

# **BUILDING WASTE AND CIRCULAR ENTERPRISES IN ETHIOPIA**

## **GREEN INNOVATION LAB**

### **TERMS AND CONDITIONS**

The project "**Building Waste and Circular Enterprises in Ethiopia**" is a three-year program with two main components: the Green Business Incubator and the Green Innovation Lab. The program aims to develop an ecosystem that can support the growth of waste management and circular enterprises. Each component has specific focus areas and delivery approaches.

The **Green Innovation Lab** is a buildup to the learnings and results of the pilot Green Entrepreneurs Bootcamp we organised in 2022. The results from the pilot showed that businesses still struggle with business registration, hence the scope of the training vis-a-vis the curriculum has been revised to adjust to these learnings.

Over three years (2024 to 2026), Reach for Change Ethiopia will oversee the implementation and delivery of the Green Innovation Lab in Addis Ababa. During the three years, we will target 75 idea-stage entrepreneurs with the passion and ambition to address the waste management challenges and other pressing circularity issues in Ethiopia through innovative, impact-driven and sustainable green enterprises.

The Green Innovation Labs will be run in parallel as a cohort-based program. Thus, there will be 3 cohorts in the first round where we will select a total of 45 participants, and 2 cohorts in the second round, with 15 participants in each cohort. The current application circle seeks to select 45 applicants for the first round of the program.

### **1. The Objectives of the Innovation Lab**

The Green Innovation Lab is set up with the following objectives:

- Raise awareness in general about how green entrepreneurship is key to creating a brighter and more promising future in Ethiopia and Eastern Africa.
- Inspire young people to become green entrepreneurs and changemakers by providing them with the requisite support needed on this journey.
- Engage potential and existing impact leaders with green solutions to apply to the Building Waste and Circular Enterprises in Ethiopia program.

## **2. Conditions for Participation in the Green Business Incubator**

### **2.1. Legal form**

Though our focus is on aspiring green entrepreneurs, entrepreneurs who apply with a 12-month early-stage green enterprise will be considered through a variety of legal forms: from non-profits to profitable businesses.

### **2.2. Thematic focus**

Green entrepreneurs who apply should have waste management or circular economy solutions that can contribute to meeting the needs of youth and women in Ethiopia's green transition. Additionally, they should have an understanding of the green and circular economy, be able to demonstrate potential results from their solution and be willing to adapt it to the needs of youth.

### **2.3. Geographical conditions for participation in the Green Innovation Lab**

In the Innovation Lab, candidates are only accepted if they reside in the capital of Ethiopia, Addis Ababa.

### **2.4. Consent to the handling of personal data**

When applying for the Green Innovation Lab, applicants are required to provide their consent to Reach for Change for the handling of the data that is included in their application and additional documents. Reach for Change guarantees that personal data will not be shared or made available to third parties outside the evaluation process. To learn more about the collection, processing, and protection of personal data, including when and why personal data is collected and the conditions under which it can be disclosed to third parties, please refer to the Privacy Policy for the program available [here](#).

## **3. Criteria for evaluating the candidate**

### **3.1. Problem**

- **Is clearly defined**

The problem identified is clearly defined, and the scope and severity of the problem are backed up with data from a reliable source. There is a clear indication that the problem is inadequately met by current systems or alternative solutions.

- **Key root causes are identified**

The key root causes of the defined problem have been identified. The causes defined by the entrepreneur are validated by empirical or statistical data, ideally from multiple sources. The entrepreneur should be able to clearly explain which are the critical root causes that are not being adequately met by the current systems/support measures.

- **Green entrepreneur shows informed understanding**

The entrepreneur's understanding of the problem is informed by interactions with those directly affected by the problem (e.g. beneficiaries) and there is a clear validation of this

understanding by stakeholders closely involved in addressing it (e.g., waste pickers, sector experts).

- **The problem identified is aligned with the thematic focus of the program**

Addressing the defined problem will contribute to improved outcomes for youth in Ethiopia in the context of the green and circular transition. Addressing the problem could contribute to supporting green/circularity skills and employability, closing the understanding gaps, addressing barriers to green transition, and ensuring equitable access to green products or services. Other outcomes would also be considered as long as there is an argument about how they can contribute to Ethiopia's Green Future.

### 3.2. Solution

- **Addresses the identified problem**

The green entrepreneur has developed a solution which addresses the problem identified. The audience of the enterprise (users, suppliers, investors, key partners and experts) should recognize the solution's impact as credible and a legitimate response to the problem.

- **At the testing stage with an indication of commercial and social impact**

The green entrepreneur has shown experience in implementing the proposed solution with its primary users or target market for at least a year. The entrepreneur can provide strong evidence - preferably through evaluation of quantitatively measured outcomes - of positive impact on the main target market.

- **Has the ambition and initial strategy for deploying a Minimum Viable Product (MVP)**

The green entrepreneur has the ambition to develop an MVP, test it and validate it with potential users and paying customers for a significant share of the target market, and have identified a potential way to help them scale their solution.

### 3.3. Leadership and Team

- **Demonstrated "Good Fit"**

The green entrepreneurs have demonstrated a strong desire and ability to take advantage of the support we can offer in the Innovation Lab. The support provided within the program is a good fit with the strategic priorities of the entrepreneur.

- **Demonstrated Leadership**

The green entrepreneurs have demonstrated that they are action-oriented, strong and inspirational communicators, smart, brave and passionate. The entrepreneur is an experienced individual (ideally with previous experience in the green sector) and is trusted by internal stakeholders.

- **Demonstrated Ethical Fibre**

The green entrepreneur has continued to demonstrate their honesty, trustworthiness and reliability. They have convinced us that they would be a great addition to our global network of social entrepreneurs and our program.

- **Ability to build and maintain collaborations and sustainable partnerships**

The entrepreneur has a proven collaborative mindset and skills that would allow them to grow.

## 4. Program support

### Non-financial support

- **Ongoing capacity building (thematic support), networking and linkages to key ecosystem actors**

Throughout the Green Innovation Lab, the 15 green entrepreneurs for each cohort will receive regular one-on-one coaching from Reach for Change staff and external business/thematic trainers. This training will align with Reach for Change's Development Tracker milestones and will culminate in the delivery of individualised growth strategies. Where relevant, Reach for Change and the IKEA Foundation will connect individual green entrepreneurs to relevant stakeholders in its network that could support further development/scaling/funding of their green solution.

- **Group online sessions**

At regular intervals, green entrepreneurs will be invited to join online workshops on differing themes. Sessions will be peer exchange-based or Q&As involving external experts speaking on a particular topic (e.g. access to financing, cross-sector collaborations). Eight online sessions will be held in the period from May 2024 to March 2025.

- **Pitch day**

Towards the end of each cohort of the Green Innovation Lab, Reach for Change will convene a pitch day featuring the cohort and a wide range of external investors and strategic stakeholders, who are in a position to support the green entrepreneurs with funding and other opportunities post-project. Invitees will include venture capitalists, philanthropic foundations, AU representatives, and others within Reach for Change and IKEA Foundation networks. The pitch day will be a 2.5-hour-long physical event with interactive elements.

## 5. Application process

### 5.1. Application

- To apply, each candidate must fill out an online form or download the form to fill out and then send it via email. In the form, the candidate will have to describe the social problem and the idea or solution they propose. The completed online form is called an application.

- The application must be completed and submitted in **English** or **Amharic**. The application does not need to be completed in one go, but you do need to access it through the same link and the same device. The application must be submitted within the specified period (cf. pt. 6 "Stages and deadlines for conducting the competition").
- Participants in the Green Innovation Lab automatically receive a message in the system and by e-mail that their applications are registered. Submitted applications are kept in the administrative base of Reach for Change in Ethiopia. Reach for Change has the right to request additional information from the participants in the Green Business Incubator.
- Reach for Change Ethiopia is not responsible and does not accept complaints related to communication problems with the Internet.
- Applications sent by e-mail be considered.

## 5.2. Selection of candidates

The search and selection of the 45 participants for the first round (focusing on 3 cohorts) are described in the five-stage process below. Each participant in the Innovation Lab will receive a message about the status of their application in the e-mail indicated by her/him.

1. **Phase One - Call for Application:** Eligible idea-stage green entrepreneurs are invited to apply by clicking on this [link](#).
2. **Phase Two - Information Sessions:** Sharing posters and engaging local Hubs, non-profits and Government agencies to raise awareness about the call for applications and program.
3. **Phase Four - Pitches:** 45 green entrepreneurs will be selected and invited to pitch their ideas and potential solutions to the Reach for Change Jury in Addis Ababa from the 29th to 30th of May 2024.
4. **Phase Five - Announcement of Selected Entrepreneurs:** Successful and unsuccessful applicants will be notified on the 31st of May 2024.

## 6. Stages and deadlines for the search and selection

The schedule is indicative and subject to change in case of a decision made by Reach for Change. Candidates must anticipate their participation at each stage.

<b>Application Opens</b>	26 April 2024
<b>Application Closes</b>	16 May 2024
<b>Training of Trainers</b>	May 2024 (TBC)
<b>Pitch and Jury Day</b>	29 - 30 May 2024

## **7. Provision of information during the Green Innovation Lab**

### **7.1. Evaluation of the green solution**

Unsuccessful candidates have the opportunity to receive, after an express written request on their part, additional information about the evaluation of their idea. Additional information is obtained within 60 working days of accepting the request.

### **7.2. Communication to the broader public**

The broad public can find information about the results of each stage of the Innovation Lab on our [website](#) and [Facebook page](#).

### **7.3. Information about selected participants**

Information about the selected participants will be published on the Reach for Change Ethiopia website and Facebook page and will be shared with the Reach for Change community through a newsletter.

### **7.4. Point of contact**

During the application period (May - November), the employees of Reach for Change are available for any questions at: [elsabeth.tsegaye@reachforchange.org](mailto:elsabeth.tsegaye@reachforchange.org).