



SEED Initiative

Supporting entrepreneurs for sustainable development

www.entrepreneurstoolkit.org

...Supporting environmental and social entrepreneurs, from local to global

Introducing the Toolkit for Social and Environmental Entrepreneurs!

Sometimes, the best people to help entrepreneurs are other entrepreneurs.

This Toolkit is designed to help small social and environmental enterprises around the world share their knowledge about how to:

- strengthen business performance and financial success
- strengthen economic, social and environmental impacts
- work effectively with partners, stakeholders and their communities

It is also designed for small enterprises who want to incorporate good social and environmental practices into their businesses.

Why a Toolkit?

Entrepreneurs who want bring environmental and social benefits to their communities also want to become more financially self-sustaining. Creating a livelihood – for themselves and their stakeholders – is important to them. But they need access to tools to help them start their enterprises and to grow them; and at the same time strengthen their ability to provide social benefits to their communities and sustain the environment.

The founders of this Toolkit have designed it so that social and environmental entrepreneurs around the world can write about their experience with setting up and running their businesses. Their knowledge of the small business environment in their countries and of good business practices in their sectors can help to support and strengthen others who share their vision for more sustainable development.

How does it work?

This Toolkit is set up as a “wiki”. It uses the same software as Wikipedia, so it is as easy to search, read and contribute to as Wikipedia is.

A small group of researchers, consultants and entrepreneurs from Canada, the UK, South Africa, India and Brazil have compiled the first pages in our wiki. You can find general information on topics such as business planning and marketing, e-commerce, or raising money for your enterprise. You will also find country/region-specific information: what kind of government support and other programs exist for small and medium sized enterprises in countries like Brazil, India, Canada, South Africa, and regions like the far north. And if you are working in a particular sector like ecotourism, renewable energy or “green” buildings, you will find guidance that could help you improve your own business practice.

What does it cover so far?

Topics	Sectors	Countries
Business Planning	Agriculture	Brazil
Cases	Biofuels	Canada
Communications	Buildings	Circumpolar region
Community relations	Environmental technologies	India
E-Commerce	Forestry	South Africa
Financing	Non-timber forest products	United States
Government programs	Renewable energy	
Indigenous enterprises	Tourism	
Industry Associations	Waste management	
Laws and regulations	Water and sanitation	
Marketing		
Partnerships		
Procurement		
Recognition and Reward Programs		
Technical support		
Training		

How can you help?

In turn, we invite you to add your own knowledge to this wiki. If the information on existing pages needs to be updated, then please help us by editing those pages. If you want to begin a new section for your country or your sector to help other entrepreneurs get started, then follow our guidelines on setting up new pages.

Partners in this initiative include:

- The International Institute for Sustainable Development
- The SEED Initiative: Supporting Entrepreneurs for Sustainable Development
- Commission for Environmental Cooperation of North America
- Development Alternatives Group
- University of Cape Town Environmental Evaluation Unit
- REDEH - Rede de Desenvolvimento Humano
- CIAL Group

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