of automating the glass cleaning process and expanding glass collection and sorting centres across Kenya. Our program supported Bottle Logistics to access new markets in Ethiopia and Uganda and connected them with potential funders and investors.

The business employs 99 people, of which 51 are women.

Through their business activities, Bottle Logistics addresses 8 of the 17 SDGs.



bottle-logistics.com

**Rosaly Akinyi***Founder*

Roak Swahili Wear

📍 Mombasa, Kenya

Roak Swahili Wear is a social business that designs, creates and sells sandals made from recycled used tires and local leather. The company is empowering women and youth in Likoni, Mombasa to improve their living standards by teaching them the craft and employing them in the community.

The business reduces environmental pollution by recovering and repurposing used tires and using them for their shoes and sandals, reducing scrap tire waste and the use of virgin rubber.

Through our program, Roak Swahili Wear improved its circular solution of recycling and repurposing waste tires. Our program supported the social business to access the school shoe market and develop school shoes as a new product and bridged them with potential funders and investors.

The business employs 66 people, of which 43 are women.

Through their business activities, Roak Swahili Wear addresses 5 of the 17 SDGs.



IG: @roakswahiliwear | FB: Roak Swahili Wear



Paul Muhia
Co-founder & CEO
Jua eBikes
📍 Nairobi, Kenya



Warren Ondanje
Co-founder & CTO
Jua eBikes
📍 Nairobi, Kenya



Geoffrey Mwangi
Operations Director
Jua eBikes
📍 Nairobi, Kenya

Jua eBikes was founded to revolutionise transport and make electric bikes affordable and accessible to everyone in Kenya through subscription. The Jua ebike system was designed to be lightweight, simple, and removable. It is an e-bike brand for short haul and light parcel delivery in addition to personal commuting. It applies the 3P's of sustainability: People, Profit and Planet, by providing affordable and clean transport solutions to rural and urban dwellers.

Through our program, Jua eBikes transitioned from a centralised workshop system in Nairobi to a decentralised system where local bicycle repair shop owners are trained on transforming traditional bicycles to electric bikes and equip them with Jua eBikes kits for local customers.

This new model reduces the distance customers have to travel to buy their bikes, as well as empowers local bike repairers through training, thus enhancing their livelihoods.

The business has 5 employees, of which 1 is a woman.

Through their business activities, Jua eBikes addresses 8 of the 17 SDGs.



jua.bike



Jua Bikes presenting their social business solution to Prof. Muhammad Yunus



Lucy Ngorongo

Founder

Junky Bins Co. Ltd

📍 Nairobi, Kenya

Junky Bins is a women-led waste management company with a mission to create and maintain a clean and safe environment for the general population. The business provides residential, commercial, hospitality and industrial waste collection, transportation and disposal of waste. Junky Bins encourages recycling, reducing waste and reusing waste.

The business embraces concern about environmentalism and climate action aimed at protecting the environment by offering their clients a wide range of tailor-made waste management solutions towards zero waste and zero landfill.

By participating in our program, the business founder strengthened her business skills and was granted access to new markets and was matched with potential funders and investors.

The business has 17 employees, of which 3 are women.

Through their business activities, Junky Bins addresses 6 of the 17 SDGs.



junkybins.org



Dorothy Otieno

Managing Director

Nyalore Impact Limited

📍 Homa Bay County, Kenya

Nyalore Impact is a social business serving unenergised and off-grid rural and peri-urban areas in Kenya by providing affordable, low emission cookstoves and briquettes for institutions and households. Working with local artisans and women's groups, Nyalore Impact utilises locally available materials for production of its cookstoves and briquettes.

Nyalore Impact is currently working to create the Nyalore Hub for women advancement to enable women to produce and sell efficient cook stoves for improved health, job creation and environmental impact.

By participating in our program, Nyalore Impact created 10 new jobs and formed 5 new business partnerships. Furthermore, Nyalore Impact was able to expand its business, successfully entered two new markets and raised both its sales and revenue by 50%.

The business employs 26 people, of which 17 are women.

Through their business activities, Nyalore Impact addresses 8 of the 17 SDGs.



www.nyaloreimp.org

Impact stories

Meet our social business entrepreneurs and discover their stories!

Interview with **(Ms.) Dayana Gutiérrez Castro, Founder of Ccharum**, a social businesses incubated in the Amazonas Verde program.



Amazonas Verde is an incubation program that supports social businesses in the Amazon region working to preserve natural resources, conserve biodiversity and prevent forest loss. The social businesses receive capacity building training, market linkages, mentoring and the additional resources needed to achieve long-term financial sustainability.

In one sentence, describe Ccharum: What inspired the creation of this social business?

We are fifth-generation sugar cane producers. We produce panela, a sugar cane derivative, with flavours like lemon, ginger, honey and other endemic fruits from the Amazon region.

What is unique about your eco-friendly product to help mitigate negative climate impact and natural resource depletion?

It is a chemical-free organic product with ecological packaging that doesn't generate any negative impact on the environment. We also protect the environment by reforesting the riverbanks to avoid droughts.

How does Ccharum's sustainable purpose help attract customers? What feedback have you received so far about your product? How has this social business impacted your community?

We attract our customers thanks to our sustainable purpose and the quality of our products. The feedback we have received so far about our products is very positive. We strive to make a positive impact in our community, mainly serving rural youth, victims of violence and abuse, and children.

What steps has Ccharum taken to adopt sustainable practices and protect biodiversity?

Our business depends on the Amazon's biodiversity and as such, sustainable practices and biodiversity protection are major focuses for Ccharum. We constantly monitor watersheds and forests to protect them and prevent climate change.

What advice would you give to social business entrepreneurs in the Amazon who are

looking to implement sustainable and circular practices to create a positive climate impact?

That they can do it! They are not alone, there are already many of us in different parts of the world who believe in sustainable and circular practices to create a positive climate impact in the new bioeconomy.

“Thanks to the Amazonas Verde program we were able to strengthen Ccharum's value proposition and be widely recognised for our work.

Dayana Gutiérrez Castro





REFLECTION AND WAYS FORWARD

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“

We have the responsibility to minimise our environmental impact for the generations to come. The circular economy is a way to act on a systemic level that benefits businesses, society, and the environment alike.



Luise Wunner

Operations & Program Director
Yunus Environment Hub

The year 2022 reinforced our organisation's belief about the importance of advancing social business solutions for positive environmental impact. Social business entrepreneurs have always been in the forefront position of our impact strategy and ecosystem-building activities. We are delighted to have created a ripple effect with the diversity of our social businesses in many countries. With all the very encouraging achievements and fruitful collaborations, we firmly believe it is only the beginning of much progress in the future. **Capacity building takes time.** Incubation and acceleration programs are fundamental support vehicles for social business entrepreneurs to achieve impact. Skills development requires walking closely with the entrepreneurs and providing them with tailored mentoring and coaching for an extended period based on their learning journey and the evolution of their social business.

Multi-stakeholder partnerships are necessary to scale up impact. Collaboration between organisations with complementary capabilities is key to moving forward and creating long-term systems change. More resources and time should be allocated to building and nurturing collaborative relationships that lead to the creation and implementation of programs that provide innovative approaches to support the creation and growth of social businesses, for example in the area of market access.

We are determined to strengthen our efforts to incorporate these learnings as part of our impact strategy development for 2023 and beyond. As we continue to accelerate progress towards circularity and a more sustainable future, we foresee a brighter outlook brought by today's social business innovators and entrepreneurs.

We remain dedicated to championing social business solutions that pave the way for a brighter and more sustainable world. Together, we are forging a path towards a zero net carbon future and embracing the potential of social businesses to catalyse transformation.



Thank you to our partners and funders for being part of this journey!



Implemented by



Let's 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

List of abbreviations and acronyms

BMUV	Bundesministerium für Umwelt, Naturschutz, nukleare Sicherheit und Verbraucherschutz (German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection)
BMZ	Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (Federal Ministry for Economic Cooperation and Development)
BNW	Bundesverband Nachhaltige Wirtschaft
CBCGDF	China Biodiversity Conservation and Green Development Foundation
E4D	Employment and Skills for Development in Africa
EHS	Environment, Health & Safety
EOD	Employment & Organizational Development
EPR	Extended Producer Responsibility
GHG	Greenhouse gases
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (German Society for International Cooperation)
GSBS	Global Social Business Summit
GSS	Global Solutions Summit
HRBA	Human rights-based approach
IKI	International Climate Initiative
INC	International Negotiating Committee
IPCC	Intergovernmental Panel on Climate Change
MP	Mountain Partnership
NGO	Non-governmental organisation
OKRs	Objectives and Key Results
SB	Social Business
SEND	Social Entrepreneurship Netzwerk Deutschland (Social Entrepreneurship Network Germany)
SINA	Soziale Innovationen für Nachhaltigkeit (Social Innovations for Sustainability)
SPM	Standard Process Model
UN	United Nations
UNEP	United Nations Environment Programme
WE4D	Employment promotion for women for the green transformation in Africa
YEH	Yunus Environment Hub
ZUG	Zukunft – Umwelt – Gesellschaft



This report is the result of our impact measurement work at Yunus Environment Hub.

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