

niche markets in urban centers. T'ikapapa promotes biodiversity conservation and environmentally friendly potato production techniques while giving farmers open access to technological assistance and innovation, encouraging local farmer's associations and





About the Seed Initiative: A global support network for entrepreneurial partnerships

Seed partners are keen to see internationally agreed goals, such as those in the UN's Millennium Declaration and the Johannesburg World Summit on Sustainable Development, turned into reality at a local level. The Seed Initiative highlights good practice every two years, publicly applauding five partnership-based initiatives which are taking an innovative, entrepreneurial approach to social development and environmental sustainability in their countries, and which have the potential to inspire other local entrepreneurs, communities, companies and others to join forces in fostering sustainability.

Linking global aims with local solutions

In many situations, sustainable solutions to global challenges can only be delivered by local organisations bringing a range of skills and disciplines to the table. The Seed Award offers such partnerships public exposure and more too. Launched in 2004, with the first Class of five Winners announced in 2005, the Seed Initiative starts where other Awards finish, working with the Winners to mitigate some of the many constraints young projects face in their initial stages, rather than rubber-stamping already successful ventures.

Directly supporting and empowering nascent partnerships

The *Collective Leadership Institute*, in Germany, which provides Seed Support to the 2007 Winners, will work closely with the 2007 Winners to develop a tailored Support Plan for the coming year. This could include training, help to build the partnership and its networks, developing the partnership's capacity in specialized areas, providing opportunities for exposure, help with financing. A small bursary of \$8,000 US helps implement the support plan through to May 2008. Seed Partners and the Support Channel also create a conduit for investment in winners, seeking additional partners to provide in-kind services or funding.

Researching and sharing lessons

The *International Institute of Sustainable Development*, which provides Seed's Research and Learning Channel, will study the Winners - and all the unsuccessful applicants - leading to a report in May 2008 which shares good practices, offers lessons to inspire others, and makes evidence-based recommendations to decision-makers.

Seed's Major Supporters

Partners in the Seed Initiative are the World Conservation Union (IUCN); the United Nations Environment Programme (UNEP); the United Nations Development Programme (UNDP); the governments of the United States of America, Germany, the Netherlands, South Africa, and the United Kingdom; and private sector partner Swiss Re.

Seed's Secretariat, hosted by the World Conservation Union (IUCN) in Gland, Switzerland, has just been significantly strengthened. Dr Helen Marquard, supported by the UK Government's Department of Environment, Food and Rural Affairs (Defra), will act as Seed's Executive Director for the next two years.

The Seed Initiative Board is currently chaired by Dan Reifsnyder, Deputy Assistant Secretary for Environment in the US Government's Department of State.