Investing in Africa’s Future

SEEDA

SUPPORTING ENTREPRENEURS & ENTERPRISE DEVELOPMENT IN AFRICA

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Pictures by Jason Larkin
What is SEEDA?

- AFFORD established SEEDA in 2006 to create jobs and advance sustainable development in Africa.
- SEEDA harnesses the resources of the African diaspora alongside domestic resources by providing skills, knowledge, investment opportunities to spur enterprise development for Micro, Small and Medium-sized enterprises (MSMEs).
- SEEDA offers one-to-one business coaching, group training in business management topics (e.g.) book-keeping, customer service, marketing, business planning), networking support to build key business relationships, facilitation support to advance advocacy agenda in public-private dialogue
- By working with and through business associations, SEEDA also strengthens these key organisations to play leading roles in private sector development in their countries.

"Thanks to SEEDA it is easier to communicate with my customers and to monitor spending, I have saved quite a bit and it is easier to keep track of profits".

Franklynette Johnson - Owner of Sugarcraft Designs, Sierra Leone
Every year, Sub-Saharan Africa needs to create 8 MILLION NEW JOBS just to absorb those coming on to the job market, according to the United Nations Economic Commission for Africa.

Most of these jobs will come from an expansion of the informal and small business sector and will be generated by skilled entrepreneurs.

Jobs are the most effective way of reducing poverty

SEEDA supports the entrepreneurs and businesses which will create these jobs thereby helping to reduce poverty in Africa.

Our mission volunteers have generously invested up to £200,000 of time and money to their new friends in Africa!
What has SEEDA achieved?

- Since March 2006, SEEDA has mobilised 74 diaspora Resource Persons (RPs), who have spent 1,152 days worth nearly £200,000 working with small businesses in Sierra Leone and Ghana.
- A 150 strong Resource Pool of people stand ready to deploy their skills and resources through virtual assistance or through on the ground placements.
- Over 800 business people have been supported through SEEDA in Sierra Leone and Ghana.
- SEEDA is piloting two business support centres in Sierra Leone to provide ongoing business support to entrepreneurs.
- Some 25 Sierra Leoneans have completed a course in business coaching pioneered through SEEDA partnering with a university in Sierra Leone.
- 15 clients in Bo town secured loans of Le1.5m - Le3m from a microfinance institution.
- 50+ clients now have bank accounts after years of trying.
- SEEDA RPs have created an investment forum, African Diaspora Investors In Africa (ADIIA), a gateway for investment flows between the diaspora & SEEDA clients.
Who is involved in making SEEDA work?

- Over 150 people make up SEEDA even though AFFORD has only four staff!
- SEEDA is a successful diaspora/public/private partnership - key partners include Voluntary Services Overseas (VSO), DFID Sierra Leone, University of Sierra Leone Institute of Public Administration and Management (IPAM), Barclays Ghana, Rokel Commercial Bank Sierra Leone, Njala University, Southwark Council and De Beers
- Other stakeholders include local trade associations such as Sierra Leone Indigenous Business Association, Sierra Leone Market Women’s Association, etc.

"SEEDA is more than a mission. We are establishing permanent structures that will foster a shift in mindsets. Soon they will have the resources to lobby for policies and enact change for themselves."

-SEEDA Programme Officer, Jessie Kenya

Who benefits from SEEDA?

- SEEDA clients are drawn from local trade associations (see above)
- Women & youth make up the majority of SEEDA Clients.
- SEEDA RPs develop leadership, project management, and other skills sharing their knowledge and other resources
  - RPs identify viable business opportunities and potential business partners on the ground
  - Those who donate money benefit from the feeling that they are making a real difference in the lives of Africans through getting people back to work.
How much does SEEDA cost?

- Each RP sent requires SEEDA to raise up to £3000 to develop the partnerships, mobilise the entrepreneurs, recruit the business consultants and deliver business support services through site visits and business management training.
- £60,000: Cost of establishing one business centre including developing business coaching course, training business coaches, market outreach activities, monitoring, computer systems to manage payroll, data collection, staff development, skills training, etc.

The Future of SEEDA?

- AFFORD is spearheading the ‘Million Plus Campaign’ to support SEEDA’s work and ensure more business development support can flow into Africa’s MSME business sector and enable it to trade more competitively. Monies raised from ‘Million Plus’ will enable us to scale up the SEEDA intervention through E1C1 - Each One Create One job a year challenge to enhance its reach across Africa.
- Open business development centres throughout Africa to provide local, on-going advice for AFFORD clients.
- Develop an online business help centre that will link AFFORD’s Virtual Resource Pool with Africans seeking business support by means of the internet.
How can YOU be involved with SEEDA’s work?

- **Join the Million Plus Campaign:** Help raise money to widen and deepen SEEDA.

- **As a company:** SEEDA is looking to partner with Africa-facing companies to sponsor their staff for overseas placements as part of their staff development or support our business centres as part of corporate efforts to enhance their investment strategies and interests (e.g., involving local MSMEs into value chains).

- **As an individual:** You can:
  1. Join the resource pool - support others and enhance personal development.
  2. Apply to volunteer in our business centres in Sierra Leone.

- **As an organisation:** SEEDA is a franchise model that you can adapt to your own unique situation and circumstances (AFFORD is willing to help with this and to provide some central services and a tool-kit, if required). By deploying SEEDA across Africa, we are more likely to achieve significant job-creation impact in line with the challenge facing the continent.

—I feel so empowered, and I don’t ask the question will I go back, because I know I will. The vision of SEEDA is so wonderful; I love it and encourage others to get involved, because many hands make light work’
- Ife Piankhi, RP SEEDA mission
  November 2006 to Sierra Leone
SEEDA where you are!

Please invite SEEDA to your organisation/company/club/school for a quick screening of our documentary ‘A Homecoming for Jobs in Africa’ followed by your questions about SEEDA, and poverty reduction in Africa. As well as to discuss fundraising initiatives and explore how you, your staff or your company can contribute towards sustainable development in Africa.

For our 30 minute documentary about the SEEDA initiative, visit: http://www.businessactionforafrica.magnify.net/item/K1PDXJ40PM7K330D

Calling All Who LOVE Africa!
You can AFFORD to play a role in the SEEDA Revolution!

Visit our E-newsletter for fundraising ideas from our AFFORD supporters!
http://www.afford-uk.org/

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Sierra Leone Northern Region SEEDA Clients