



Role of Social Entrepreneurship in Creating Green Business Opportunities

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Social Entrepreneurship

- Social entrepreneurship is the **Combination** of Revenue Generation with Social Impact
- Social entrepreneurs aren't only concerned with **Profits**. Success is also defined by how their business improves the world.
- Unlike **Non-Profits**, social entrepreneurship still earns a profit, but the focus is placed on the social or environmental change made while earning that profit

Societal Challenges - Drivers to Green BOs

Water Scarcity
Biodiversity
Food Security
Desertification
Pollution

Population Growth
Poverty
Urbanization



Inflation
Producer/Consumer Relations
Price Structure

Education
Individualism vs. Community
Social Innovation

How Social Entrepreneurship Contributes to Green Economy

1. Providing self-employment and job creation opportunities
2. Addressing Societal and Environmental challenges in economically sustainable way
3. Resource efficiency and waste management
4. Orienting the profits towards social needs

Top Worldwide Green Business Opportunities for Social Entrepreneurs

1. Composting Business
2. Solar Energy Solutions
3. Organic Clothing Lines
4. Green Architecture
5. Organic Products
6. Permaculture Farms
7. Recycling Businesses
8. Bike Shops



Mapping Green Business Opportunities in Egypt Across the Agri-Food Value Chain



1.



**Fruits and
vegetables drying**

2.



**Aromatic plants for food
industry**

3.



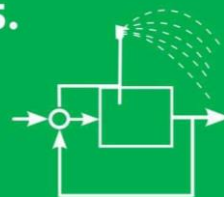
**Second grade dates for
agro-industry**

4.



**Date pits to feed,
cosmetics or food
industry**

5.



**Irrigation monitoring and
control systems**

6.



**Olive mill waste for
cosmetics and feed
industries**

7.



**Fragrant oils from
aromatic plants for
perfume**

8.



**Manufacturing and
integration of efficient
irrigation systems (or its
components)**

9.



High quality compost

10.



Vermicompost

11.



**Citrus peels for industrial
applications**

12.



Date syrup (dips)

13.



**Traditional branded
household food products**

14.



**Agro-industry waste to
special biochemicals**

15.



Biopesticides

Business Opportunity Assessment Matrix

Business Opportunities	Supply/Demand					Economic		Barriers to Entry				Social		
	Availability of Supply	Existence of Demand	Supply Chain Simplicity	Growth Potential	Market Saturation	Capital Intensity	Profit Margin	Simplicity of Tech.	Clarity & simplicity of regulations	Access to Knowledge	Existing Competition	Number of Jobs / capital	Job Favors unemployed	Job Favors Women
1- Agriwaste / Compost	Highly favorable	Highly favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable
2- Bagasse / energy	Favorable	Favorable	Favorable	Favorable	Moderate	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Least favorable
3- Palm trees / wood	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Moderate
4- Agriwaste / animal feed	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable
5- Tomato / food & pharm	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable
6- Date / dips food	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable
7- Animal waste / biogas	Favorable	Moderate	Favorable	Favorable	Favorable	Favorable	Moderate	Favorable	Favorable	Favorable	Favorable	Moderate	Favorable	Moderate
8- Shredded tires	Favorable	Favorable	Favorable	Favorable	Moderate	Favorable	Moderate	Favorable	Favorable	Favorable	Moderate	Favorable	Favorable	Favorable
9- RDF / energy	Moderate	Favorable	Moderate	Moderate	Favorable	Least favorable	Favorable	Moderate	Favorable	Favorable	Moderate	Least favorable	Favorable	Least favorable
10- Agriwaste / paper	Favorable	Favorable	Favorable	Moderate	Favorable	Favorable	Moderate	Favorable	Favorable	Moderate	Least favorable	Favorable	Favorable	Favorable
11- Plastic / HDPE Flakes	Favorable	Favorable	Least favorable	Least favorable	Least favorable	Favorable	Moderate	Favorable	Favorable	Least favorable	Favorable	Least favorable	Moderate	Least favorable
12- Fish waste / oil	Favorable	Favorable	Moderate	Favorable	Favorable	Moderate	Favorable	Favorable	Favorable	Least favorable	Favorable	Least favorable	Favorable	Least favorable
13- Agriwaste / charcoal	Favorable	Favorable	Favorable	Moderate	Favorable	Favorable	Least favorable	Favorable	Favorable	Favorable	Least favorable	Favorable	Favorable	Moderate
14- Tires to pyro oil	Favorable	Favorable	Least favorable	Least favorable	Moderate	Least favorable	Moderate	Least favorable	Favorable	Moderate	Moderate	Least favorable	Moderate	Least favorable
15- Ricehusk to nanosilica	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Favorable	Least favorable	Moderate	Least favorable	Favorable	Least favorable	Least favorable	Favorable

SEKEM

40 Years of Sustainable Development



SEKEM The Miracle in the Desert (1977 - 2019)



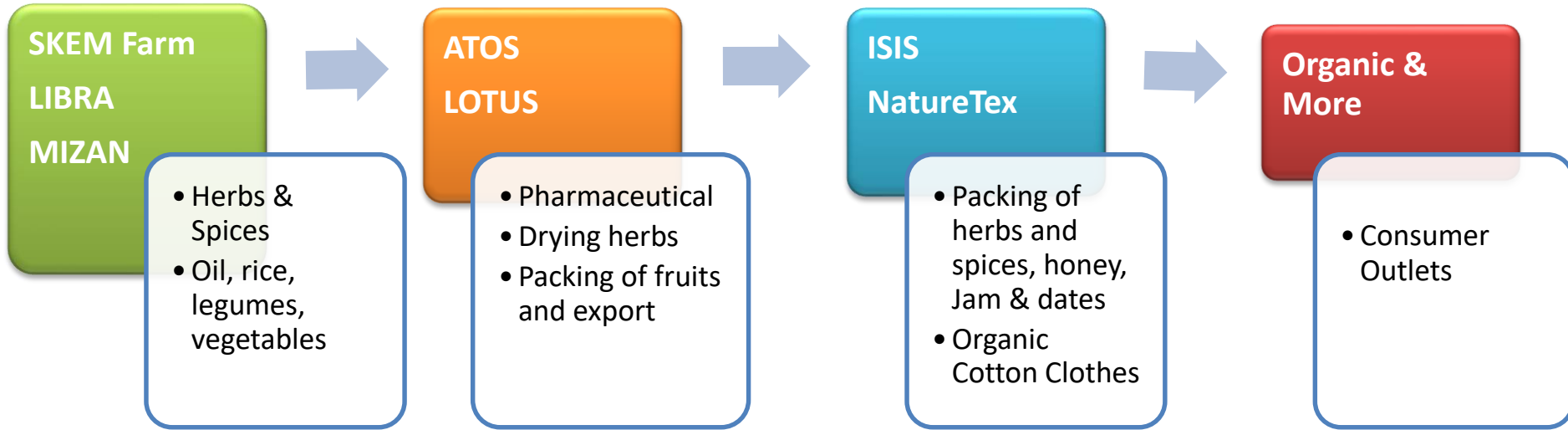
SEKEM Sustainable Development Assessment Tool

SEKEM Sustainability Flower –
The Wheel of Balance

A Holistic View that compromises
the Economic, Social, and
Environmental Sustainability



SEKEM Self-Sufficient Supply Chain



Egyptian Biodynamic Association (EBDA)

The SEKEM Development Foundation (SDF)

HU Entrepreneurship Centre for Social Impact (ECSI)



Overview of ECSI- Pillars:

- Knowledge & Education



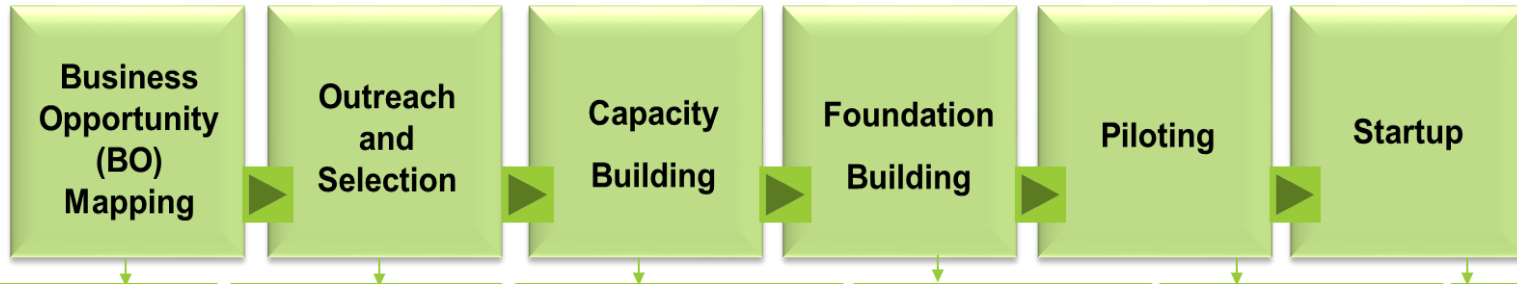
- Business Development Services



- Market Development Services



ESTEDAMA Program Phases



Business Opportunity (BO) Mapping

What are the opportunities that startups can work on?

- Social impact
- Business Impact
- Environmental Impact
- Value Chain, local, regional and global markets

Outreach and Selection

Call for Applications

- Informative Campaigns
- Announcement of business opportunities
- Selection of startups to be enrolled

Capacity Building

- Intensive training sessions for 2 weeks
- Business and Technology trainings

Foundation Building

- Financial consultations
- Marketing consultations
- Technical consultations
- Action planning
- Expert feedback panel

Piloting

- On-the-ground testing
- Needs-based advisory
- Validated business models and technologies
- Action planning
- Preparations of networking connections

Startup

- Networking event
- Stakeholder engagement
- Investment facilitation

ESTEDAMA Program Outcomes



15 business opportunities
from Egypt and SEKEM
value chain



Outreach to 2,000 potential
entrepreneurs through
information sessions and
online campaigns



Prototyping grants and
private sector
investment facilitation
for startups



Access to infrastructure and
facilities such as working
space and laboratories



full time, immersive
program



Intensive training, expert
feedback and
consultation sessions



Connections with local,
regional and global markets
and entrepreneurship
support ecosystems



Access to academic
and industry
expertise, networks
and knowledge



applicants from all
around Egypt

Thank You for Attention

Questions?