



The future is **green**

5 years of green businesses stimulation

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Introduction



Green small and medium-sized enterprises (SMEs) play a crucial role in Mozambique's sustainable development. By promoting eco-friendly practices and innovations, these businesses contribute to mitigating climate change, conserving natural resources, and fostering a green economy. Not only do they create job opportunities, but they also drive environmental stewardship and resilience, making green SMEs vital for Mozambique's long-term sustainability.

ideialab is an entrepreneurship support organisation established in 2010 by two Mozambican women. With a belief in the transformative power of entrepreneurship, ideialab equips individuals, accelerates learning and business growth, and contributes to resilient, sustainable, and inclusive ecosystems, societies, and economies. ideialab's intervention is three-dimensional – stimulating, activating, and accelerating. We inspire people to take the first step to make a difference, demonstrating that entrepreneurship is a promising way forward. We guide and support everyone on their journey, from generating ideas to designing and consolidating their businesses. We enhance the sustainable growth potential of all ideas and MSMEs. Since its inception, ideialab has been a pioneer in promoting green businesses in Mozambique. In 2017, ideialab partnered with UX Information Technology to organise the first Ecotech hackathon, focusing on climate challenges. This event attracted interest from various stakeholders and marked the beginning of ideialab's journey in supporting greenpreneurs and understanding climate-related issues.

Over the years, ideialab has undertaken significant initiatives, such as assuming the national leadership role for the ClimateLaunchpad competition in Mozambique in 2019. Additionally, ideialab has implemented Mozgreen 2020, which provides additional support for female entrepreneurs in the

green business sector, and Mozgreen 2021, which featured an online awareness conference resulting in the creation of a green business directory aimed at showcasing early-stage green businesses. Collaborations with Standard Bank Incubator and GIZ have also enabled ideialab to conduct two editions of the #ideatebootcamp exclusively for greenpreneurs, highlighting talent and innovation in the field. Invited by Youth Business International (YBI), an umbrella entrepreneurship support organization of which ideialab is a member, we actively participated in co-creating the green business toolkit for entrepreneurs in 2021/22. This experience provided a valuable platform for both learning and sharing knowledge within the field of green business practices.

ideialab, as an entrepreneurial hub, has always been committed to fostering innovation and supporting businesses that have a positive impact on the environment. In the future, ideialab is looking forward to amplifying its efforts in the green sector by enhancing support for green businesses and green entrepreneurs. This is driven by the understanding that promoting sustainable practices and eco-friendly solutions play a crucial role in tackling global and national environmental challenges. By empowering green entrepreneurs, ideialab aims to accelerate the growth of green businesses, contributing to a more sustainable future.

What has ideialab done so far

While ideialab's efforts in green initiatives is commendable, its path is still recent. Efforts are still scattered and brief, with training programs like #ideate and CLP offering only 25 hours or less and primarily serving as an idea stimulator. Yet, despite limited investment and funding, the impactful outcomes highlighted in this report are inspiring. This fuels our ambition to dream bigger and work to launch more robust initiatives targeting green entrepreneurs at every stage of their journey – from initial idea spark to activation and subsequent acceleration.

Most significant moments of our green journey



Ecotech

Ecotech, the first hackathon in Mozambique dedicated to sustainability, brought together students, entrepreneurs, and tech professionals to develop innovative solutions to environmental problems. Held in partnership with UX and funded by the U.S. Embassy, the hackathon was a collaborative platform for participants to leverage their diverse expertise in tackling issues like climate change, pollution, and waste management.



ClimateLaunchpad

ClimateLaunchpad, a recognized force in promoting sustainable business solutions, boasts a robust global presence, spanning 53 countries across five continents. This business idea competition empowers aspiring eco-preneurs with a comprehensive set of resources, including 20 hours of training focused on developing their business ideas. Participants receive support in validating their green concepts, ensuring market-fit and viability. Additionally, they gain skills in crafting compelling investor pitches, preparing them to secure funding and propel their ventures forward.

Beyond these individual benefits, ClimateLaunchpad fosters a collaborative environment by facilitating connections within a diverse network of like-minded peers. This network serves as a source of knowledge exchange, mentorship, and support, propelling participants along their entrepreneurial journeys. As a result, ClimateLaunchpad contributes to the flourishing of a global ecosystem of sustainable businesses, playing a significant role in bringing innovative green solutions to fruition. Additionally and recognizing the need for more robust, long-term support beyond ClimateLaunchpad, ideialab and Climate-Kic partnered on a Light-touch accelerator for Mozambique's finalists through the #BIZ incubation program from Orange Corners Maputo. This 6-month online program, designed to launch and validate young entrepreneurs' business ideas, guides them from ideation to operationalization, providing the tools and support needed to turn their green ventures into sustainable realities.



YBI's Green & Social Entrepreneurship Toolkit

Development of this toolkit took place between October 2021 and April 2022, spearheaded by YBI in partnership with six members: ideialab, Bharatiya Yuva Shakti Trust in India, CAP Youth Empowerment Institute and Somo Africa both in Kenya, Habitat in Turkey, and Youth Business in Spain. This toolkit offers a curated collection of 12 tools crafted by global entrepreneurship support organizations. Specifically designed for social and green startups and existing businesses, these tools address diverse needs, ranging from legal compliance to long-term sustainability planning. The toolkit leverages the combined knowledge and experience of YBI's extensive network, drawing on what works and what doesn't in the realm of supporting green and social enterprises.



Testimonials:



“The business advisory sessions were very didactic, we learned a lot about business from the creation of a proposal, to financial management, communication and marketing. It was very important for our positioning today and certainly in the future.”

- Luteia Helena, Mentos Sustentáveis co-founder -



“Thanks to MozGreen, Green Soil Moz Lda is a formal company and is ready to make its sales.”

- Xangamira Sitoe, Green Soil Moz founder -



“Participating in MozGreen was extremely positive due to the interaction with other colleagues in the area. We really like the fact that it's focused on women's businesses. And it helped us to improve some terms, strategies and above all to better coordinate as partners. Our mentor Adelina Nhanala played a crucial role in this regard and we can only thank her for that.”

- Cláudia Rodrigues, Misava co-founder -

Luteia: Leads environmental education ("Minds Sustainable"), champions women in energy (MWE), hosted the 5th edition this year.
Xangamira: Beyond organic fertilizer, now thrives in agriculture & duck farming. Recognized as Young Africa Leader (2023).
Claudia: Works at the EU, advocates for sustainability through policy & projects (despite project setback).

MozGreen

MozGreen, an initiative championed by ideialab and fueled by the Embassy of Ireland in Maputo and the Fundação Carlos Morgado, emerged from ClimateLaunchpad (CLP). Initial efforts focused on supporting three female entrepreneurs who reached the CLP national final but not the regional stage. MozGreen I (2020) provided business strengthening support and facilitating their successful establishment. Recognizing the broader need for visibility, the initiative pivoted to encompass the entire CLP alumni community. This platform bridged the gap between their innovative ideas and a wider audience, both locally and internationally.

In 2021 with the Irish Embassy's funding, Mozgreen II was able to reach 22 green entrepreneurs from CLP editions between 2019 and 2020. The funding boosted a multi-pronged approach: enhanced business strengthening, increased visibility through strategic channels,

and robust community building efforts for both the entrepreneurs and the broader green business ecosystem in Mozambique.

Main activities:

Online gathering to the CLP alumni to strengthen their connection and sense of support

Online masterclasses in the following topics:

- Access to Finance;
- Access to Markets;
- Digital Marketing Principles.

Online portfolio: <https://mozgreen.com/>

Green Business online summit held around globally recognised Biodiversity day (22 May), following a "green month" of build up campaigning on social media running between Earth Day (22 Apr) and Biodiversity day.



iDeate

Since its inception in 2019, ideialab's program, #iDeate (now in its 26th edition), has cultivated a thriving environment for entrepreneurial ideation, supported by the Standard Bank Incubator and partners. This intensive three-day bootcamp equips participants with skills and resources to transform their ideas into business ventures. Recognizing the increasing demand for sustainable solutions, ideialab tailored #iDeate to champion green entrepreneurship, running two dedicated bootcamps in March and May of 2023. These bootcamps offered a unique opportunity to embed the YBI Social and Green Toolkit into the existing #iDeate framework.

Is Mozambique getting greener?

Mozambique has taken significant steps towards becoming a greener country through the implementation of various policies and programs to reduce carbon emissions and promote sustainable development.

These initiatives include:

- Investing in reforestation,***^{1.}
- promoting renewable energy sources,***^{2.}
- and supporting environmentally friendly businesses.***^{3.}

However, Mozambique's progress towards a greener future is hindered by other trends that could jeopardize these sustainability goals.



1.

Did you know that:

Mozambique has an annual deforestation rate of 0.79%, which means it's losing almost 267,000 hectares of forest every year. This deforestation is driven by a number of factors, including agriculture, logging, and charcoal production.

Know more:

[More Info](#)

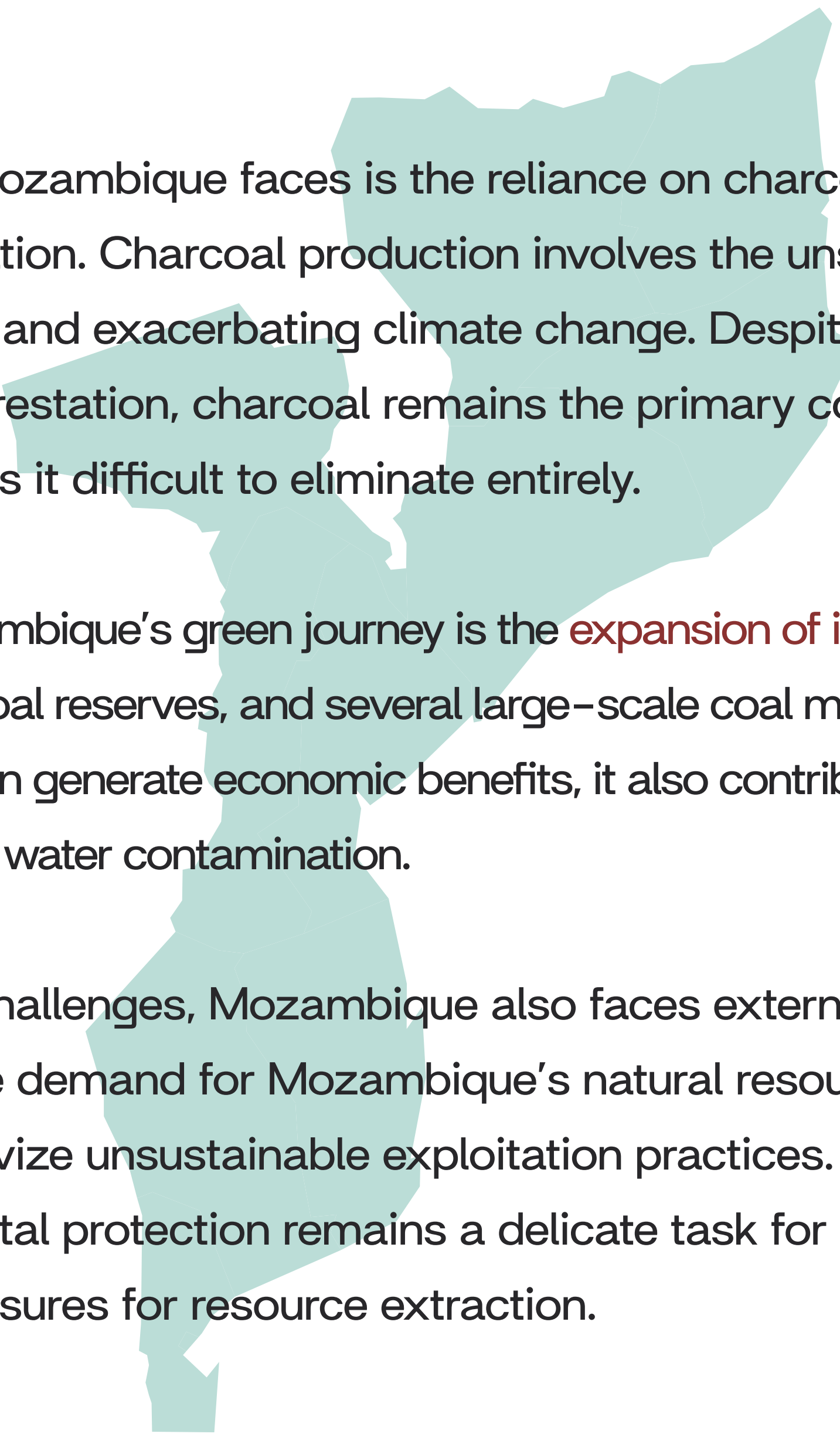
[More Info](#)

2.

The Integrated Power Sector Master Plan from EDM is the main policy for Mozambique. It has a set goal to increase installed capacity to 6,001 MW by 2030 and 20% integration of renewable energy in the grid.

3.

The United Nations Development Program (UNDP) and the Mozambican Ministry of Science, Technology and Higher Education will collaborate in developing an Acceleration Laboratory. The laboratory aims to be a national platform to facilitate "the sharing of innovative ideas and solutions for the sustainable development of Mozambican society," focusing on socio-economic and environmental areas.



One of the main challenges Mozambique faces is the reliance on charcoal production, a major contributor to deforestation. Charcoal production involves the unsustainable harvesting of trees, leading to forest loss and exacerbating climate change. Despite Mozambique's commitment to reducing deforestation, charcoal remains the primary cooking fuel for over 70% of the population, which makes it difficult to eliminate entirely.

Another aspect hindering Mozambique's green journey is the **expansion of its coal mining industry.** ^{4.} Mozambique possesses vast coal reserves, and several large-scale coal mining projects are underway. While coal mining can generate economic benefits, it also contributes to air pollution, greenhouse gas emissions, and water contamination.

In addition to these internal challenges, Mozambique also faces external pressures that could hinder its green transition. The demand for Mozambique's natural resources, such as timber, minerals, and gas, can incentivize unsustainable exploitation practices. Balancing economic development with environmental protection remains a delicate task for our country, particularly when facing international pressures for resource extraction.

- 4.** A study investigated the contamination of dangerous elements in surface waters, groundwaters, soils, and river sediments around open-pit coal mines in Moatize, Mozambique. The findings revealed that the rivers were contaminated with dangerous elements, particularly arsenic, chromium, and manganese, especially during the dry season. Groundwaters also showed contamination with chromium, lead, and manganese, with samples from hand pumps and communal taps being the most polluted. While the water quality indices suggest that the water samples were not critically polluted, the presence of arsenic, chromium, and manganese contributed to the high HEI and HPI values. Moreover, soil and sediments from Moatize and Murrongoze rivers were highly polluted with dangerous metals, indicating site deterioration. Additionally, the dangerous elements from soils and sediments can be easily leached under acidic conditions and several of them are highly bio-available, posing potential health risks to the surrounding community.

[More info](#)

Why is Green so important to us?

At ideialab, we see supporting green businesses as a crucial step towards building a sustainable future for Mozambique. By nurturing and empowering green entrepreneurs, we can create impact:

1. Supporting green businesses helps to address pressing environmental challenges. These businesses focus on developing innovative solutions that reduce carbon emissions, conserve natural resources, and promote sustainable practices. By supporting their growth, we contribute to mitigating the environmental impact and promoting a greener and more resilient Mozambique.

EXAMPLE:

Mentes Sustentáveis (CLP 2019) Two sisters, Lutea Helena and Shena Pamela in Maputo, Mozambique, have founded Mentes Sustentáveis, a company that promotes sustainable practices and eco-friendly products. The company offers educational programs to raise awareness about environmental issues, provides eco-friendly cleaning services using coconut fiber-based mops and bamboo brooms, and sells reusable fruit and vegetable shopping bags. Mentes Sustentáveis also produces innovative ecological products, such as bamboo straws, which are a sustainable alternative to single-use plastic straws. The company is committed to protecting the environment and is inspiring others to adopt sustainable lifestyles.



2. Green businesses have the potential to drive economic development and create job opportunities. As these businesses thrive, they generate employment in sectors such as renewable energy, waste management, and sustainable agriculture. This not only contributes to job creation but also stimulates economic growth and fosters a resilient and inclusive economy.



EXAMPLE:
Established in 2019 by Manuel Gungulo, Susamati is a company dedicated to developing affordable and water-efficient sanitation solutions. Their flagship product, the Pia Fantastica toilet, utilizes minimal water for flushing. Susamati is also expanding its business lines by exploring black soldier fly larvae products, consulting services, and training programs. As a fledgling company, Susamati sought gap funding from Aqua for All to support its operations during the initial year and enhance its business foundation. Since Manuel's participation on CLP in 2019, Susamati has hired 13 new young professionals, ten of whom are women.



3. Supporting green businesses encourages technological innovation. These entrepreneurs are often at the forefront of adopting and developing cutting-edge technologies that address local challenges. Through their innovative solutions, they contribute to advancing technological capabilities and promoting a culture of sustainability in Mozambique.

EXAMPLE:
Pioneering innovation and sustainability, Marta Uetela, CLP 2020, through BioMec in Maputo, Mozambique, is revolutionizing access to affordable prosthetics through the utilization of recycled plastic waste. Driven by a mission to empower amputees, BioMec dedicates its research efforts to developing prosthetic limbs that restore mobility and enable individuals to live limitless lives. By streamlining production processes and reducing costs, BioMec aims to expand accessibility and enhance compatibility and comfort for amputees. Simultaneously, the company is addressing the environmental challenge of plastic waste pollution by reclaiming and repurposing plastic from the Indian Ocean. BioMec's transformative approach epitomizes the convergence of innovation and social responsibility, paving the way for a more inclusive and sustainable future.

[VOA Português – Start up Biomec transforma plástico do mar em próteses](#)



4. Supporting green businesses can foster a shift in societal mindsets and behaviors. As these businesses become more visible and successful, they serve as role models, inspiring others to embrace sustainable practices and consider the environmental impact of their own ventures. This ripple effect can lead to a wider adoption of sustainable practices at both the individual and corporate levels, creating a positive and lasting change in our society.

EXAMPLE:
Karingana wa Karingana Textiles is a Mozambican company committed to preserve the vibrant culture of textile production that has existed across Africa. Specialized in textile production and sourcing, as well as chain management and consulting. We take pride in offering an ethically and locally made product that suits your taste, or create custom designs that narrate your story. In XiRonga, Karingana wa Karingana means "Once upon a time", and that's how the elderly start telling their stories. In 2015, two passionate women, Djamila de Sousa and Wacy Zacarias, started this textile company with the dream of telling the stories of their people through design and materials. Their vision is to change the narrative of the African textile market through textile storytelling. The brand emerged as a need to have African textiles created by Africans, respecting the local customs and rescuing the textile tradition that has existed for several centuries along the continent, using current technology and also in a variety of materials and media.



The entrepreneurs we have supported

iDeate

Alves Machdo

Maria Mabjaia

Fernanda Malate

Clere Mucache

Vilma Tsembane

Horácio Munguambê

Sheila Badru

Felício Sigaúque

Dalton Fiquissone

Tânia Augusto

Alves Machado

Fátima Lorgat

Abiudo Guirruta

Malves Camilo

Rogério Matusse

Benedito Issa

Jescka Aleixo

Sheldon Nogueira

Iara Muchanga

Vilma Tsembane

António Tomás

Tânia Augusto

Iara Muchanga

Eduardo da Conceição

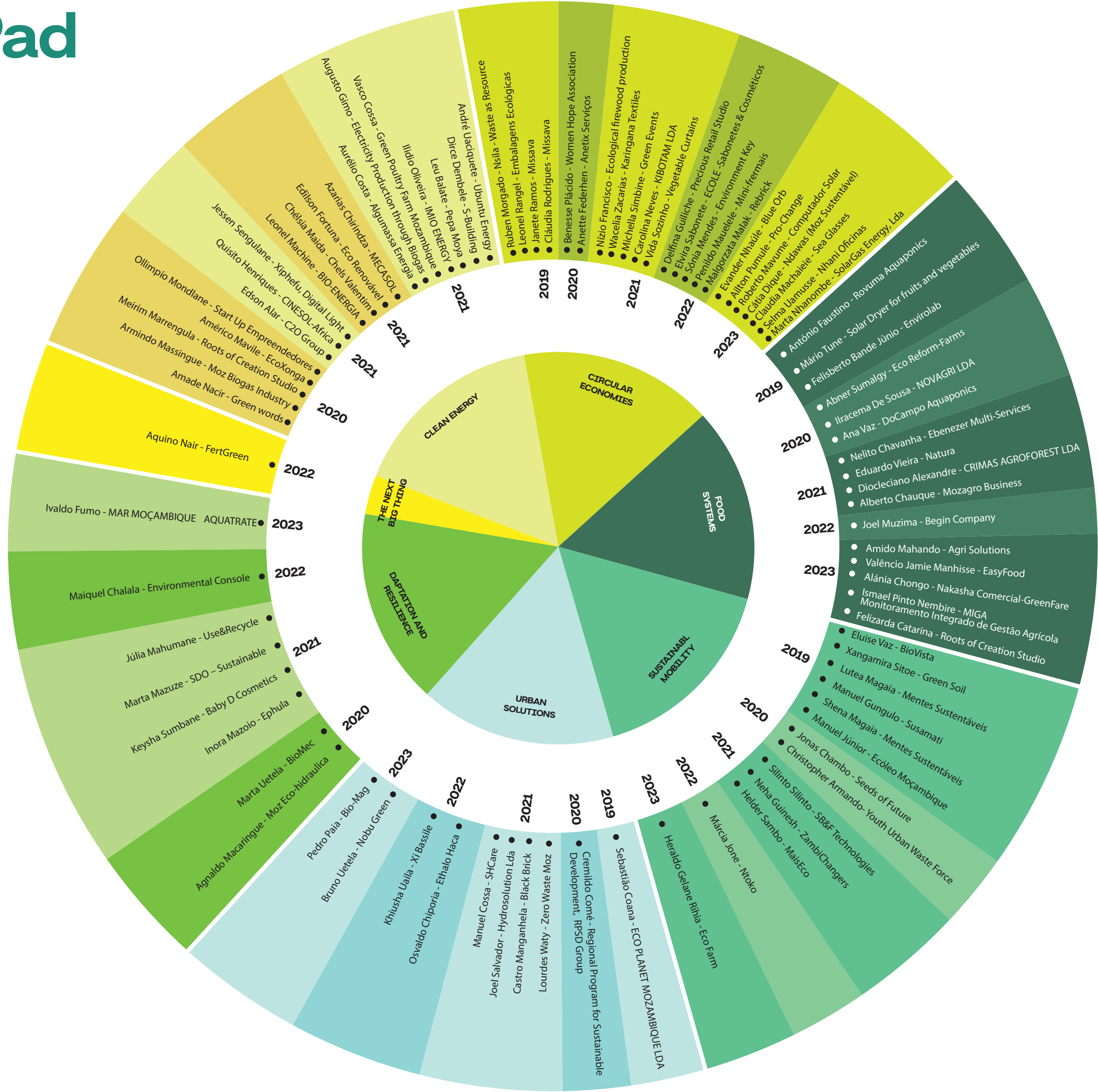
Maria Alice Siteo

Clere Mucache

Trindade Tivane

Fernanda Malate

ClimateLaunchPad



The impact of ideialab's Green Business Programs

At ideialab, we understand that nurturing ideas is just the first step. Witnessing their growth into impactful businesses is the true measure of success. By gathering data from 50 respondents to an impact survey and conducting 8 in-depth interviews, we've gained valuable insights into the long-term effectiveness of our efforts and the green entrepreneurs' views and perspective about the green ecosystem in Mozambique. In this chapter, we share the findings about our green pioneers, exploring the successes, challenges, and lessons learned along their journey.

Respondent Demographics:

Fifty respondents participated in this study, representing different cohorts of ideialab's green business program: #iDeate 25, 26, and CLP from 2019 to 2022. The respondents were predominantly female (54%) and young, with 86% falling within the 1-35 age range. Geographically, the majority (90%) were based in Maputo City and Maputo Province, with the remaining respondents scattered across Cabo Delgado, Nampula, and Sofala. The program breakdown is as follows:

ClimateLaunchPad:

28%

#iDeate 25:

28%

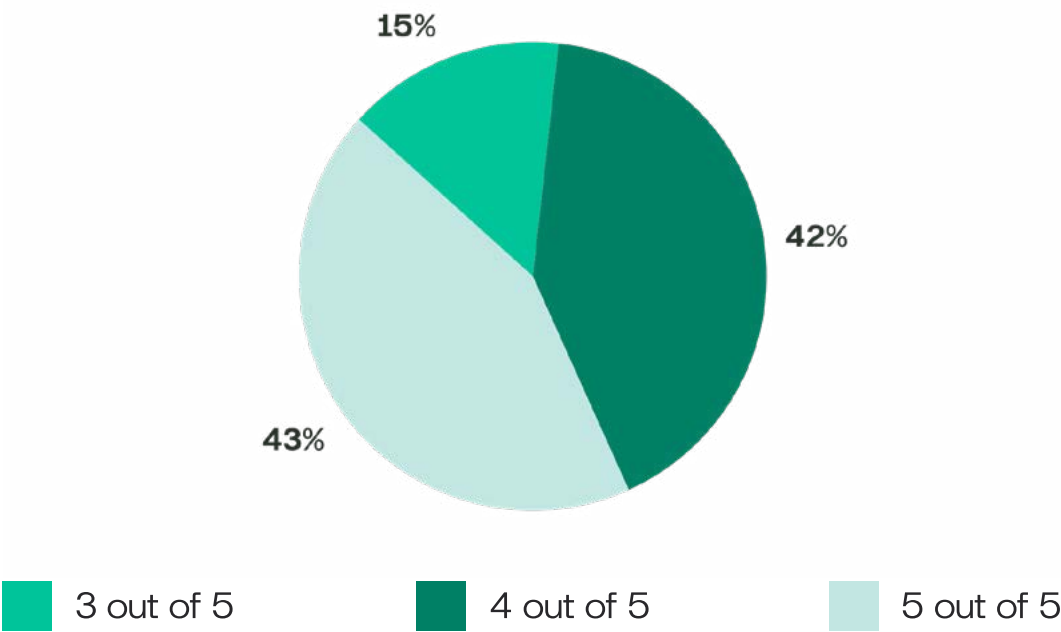
#iDeate 26:

43%

Confidence

The survey results show that in general the respondents feel good about their personal skills in terms of motivation, inspiration, and confidence. Specifically, 85% of respondents rated themselves as "4" or "5" on the scale, indicating that they feel "motivated, inspired, and confident."

How do you feel about your personal skills such as motivation, inspiration and self-confidence



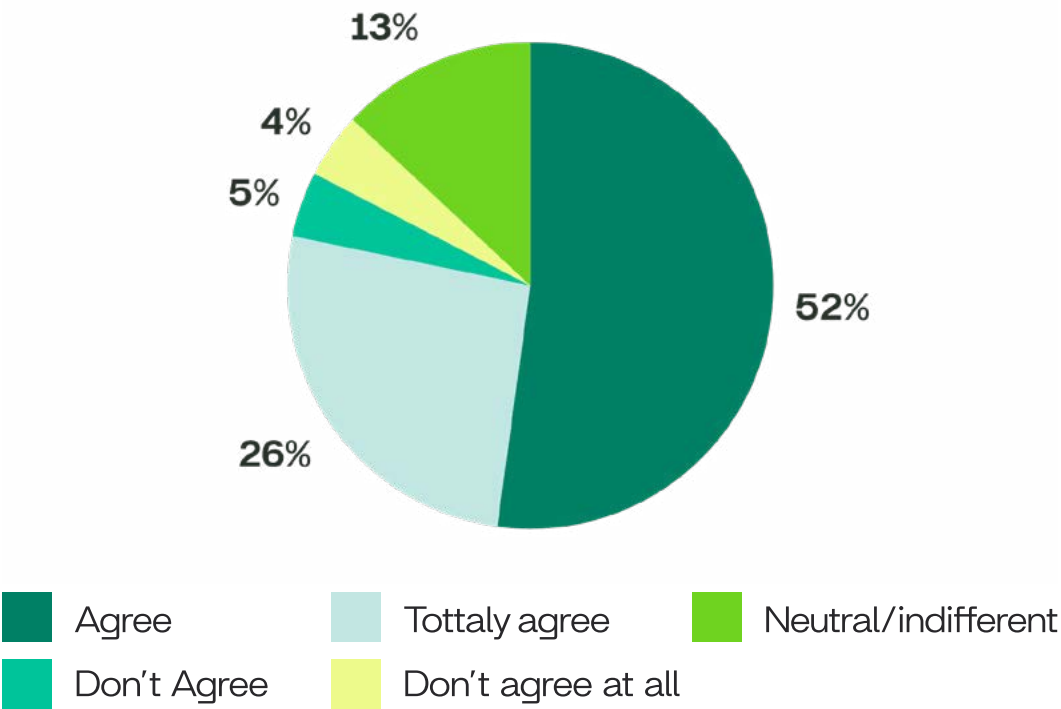
"Participating in #iDeate has increased my vision as an entrepreneur, my ambition, my know-how and, above all, I've learnt professional techniques for running my business. It has increased my visibility in terms of the market and I've been able to exchange ideas with other small businesses, which has helped with marketing."

Tania Augusto, founder of Unique Decor and #iDeate participant

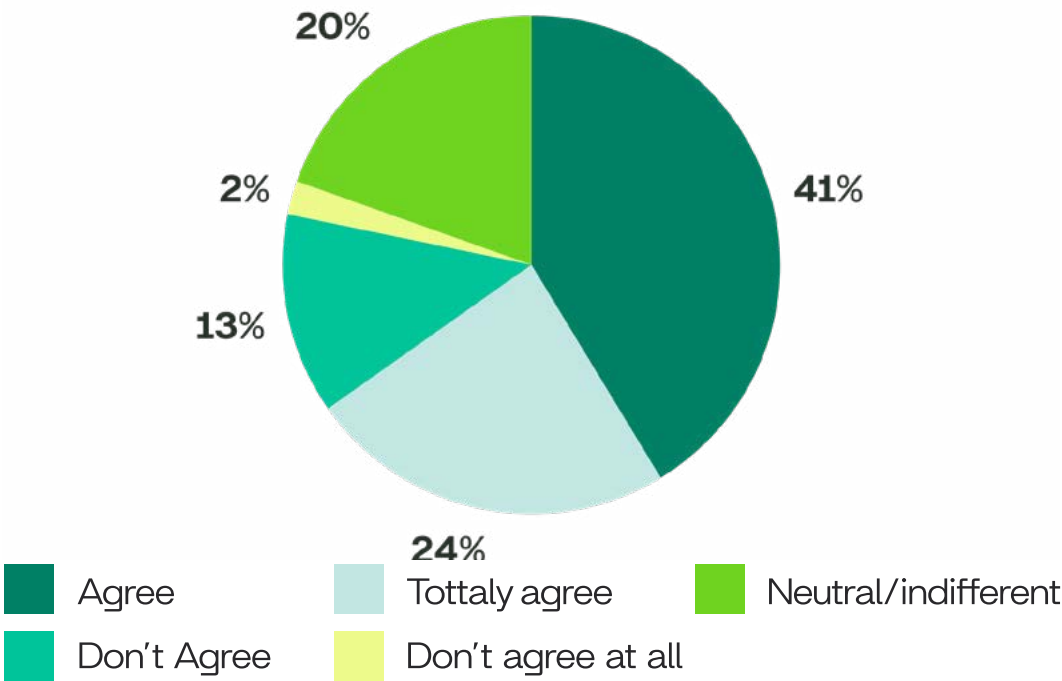
Belonging

According to the survey, ideialab's green business programs have fostered positive peer support, with 78% feeling supported by the group. However, building a stronger sense of community remains a challenge, as only 65% feel part of a larger network. This suggests that the programs were somewhat effective in building relationships between participants, but it did not effectively create a sense of community among them.

I feel supported by the group of trainees who participated with me in this training and I know that I can call upon the group if necessary



I feel like I'm part of a community of entrepreneurs that supports and helps each other



Business competences and tools

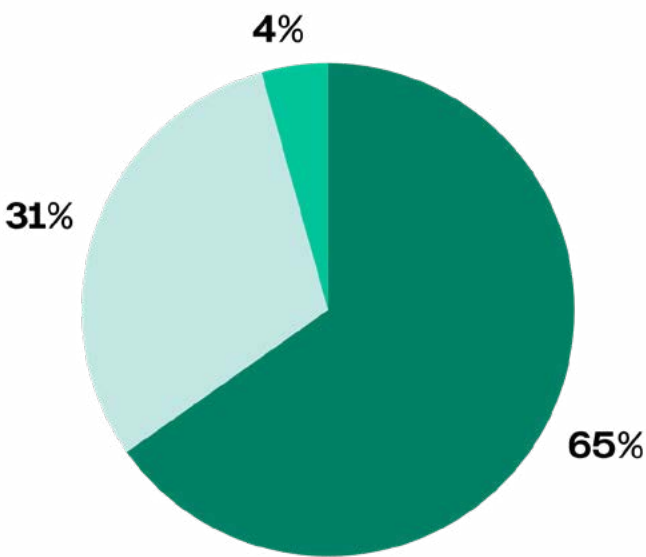
The survey results paint a picture of ideialab’s impact. 96% of respondents felt the program’s tools and skills strengthened their businesses, with 30% strongly agreeing. This translated into tangible changes, with 91% adapting their business practices based on programmes insights. The influence extended beyond immediate implementation, as 93% reported continuing to utilize the program’s resources at least one year after participating in the programmes, demonstrating its lasting value. It is worth highlighting ideialab’s contribution to the improvement of the management skills of the green entrepreneurs, with 93% of respondents acknowledging the program had a positive impact in developing this set of skills.

Overall, the survey underscores ideialab’s valuable role in nurturing green business growth. The program serves as a vital catalyst, providing the tools and support needed for entrepreneurial endeavors to flourish. Its impact is not merely individual, but contributes to the collective advancement of a more sustainable future. By further fostering shared experiences and collaboration, ideialab can strengthen its impact and create a truly cohesive community for green entrepreneurs.

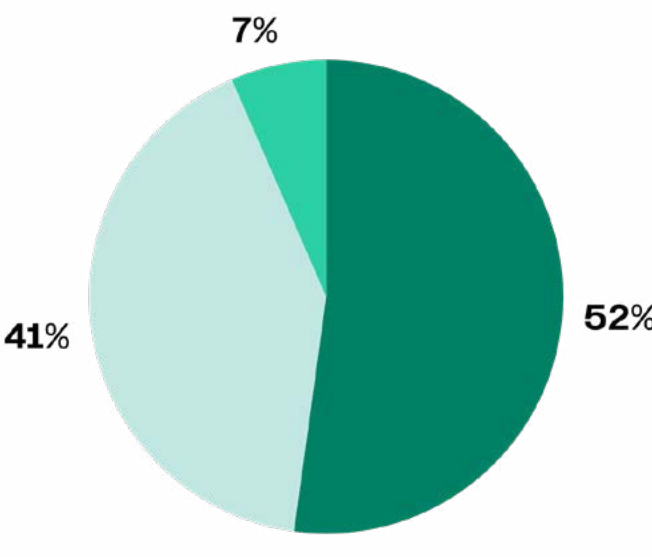
“It made a positive contribution because it helped me increase my network of contacts and understand a little more about how green businesses work. It was a unique experience because I was able to use the tools and teachings of the mentors/trainers to improve the idea, concept and structure of the business.”

Eduardo da Conceição, #iDeate participant

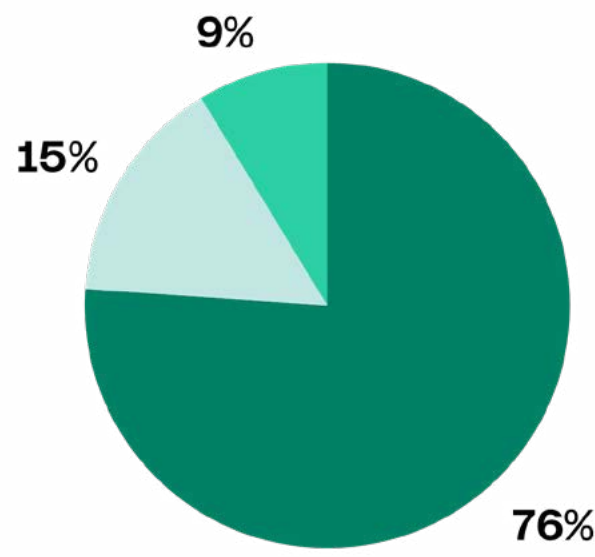
The instruments and skills that I acquired from the program helped me to strengthen my business



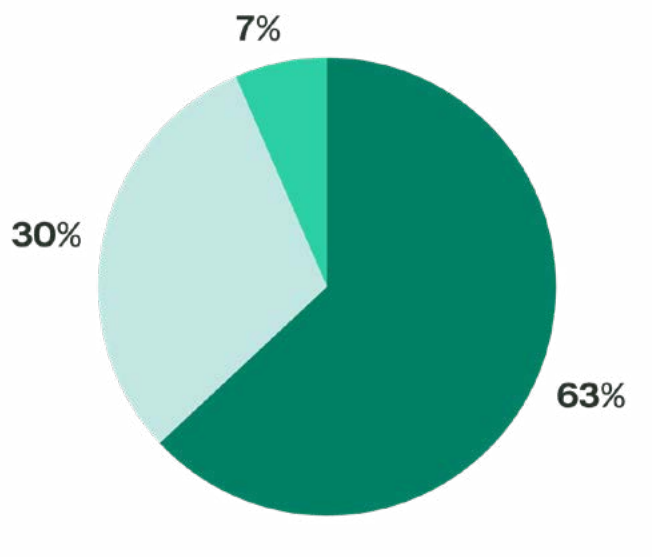
I continue to use some instruments and resources that I learned in the program



I changed my business practices in result of my participation in the program



Participating in the program contributed to the improvement of my management skills



Agree Tottaly agree Neutral/indifferent

Agree Tottaly agree Neutral/indifferent



Business creation and survival

To further understand the long-term impact of ideialab on our green entrepreneurs, we have tracked their progress in two key areas: business survival and idea-to-business transformation. This allowed us to better understand the ideialab’s effectiveness in equipping green entrepreneurs for success. The survey data revealed four distinct scenarios regarding business transformation from start of the program to over a year following program completion. These scenarios are summarized as follows:

Scenario 1:
Entrepreneur without an active business

70% of the surveyed entrepreneurs

Scenario 1a:

Start of Training: No active business

Current Status: Still working on their business idea, business is not yet operational, no sales made.

66% of the entrepreneurs haven’t started their business yet and are still Working on Idea or business plan

Scenario 1b:

Start of Training: No active business

Current Status: Business active and making sales

34% of the entrepreneurs have started their business

According to the entrepreneurs in scenario 1a, main challenges that hindered the transformation of their ideas into green businesses are as follows:

Lack of Funding: Securing funding proved most challenging for these entrepreneurs.

Legal Hurdles: Complex and expensive bureaucracy surrounding business registration loomed large as a significant obstacle.

Accessible Production Resources: Obtaining raw materials and specialized machinery revealed to be a challenge for some of these entrepreneurs;

Lack of Focus and/or market strategy: One entrepreneur struggled with maintaining a clear vision for their business and other has faced difficulties in developing and implementing his business model.

Scenario 2: Entrepreneurs that started training with an active business

30% of the surveyed entrepreneurs

Scenario 2a:

Start of Training: Active business with products/ services on the market.

Current Status: Business is active and generating sales.

93% of the entrepreneurs that started training with an active business are still making sales

Scenario 3a:

Start of Training: Active business with products/ services on the market.

Current Status: No active business.

7% Business Closed

Reason for Closing: Relocation

The data highlights the impact on entrepreneurs in:

High Ideation and Launch Rates: Among those without initial businesses, 34% successfully launched and achieved sales, demonstrating effectiveness in fostering business creation. The most common challenge faced by entrepreneurs when starting a business is still accessing funding and navigating the legal processes. However, a significant number of entrepreneurs who were actively creating a business at the start of the program are now making sales, indicating a positive impact of the program.

Strong Existing Business Support: For those with active businesses, 93% maintained operations and sales, showing success in supporting existing ventures. Only one business closed, unrelated to the program (relocation).

“One of the challenges that has delayed or slowed down the progress of my idea into a business is the lack of financial resources to buy raw materials and the bureaucracy involved in registering the company/brand.”

Eduardo da Conceição - #iDeate 26

“The biggest challenge is entering the market, still working out the best way to attract customers, which strategies to use, and how the business will run in the first few months.”

Stela Saúte - #iDeate 25

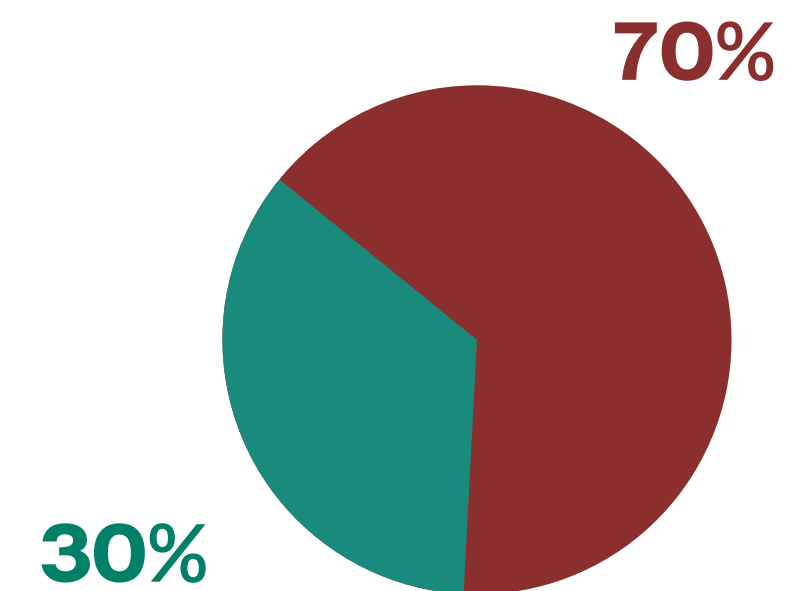


Start of Training



Scenario 1

70% of the surveyed entrepreneurs
Entrepreneurs without an active business



Scenario 2

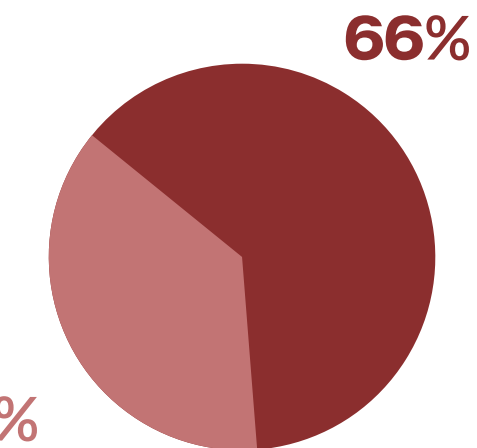
30% of the surveyed entrepreneurs
Entrepreneurs with an active business

Current Status



Scenario 1a

66% of the entrepreneurs haven't started their business yet and are still working on Idea or business plan



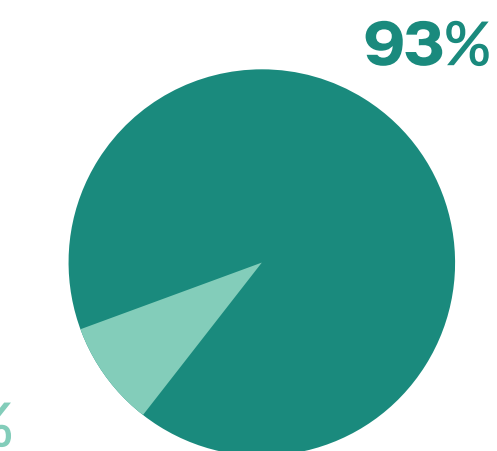
Scenario 1b

34% of the entrepreneurs have started their business



Scenario 2a

93% of the entrepreneurs that started training with an active business are still making sales



Scenario 2b

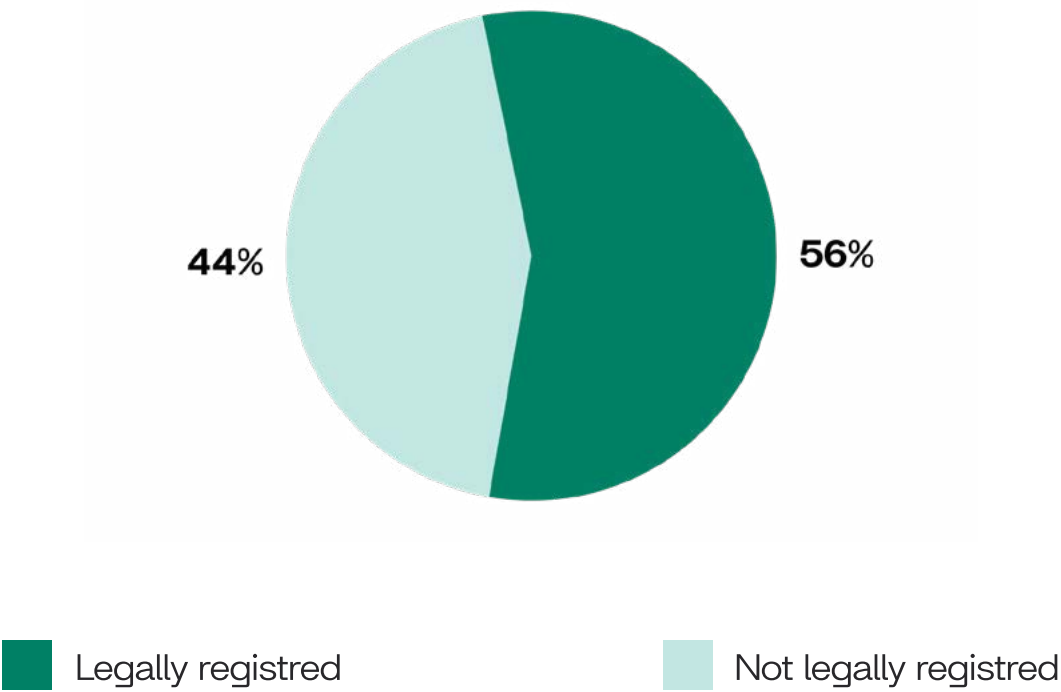
7% Business Closed

Business growth

Please note that the data and information presented from here onwards is solely focused on businesses that are actively operating over one year after the programs. This section aims to assess their growth and development.

Operating formally

Of the active businesses, 56% are legally registered, with 12% having registered after participating in the ideialab's program.



Expanding connections

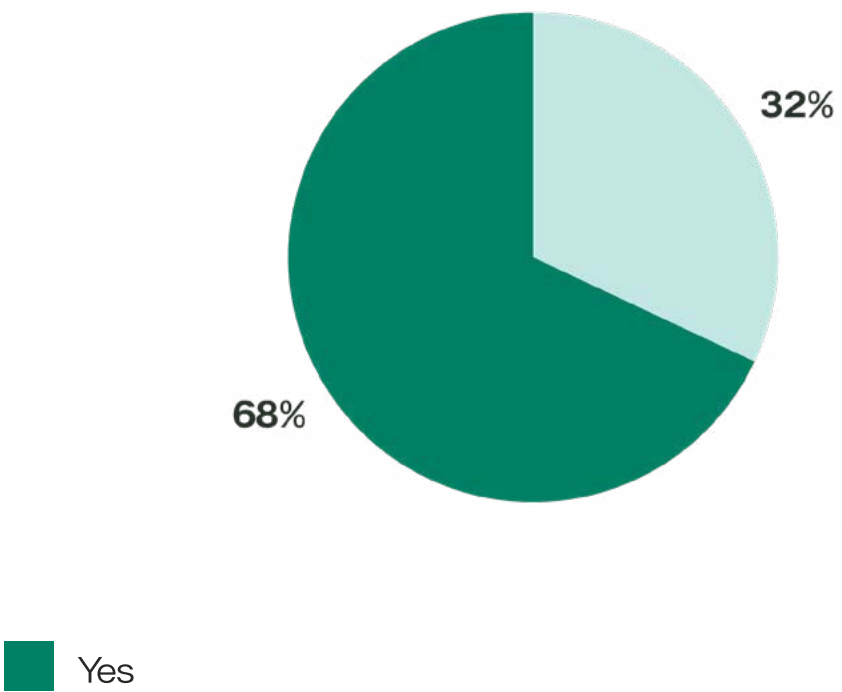
80% of entrepreneurs reported forging new partnerships after participating in the training program. Additionally, 68% established partnerships specifically with fellow program participants.

“Taking part in the CLP gave us the opportunity to exchange and network with African colleagues, a valuable experience.”

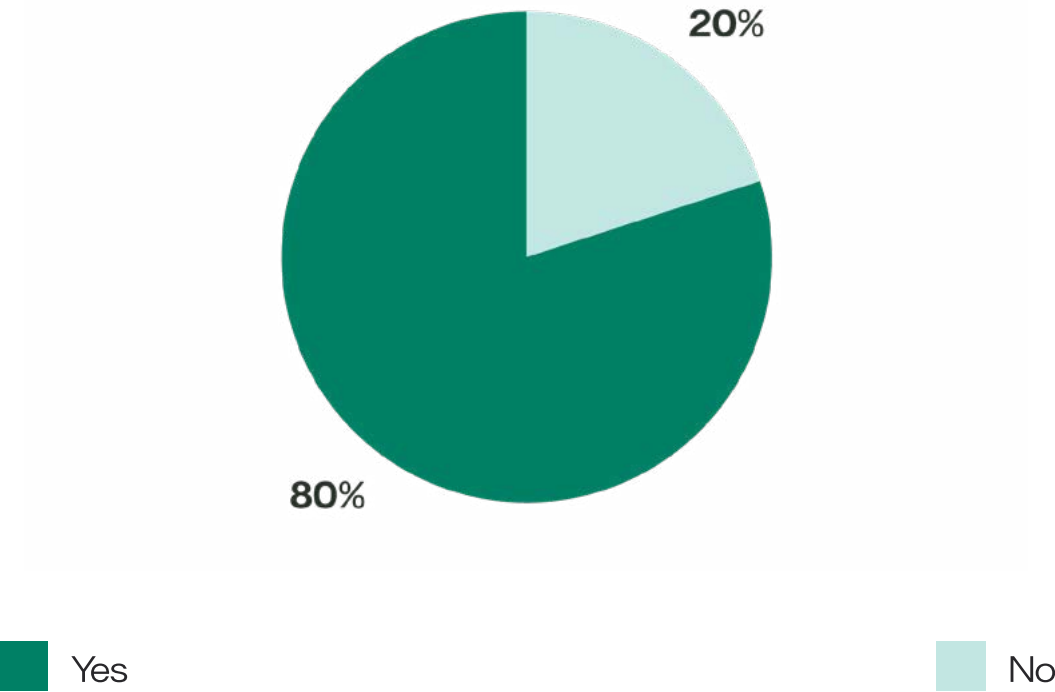
Yuri Fumo, founder of Rebrick and CLP 2022 participant



Since the end of the program, have you established partnerships with other colleagues in the program?



Since the end of the program, have you created new partnerships with other businesses and/or entrepreneurs?

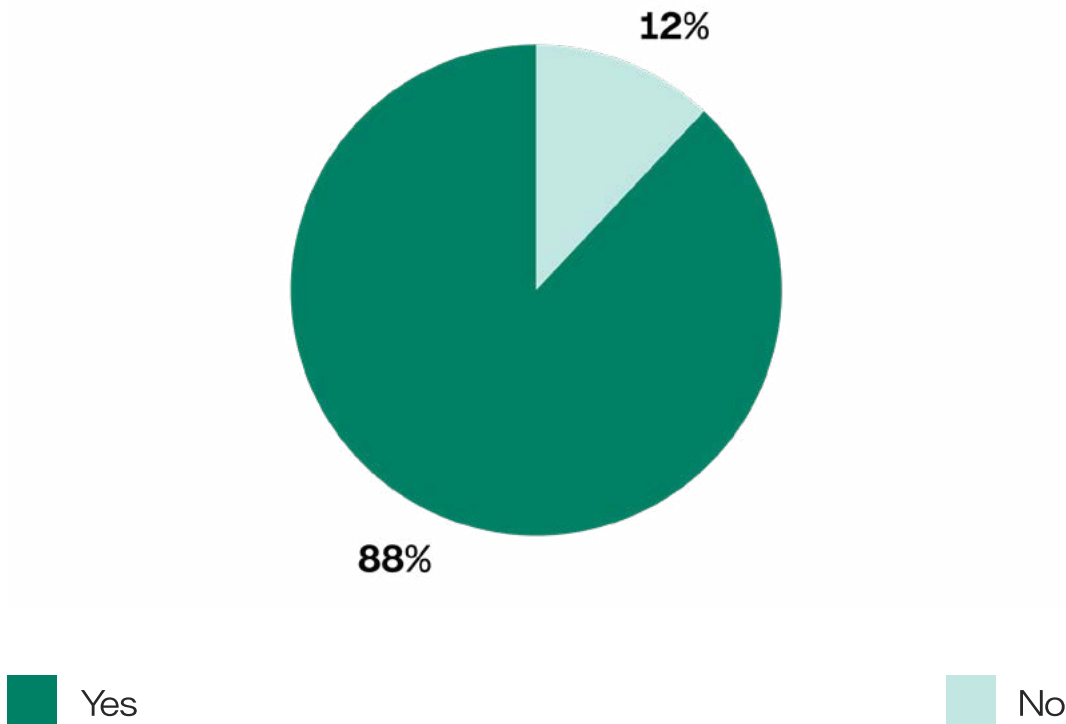


Investing in growth

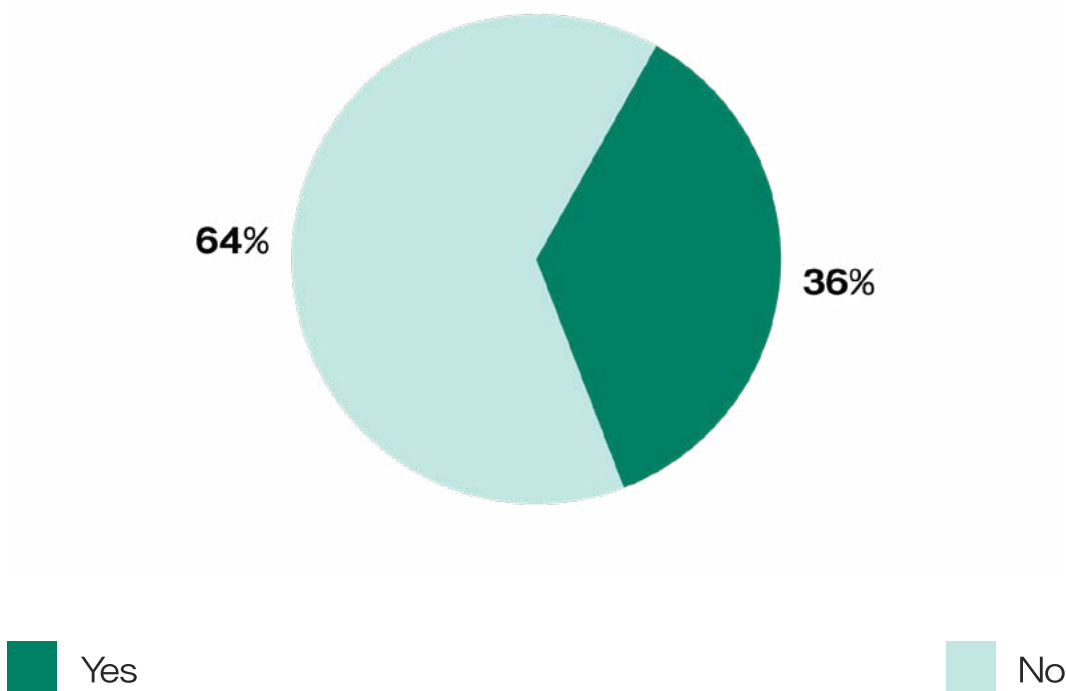
A significant 88% of entrepreneurs invested their own funds into their businesses following the program's completion. Notably, 36% secured third-party investment. Among these external investments, concessional loans and grants were the most commonly cited forms, suggesting successful utilization of support programs or grants awarded during or after the training. Out of those who received concessional loans or grants 80% are ClimateLaunchPad participants.

It is noteworthy that the national finalists of CLP gain access to even broader opportunities for growth. Finalists qualify for the OCM #BIZ program, a comprehensive initiative that empowers early-stage businesses with mentorship, networking, and potential seed funding. Furthermore, the Irish Embassy, has selected and supported several green ideas emerging from CLP with additional funding through their Innovation Fund.

Since the end the program, have you invested any of your own money in the business?



Since the end of the program, have you received any funding from others to invest in the business?

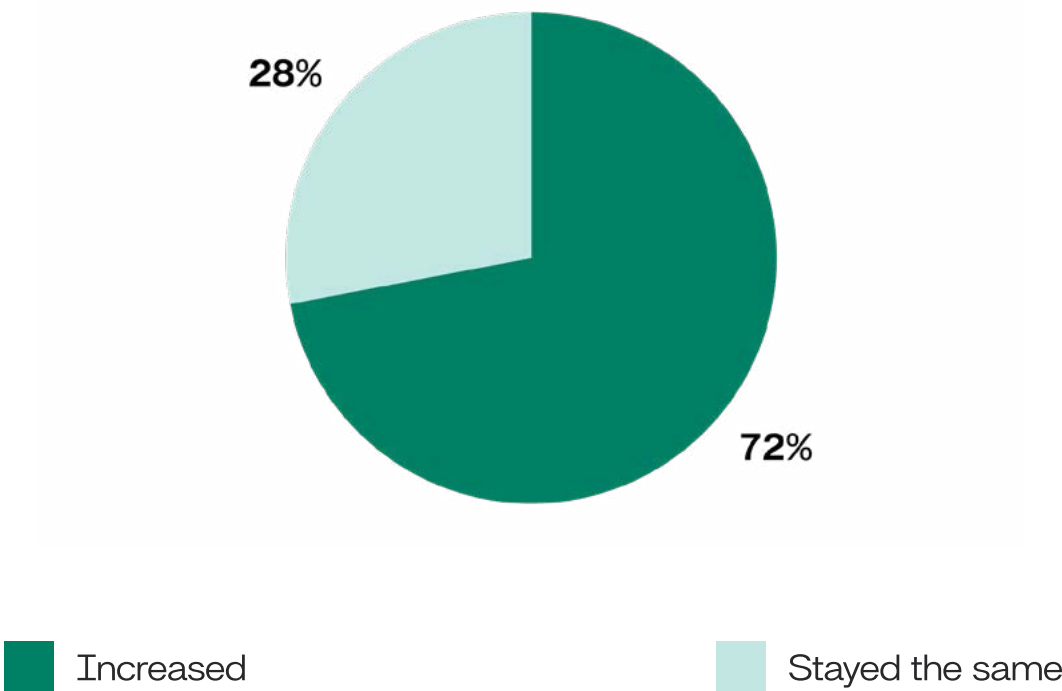


“It contributed to their networking, to their growth as a whole, to their professionalisation, to their appreciation in the market and, above all, I was able to increase the number of sales by applying the knowledge acquired at #ideate.”

Tania augusto, founder of Unique Decor and #iDeate participant

Additionally, 72% of entrepreneurs with active businesses reported an increase in sales volume since completing the program.

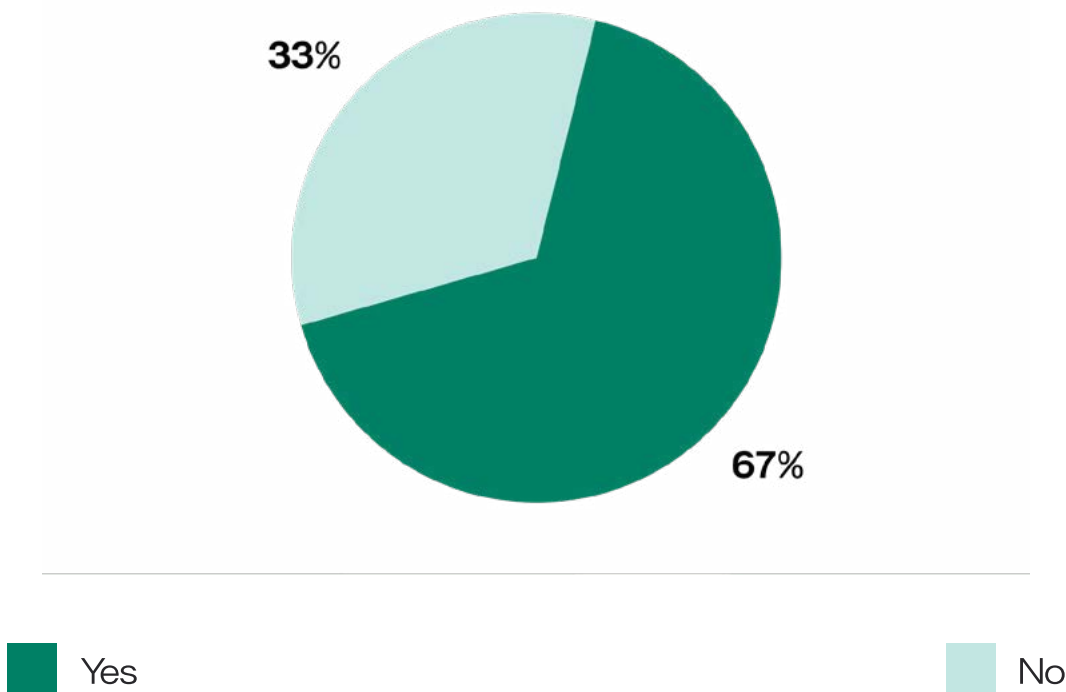
How has your company’s sales volume evolved since the end of the program?



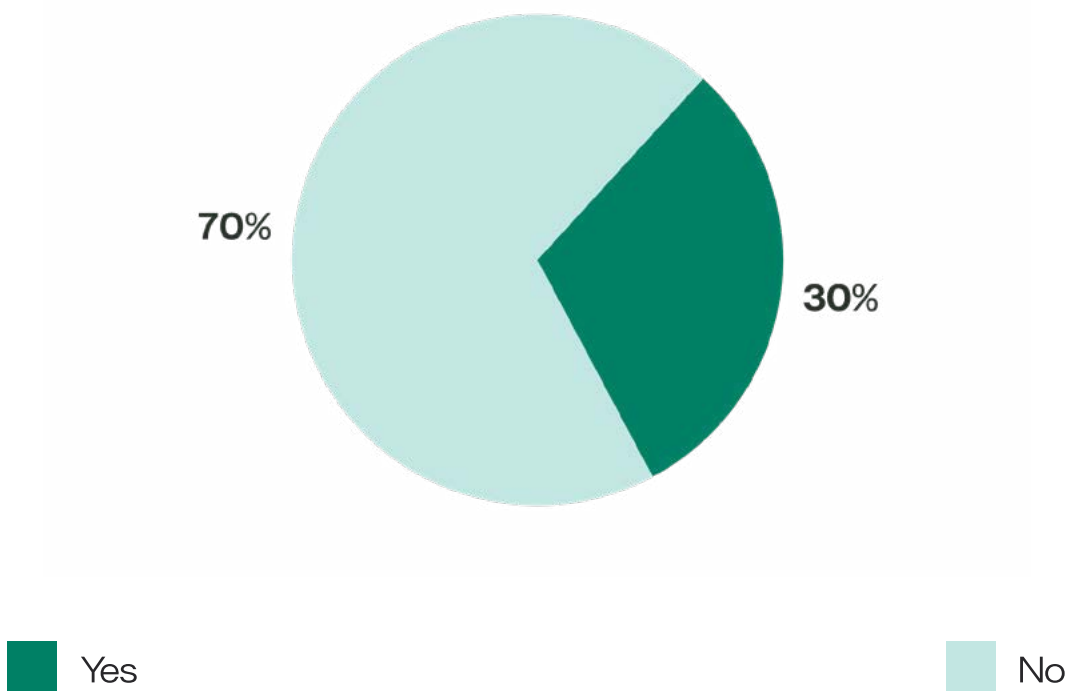
Empowering Employment

Remarkably, 67% of active businesses participating in the programs are actively creating jobs, contributing to economic expansion and social development. These new positions have resulted in 71 young people finding employment, with 60 of those hired being young women. This positive impact is exemplified by Blue Honey – Melado, a business founded by 31-year-old Benedito Julião that focuses on sustainable beekeeping in mangroves for honey production and mangrove restoration along the coast. Blue Honey alone has employed over 20 young women. It’s noteworthy that the 26 active businesses with paid staff collectively employ 75 women, with 30% having hired new employees since the program’s end.

Does your business have paid employees?



Have you hired new paid employees since the end of the program?



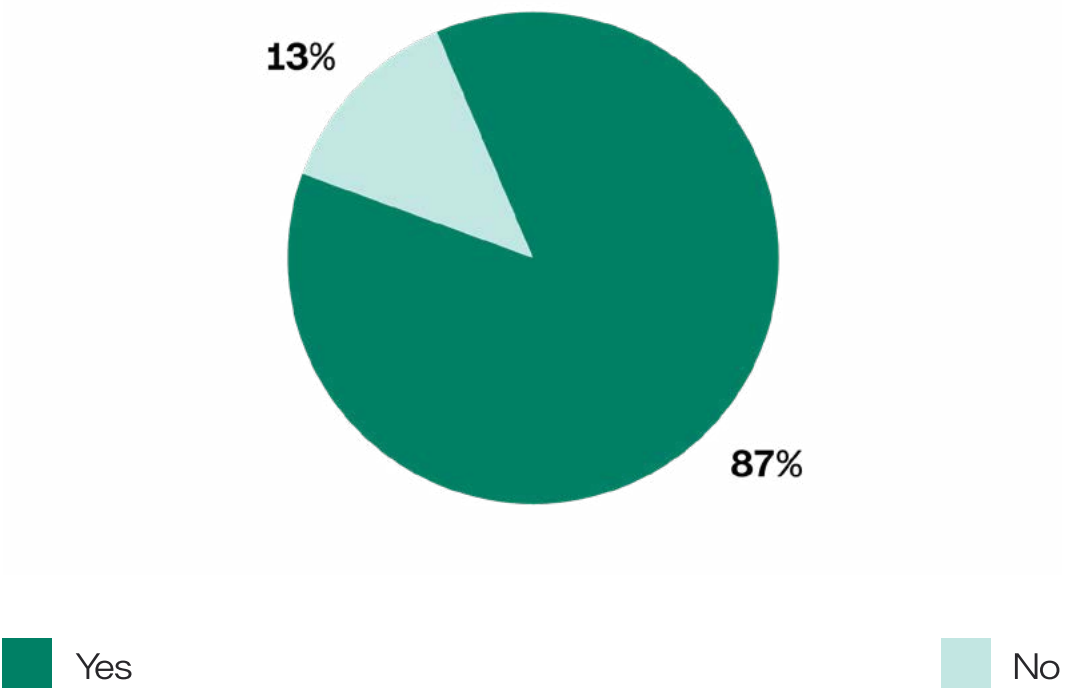
Products innovation

87% of participants developed new products, while all (100%) reported improvements in their existing offerings after participating in the ideialabs program.

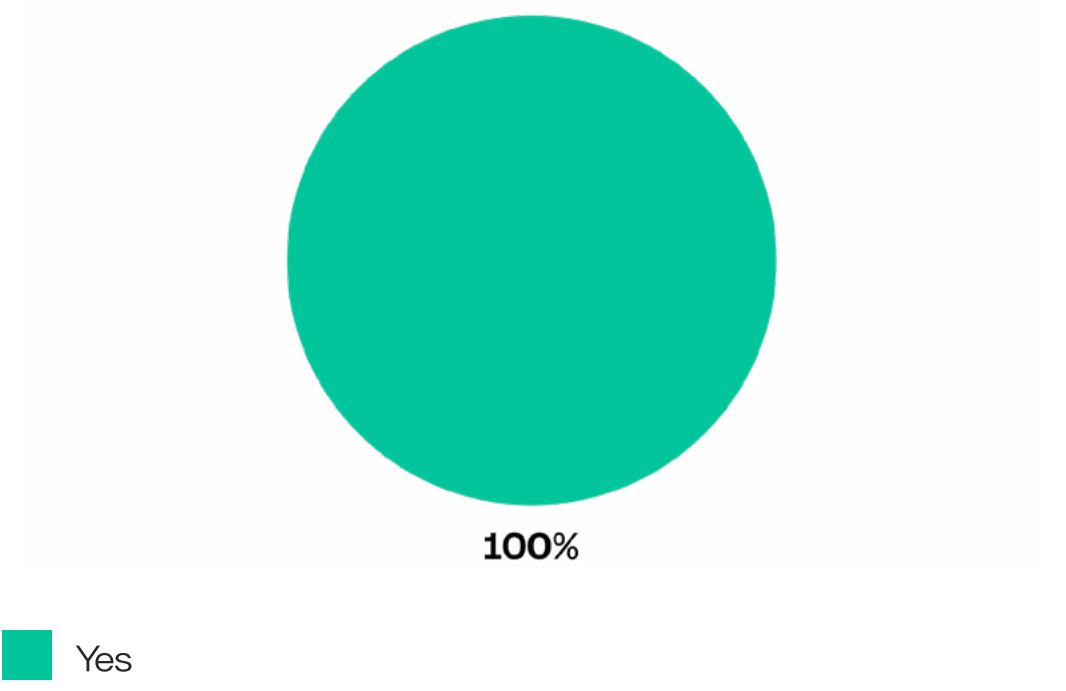
“It helped me develop clear ideas to find more diversification in my product, and to define the customer’s main pain points. Improved green business design, definition of easily executable ideas and opportunities.”

Trindade Tivane, #iDeate participant

Have you developed new products or services since your participation in the program?



Have you improved your products or services since your participation in the program?



ideialab's contribution according to the green entrepreneurs

The responses to the qualitative question "How do you think participating in the programme has contributed to you as an entrepreneur?" summarize and illustrate the data presented previously and highlight the key areas where ideialab's inputs were most valued:

Increased knowledge and skills: Participants gained a better understanding of business fundamentals such as market research, customer segmentation and financial planning. They also learnt how to develop and implement sustainable business practices.

Improved business planning and execution: Participants were able to refine their business plans and strategies, resulting in more effective execution. Expanded network and opportunities: Participants established new relationships with other entrepreneurs, investors and mentors. These relationships led to new opportunities for business growth.

Increased confidence and motivation: Participants felt more confident in their ability to succeed as entrepreneurs. They also felt more motivated to achieve their goals.

"Taking part in the CLP helped us understand the importance of sustainable actions in business, it provided mentoring, funding and valuable networking. CLP changed my perspective, broadening my field of vision and strengthening my belief in the business. Ntoko has evolved since 2023, improving packaging and products. Cultural barriers and challenges in waste collection are obstacles faced and ideialab has become an addictive institution for me, providing crucial information and support".

Marcia Jone, founder of NTOKO and CLP 2022 participant

"#ideate allowed me to meet several young entrepreneurs with bright dreams and ideas, which in a way served as a real source of inspiration for me as an entrepreneur."

Jescka Aleixo, #iDeate participant

"#ideate helped me gain an insight into how sustainable businesses work and how they can contribute to a cleaner society that is aware of the impacts of not preserving the environment."

Stela Saute, #iDeate participant

ideialab's journey with green businesses has been one of mutual learning and growth. Both ClimateLaunchpad and #ideate have offered tools and perspectives that resonated with many entrepreneurs. They adapted their practices, honed their management skills, and found valuable support within the group. The program's resources continue to be used, suggesting their lasting impact. Yet, there's still room to grow. Building a stronger sense of community, where shared experiences bind entrepreneurs together, could further empower them and pave the way for a more sustainable future. All these factors have also contributed to the survival and flourishing of the businesses, as evidenced by the impact data. The entrepreneurs invested in their own growth, expanding their teams, while diversifying and enhancing their portfolio of green products and services.

Seeding and nurturing an ecosystem

Mozambique's green business sector is buzzing with entrepreneurial energy, sprouting amidst the vibrant landscapes and facing its fair share of challenges. While limited infrastructure and access to finance can be hurdles, local ingenuity is paving the way for success stories like the ones we have been reading throughout this report. This chapter delves deeper into this dynamic ecosystem, exploring it through the eyes of the people shaping it – the green entrepreneurs themselves. We'll look into their perspectives, motivations before turning to an insightful analysis by Mayra Pereira and Koeti Serodio, leading voices in the sector.

For ideialab, unraveling the motivations of these entrepreneurs who pursue green businesses offers a valuable entry point into understanding the Mozambican ecosystem.

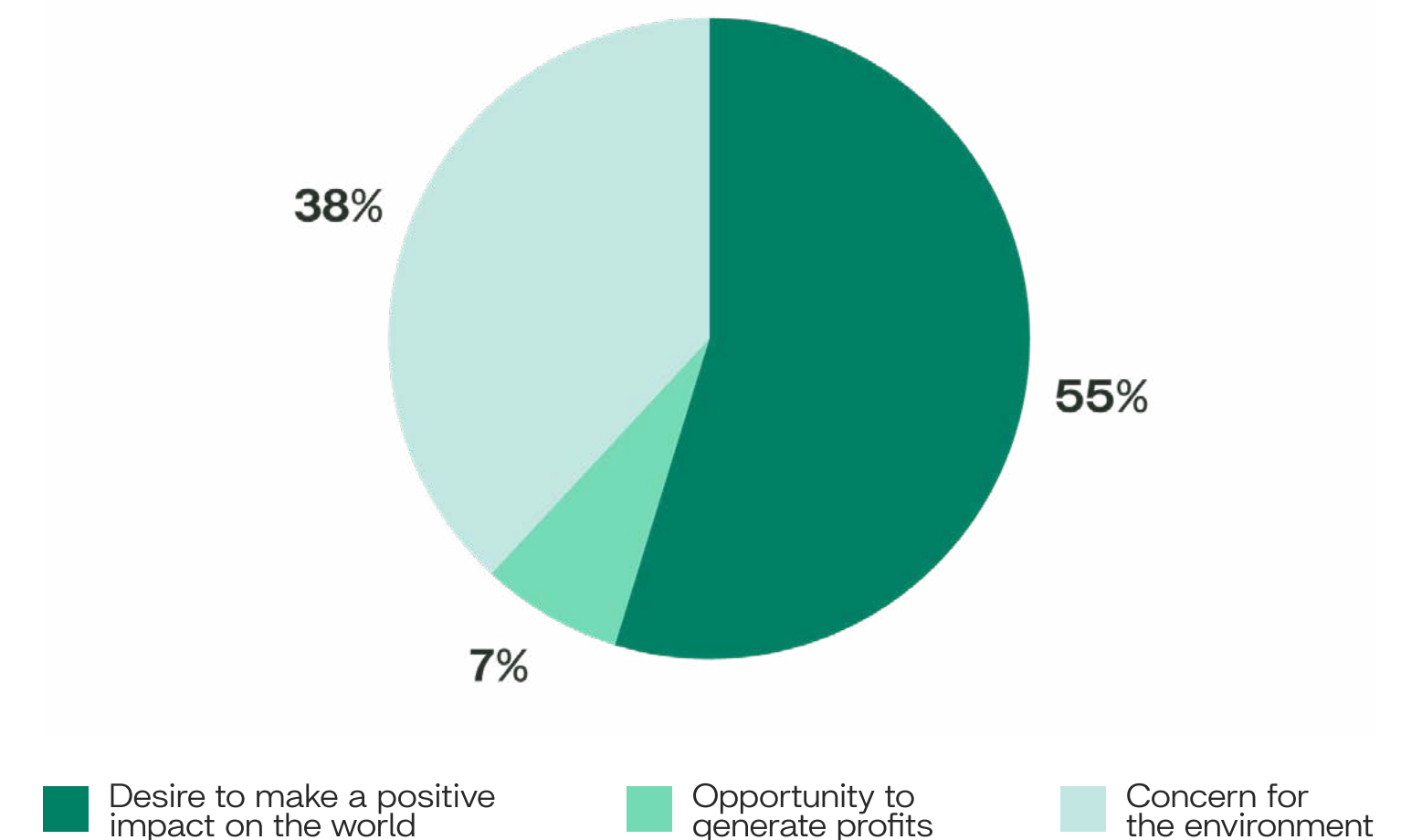
The data shows an interesting trend in green entrepreneurs' motivations:

Positive impact ambition: The majority (55%) are driven by the desire to create a positive impact in the world, suggesting their core focus is on sustainability and societal betterment.

Environmental concern: 38% cite environmental concerns as a key motivator, emphasizing their commitment to addressing environmental challenges.

Financial gain less prominent: Only 7% prioritize profit opportunities, highlighting that financial gain is not the primary driver for these entrepreneurs.

What motivated you to start a green business?



For us, this data indicates a shift towards environmentally conscious and impact-driven business models in the entrepreneurial space. It's encouraging to see entrepreneurs prioritizing positive change and environmental responsibility over solely profit-driven ventures. This trend bodes well for a more sustainable future and demonstrates the growing importance of green entrepreneurship in tackling environmental challenges. However, such green entrepreneurs should combine ecological and economic goals when developing their business' innovative products and services. The low number of green entrepreneurs motivated by financial gain may reflect an awareness of the reality. Building and scaling a successful green venture while prioritizing impact can be financially challenging.

In addition to their motivations, we questioned the green entrepreneurs about their perceptions of the Mozambican green business ecosystem's evolution during the recent years, the main challenges and the transformations they would like to see happening in the ecosystem.

The Green Landscape

With regard to the evolution of the ecosystem, as perceived by green entrepreneurs, the responses are not consensual and here are the two key takeaways:

1. Growth and awareness:

The majority of respondents agreed that the green business ecosystem in Mozambique has grown significantly in recent years. This is due to a number of factors, including increased government support, growing awareness of the importance of sustainability, and increasing demand for green products and services.

"It has evolved a lot, due to the greater knowledge that people now have about green businesses, and nowadays there are more and more young people innovating in their business ideas."

Tania Augusto, #iDeate Participant, founder of unique Interiors

"In recent years, the green business ecosystem in Mozambique has shown remarkable growth. The government has implemented policies and regulations favorable to the development of green businesses, encouraging companies to adopt sustainable practices. Environmental awareness has also increased, leading consumers to look for products and services that are environmentally friendly."

Patricia Viegas, #iDeate participant, founder of Geleias de Amor

"I feel that there is a lot of awareness about the positive impact of a green business and many NGOs, the state and the general public have given great support to get these businesses going."

Oswaldo Chiporia, CLP participant, founder of Ethalo Haca



2. Challenges:

For a large number of respondents the ecosystem has not been evolving as expected and there are still a number of challenges that need to be addressed.

"It's on a good path, but there's still a lot to be done and there's still a lot to be done to raise citizens' awareness of the need for more green businesses to defend and preserve the environment."

Machado Alves, #iDeate participant

"It's still at an early stage, but it's evolving. The players involved in green business still operate in small circles, there is a lack of publicity and promotion of these initiatives. Taking part in programmes or competitions like CLP helps to connect people who share common concerns, efforts and ambitions and even serves as a boost, because it's not always easy to keep going with so many obstacles, but when you know you have company in this fight, you become more motivated."

Khiusha Uaila, CLP participant

In a concise summary, Vilma Tsembane, #ideate participant, illustrates these contrasting visions surrounding the ecosystem:

"In recent years, the green business ecosystem in Mozambique has shown remarkable growth. The government has implemented policies and regulations favorable to the development of green businesses, encouraging companies to adopt sustainable practices. Environmental awareness has also increased, leading consumers to look for products and services that are environmentally friendly.

In addition, various training and financing initiatives and programmes have emerged for green entrepreneurs, facilitating access to the resources and technical knowledge needed to develop sustainable projects. The renewable energy sector has been particularly promising, with investments in solar and wind power plants aimed at reducing dependence on fossil fuels.

However, challenges still exist. The lack of adequate infrastructure, such as energy supply and transport networks, can make it difficult to implement green projects in more remote areas. In addition, the lack of environmental awareness and education in certain communities can decrease the demand for green products and services.

Despite the obstacles, the green business ecosystem in Mozambique has evolved promisingly in recent years, driven by favorable government policies, environmental awareness and support programmes for green entrepreneurship. The country is on the right track towards more sustainable and environmentally resilient development"

Securing Resources for Growth

The responses to the question about the challenges that green entrepreneurs face in accessing financing and investment opportunities can be organized around four main themes:

1. Uncertainty of green business models:

Early-stage green businesses pose a conundrum for investors: their potential for positive environmental is undeniable but quantifying their financial return proves tricky. Unlike established companies with proven track records, these ventures often operate in innovative spaces, making future success less predictable thus with more risk for traditional investment models.

"Often, at least in my case, green businesses deal with innovative technologies that don't yet have the confidence of the market or investors."

Khiusha Uaila, CLP participant

"One of the main challenges is the uncertainty inherent in green business models. Many investors may find it difficult to understand and quantify the financial return of green projects. This is because many green ventures are innovative and still in the early stages of development, making them risky for some investors."

Vilma Tsembane, #iDeate participant



2. Regulatory and policy barriers:

According to the [Greener Economy Tracker](#), despite boasting a Green Economy Roadmap since 2012 and the development of initiatives like MozTrabalha¹ and BRILHO², Mozambique lacks coherent policies targeting green business development. Existing support for SMEs isn't tailored to sustainability, and key areas like green finance lack clear policies making the process more complex and costly for green entrepreneurs.

"Banks charge very high interest rates and require a lot of documentation and guarantees for a beginner. No supporting policies are in place."

Abiudo Guirruta, #iDeate participant, organic honey producer

"One of the challenges is the issue of legalizing their companies because there is a lot of bureaucracy in the registration and legalization process."

Eduardo da Conceição, #iDeate participant

"Very high interest rates, extreme bureaucracy in banks and requirements, some of which are unnecessary, too much corruption in processes, no legal basis for making investments, and no investors interested in impact."

Manuel Gungulo, CLP Participant, founder of Susumati

1. MozTrabalha is a Swedish-funded project to support the implementation of the Mozambican Employment Policy to enable social partners to achieve the goal of creating more and better jobs for all Mozambicans.

2. BRILHO is a five-year programme, 2019 – 2024, that will catalyze Mozambique's off-grid energy market in order to provide clean and affordable energy solutions to the country's off-grid population. BRILHO's overall goal is to improve and increase energy access for people and businesses, leading to money saving, better well-being and livelihood opportunities for the low income population.

3. Lack of knowledge and understanding:

Many green entrepreneurs lack vital information about funding sources and struggle to connect with like-minded investors. Locating appropriate investors and navigating funding procedures remain key challenges for green entrepreneurs.

"Lack of experience in drawing up financial proposals and plans, lack of financial organisations focused on green business"

Joel Muzima, CLP participant

"At a national level, I know of few initiatives that finance green businesses. And many of them offer low levels of funding compared to the needs of starting a green business."

Oswaldo Chiporia, CLP participant, founder of Ethalo Haca

"Investment and financing opportunities are sometimes unaffordable, requiring many criteria that the entrepreneur is sometimes unable to meet, even if they have a brilliant idea."

Cátia Dique, CLP participant, founder of Ndawas, Sustainable Moz

"Little credibility from financial backers."

Penildo Mauelele, CLP participant

"In some cases, green solutions require a high level of investment and some time to pay back, as they are also associated with socio-cultural changes that take some time to take place. I believe that the repayment time factor and high interest rates are aspects that hinder access to finance."

Eduardo da Conceição, #iDeate participant

4. Economic uncertainty and market volatility:

According to the respondents, uncertain economic conditions and market volatility affect investors' appetite for green projects.

"Economic uncertainty and market volatility can affect investors' appetite for green projects. In times of financial crisis, for example, there may be a reduction in investments in sustainable companies and initiatives."

Vilma Tsembane, #iDeate participant

The most repeated aspect across the responses is uncertainty of green business models. Respondents' answers show that investors may be hesitant to invest in green businesses because they are not sure how successful they will be. This is especially true for businesses that are innovative or in the early stages of development and is consistent with the findings of other studies on the challenges of green entrepreneurship. However, as pointed out by [GIZ \(2019\)](#) policymakers are increasingly recognizing the power of establishing clear guidelines and regulations to build an enabling environment for financial institutions to amplify green investments.

Entrepreneurs' Call for the ecosystem

The responses to the questions about what needs to happen or exist in Mozambique for green entrepreneurs to develop their businesses can be organized around four main themes:

1. Public policies:

Most respondents highlighted the importance of public policies that incentivize and support green businesses. This includes policies regarding financing, infrastructure, access to resources and technologies, education and training, and public-private partnerships.

"For green entrepreneurs to develop their businesses in Mozambique, a supportive environment is needed, including government incentives and financial support, sustainable infrastructure, access to natural resources and clean technologies, adequate education and training, public-private partnerships, and awareness and demand for sustainable products and services among consumers."

Vilma Tsembane, #iDeate participant

2. Awareness:

The need to increase awareness about the importance of green businesses and environmental sustainability was also emphasized. This can be achieved through educational and communication campaigns, as well as showcasing successful examples of green businesses.

"People need to be aware of the importance of green businesses, particularly through clear actions that demonstrate the difference these businesses make in their lives. Programmes that encourage young people to undertake more consciously and, in a way, more support for entrepreneurs."

Tania Augusto, #iDeate participant, founder of Unique Decor

3. Opportunities:

Green entrepreneurs also require access to markets, funding, and resources. This can be facilitated through government programs or private organizations, as well as partnerships between green entrepreneurs.

"There should be more opportunities for funding and space for potential clients to hear about and celebrate projects and ideas."

Ailton Pumule, #iDeate participant

3. Capacity building:

Finally, green entrepreneurs need training and support to develop their skills and businesses. This can be provided through training programs, mentorship, and networking opportunities.

"Encouraging entrepreneurs through knowledge. Green entrepreneurs need training and support to develop their skills and businesses."

Edilson Fortuna, CLP participant, founder of Ermic



Although the entrepreneurs' perspectives are diversified, it is important to highlight that the most repeated aspect across the responses was public policies. This aligns with research demonstrating the crucial role of robust public policies in fostering the development of green businesses.

Public policies can help create a favorable environment for green businesses by providing financing, infrastructure, access to resources and technologies, education and training, and support for public-private partnerships.

"Policymakers at all levels can play a role in enabling the creation of green SMEs, and more focused measures are needed to support the inception of new green businesses. Policymakers, at international, national and local levels, have a key role to play in enabling the transition of SMEs to the green economy, mainly by adopting clear and coherent regulation, creating enabling market conditions for green products and services and facilitating access to funding and capacity building programmes that support investor-grade green SMEs."

Enabling Environments for Green SMEs: Recommendations for Action, Green Win



Voices from the ecosystem

ideialab thrives on the support of a diverse community. Their knowledge and experience fuel our growth and learning.

For this report, we invited our friend Mayra Pereira, a deeply engaged participant in shaping Mozambique's sustainable future, a member of the jury, and a supporter of ClimateLaunchpad, to share her insightful perspectives about the key players and their specific roles in the Mozambican green ecosystem.



Driving the Sustainable Future in Mozambique: The Transition to Green Entrepreneurship from Theory to Practice and the Vital Role of Stakeholder Interaction

By Mayra Pereira

Mozambique is experiencing growth in the field of entrepreneurship, emerging as a powerful vehicle for change and innovation. This movement has the potential to revitalise the country's economic fabric and presents itself as a promising way to address environmental and socio-economic challenges that have been growing in recent years. As entrepreneurship gains momentum, it opens up a range of opportunities for innovative solutions that can boost sustainable development and social inclusion. The dynamics of entrepreneurship in Mozambique present themselves as a catalyst for job creation, especially for young people, who make up a significant part of the population. The youth employment crisis is complex, with many unable to find decent work, despite the growth of some sectors in the country. By encouraging the

creation of small and medium-sized enterprises, entrepreneurship not only provides job opportunities but also stimulates economic growth by promoting economic diversification. These new companies contribute to the national GDP and generate revenue through innovation and the exploitation of previously untapped market niches.

Mozambique, like many nations, is struggling with the threats and risks associated with environmental degradation and climate change. Green entrepreneurship, in particular, has shown itself to be a promising way to address environmental and social issues in Mozambique. Sustainability-focused entrepreneurs are developing innovative solutions aimed at conserving natural resources, managing waste efficiently, producing clean energy and promoting sustainable agricultural practices. These initiatives not only help mitigate the effects of climate change, but also promote a greener and more resilient economy, in line with the Sustainable Development Goals (SDGs). In addition to its economic and environmental impact, entrepreneurship in Mozambique is beginning to be characterised by a strong focus on the social component. By providing livelihoods and empowering marginalised communities, including women and young people, entrepreneurship can reduce poverty and promote equality. Therefore, the creation of green jobs goes beyond simply generating labour opportunities; these jobs must also be decent.

When we explore the concept of green entrepreneurship, we delve into an ecosystem rich in interconnected terms and ideas that shape both discussion and practice in this emerging field.

These terms not only define the essence of green entrepreneurship but also establish the criteria and objectives for ventures that seek to be sustainable and responsible. These are: green economy, green growth, green jobs, green skills and decent jobs. By understanding how these terms are interlinked within green entrepreneurship, we realise the diversity and richness of this field. Green entrepreneurship goes beyond simply launching sustainable businesses; it's about reinventing and remodelling the economic and social fabric to create a greener, more inclusive and sustainable future for all. This movement not only introduces innovative business practices, but also promotes broader inclusion and sustainable development across the board.

Transporting the concepts of green entrepreneurship into practice involves a series of strategic steps and concrete actions that can help turn sustainable ideas into successful and impactful businesses. Here are some guidelines for making that transition from concepts to practice:

1. Education and training in sustainability

- **Promote Green Education:** Invest in education and training that focuses on sustainability, the green economy and green skills. This can include courses, workshops and certification programmes that prepare entrepreneurs with the knowledge they need to create and run sustainable businesses.

2. Developing Sustainable Ideas

- **Identifying Opportunities:** Analysing the market and the environment to identify unmet needs or problems that can be solved through sustainable



solutions. This requires a thorough understanding of the principles of the green economy and the potential for green growth.

- **Innovation and Creativity:** Using creativity to develop products, services or business models that are not only innovative but also beneficial to the environment and society.

3. Planning and Implementation

- **Sustainable Business Models:** Developing business models that are economically viable and ecologically responsible, incorporating practices such as waste reduction, energy efficiency and the use of renewable resources.

- **Environmental and Social Impact Assessment:** Assessing the environmental and social impact of businesses to ensure that they are aligned with sustainability objectives and make a positive contribution to the environment and the community.

4. Access to Finance and Resources

- **Search for Green Financing:** Explore financing options that support sustainable initiatives, including green loans, impact investments, grants for sustainable projects and crowdfunding. There are other opportunities that can be utilised to boost projects focused on sustainability and climate change mitigation. These include the carbon market, climate finance and green bonds, which represent innovative and strategic mechanisms for supporting environmental initiatives.

- **Partnerships and Collaborations:** Establish partnerships with organisations, governments and other companies that can offer technical, financial or market support.

5. Marketing and Communication

- **Communicating Sustainable Value:** Develop marketing strategies that effectively communicate the sustainable value of products or services, highlighting environmental and social benefits to attract customers and investors.

- **Certifications and Green Seals:** Obtaining ecological certifications that can help reinforce the credibility and authenticity of the business's sustainable practices.

6. Creating Decent Jobs

- **Promoting Decent Jobs:** Ensure that the business promotes fair working conditions, equality, job security and growth opportunities for all employees, in line with the concept of decent jobs.

7. Continuous Evaluation and Improvement

- **Monitoring and Evaluation:** Implement monitoring and evaluation systems to measure the environmental and social impact of the business, allowing for continuous adjustments and improvements in sustainable practices.

To boost green entrepreneurship in Mozambique, interaction between different stakeholders is fundamental, as it can create a sustainable ecosystem that benefits the economy, society and the environment. The success of green business in Mozambique depends on collaboration between the private sector, the public sector, co-operation partners, civil society and academia. The scenario of recent years presents significant growth potential driven by this multi-faceted collaboration. Here are some aspects that highlight the importance of this

even tighter collaboration for the coming years:

- **Private and Public Sector Synergy:** Cooperation between the private and public sectors in Mozambique is essential to create a favourable regulatory environment and promote incentives that encourage sustainable business practices. This can include simplifying processes for obtaining environmental licences, developing tax incentive policies and establishing strategic partnerships for the development of green projects.

- **Engaging Cooperation Partners:** Cooperation partners play a crucial role in providing funding, technical expertise and technical assistance. Collaboration with international organisations and development agencies can boost the implementation of sustainable projects by offering additional resources and expertise in specific areas.

- **Active Participation of Civil Society:** Civil society plays a key role in bringing an inclusive and representative perspective to the table. The active participation of civil society organisations can ensure that the interests and concerns of local communities are considered in the development and implementation of green business initiatives.

- **Encouraging Innovation and Entrepreneurship:** Collaboration between the public and private sectors can encourage innovation and green entrepreneurship. This can include establishing green business incubators, mentoring programmes and providing access to finance for sustainable start-ups.

- **Academia's involvement:** Academia must contribute research, knowledge and innovation, and is essential for understanding environmental challenges and developing sustainable solutions. Collaboration between universities and the

business sector can accelerate innovation in green technologies and sustainable business practices, as well as preparing the next generation of green entrepreneurs through education and training.

The green entrepreneurship ecosystem in Mozambique represents a significant opportunity to boost the economy, protect the environment and improve people's lives. As the country moves forward on this journey, collaboration, innovation and a commitment to sustainability will be key to achieving development that is not only green and prosperous, but also fair and inclusive for all.

Green initiatives

by Koeti Serodio

Koeti Serodio is a Programme Manager at the Embassy of Ireland in Mozambique, responsible for an extensive portfolio covering Climate Action, Social Protection, and Humanitarian Affairs Resilience for Humanitarian, Climate Action & Social Protection at the Irish Embassy in Mozambique. Her visionary leadership, drive and determination, whose dedication of the Climate LaunchPad (CLP) program, has been instrumental in helping in the program's success, nurturing young talent, creativity, innovation and raising climate awareness. Her journey exemplifies how individuals' efforts can make a difference and support the growth of green entrepreneurship in Mozambique and across Africa that tackles many sustainable development goals at a larger scale.

ideialab tapped into Koeti's expertise for this report, valuing her insights on CLP, the global green movement, and Mozambique's transition to sustainable business models. Her perspectives, mirroring our findings and the voices of green entrepreneurs' voices, enriched our understanding of these crucial topics.

"Million-dollar green initiatives targeting elite markets or promoting industrialization dominate the scene," Koeti observed. This, she believed, painted a

distorted picture of green entrepreneurship, silencing the voices of vulnerable communities bearing the brunt of climate change. For Koeti, ensuring Africa's participation in CLP wasn't simply about expanding the competition; it was about injecting a dose of reality and inclusivity. She sees in Africa a wellspring of resourcefulness, where sustainable solutions aren't driven by profit margins, but by the urgent need to adapt and thrive in a changing climate. "Leafy Ke, the Kenyan project¹," Koeti pointed out, "winning the African regional in 2019 by repurposing discarded diapers into fuel and building materials, embodies this spirit. It showcases innovation born from necessity, deeply connected to community well-being."

Koeti's vision goes beyond the competition. She envisions CLP in Africa as a platform for amplifying underrepresented voices, celebrating resourcefulness, and building a sustainable future where no community is left behind. Koeti expressed concern about the underrepresentation of women in green entrepreneurship. During the 2019 Mozambique final of CLP, no women reached the final stage. In response, she partnered with the ideialab to create a dedicated project to specifically support women green entrepreneurs: MOZGREEN. She emphasized the need for inclusive spaces in the green movement, expressed a desire to see CLP evolve to become more sensitive to gender issues in future editions and created the pathway for that to happen.

The Irish Embassy of Ireland: Catalyst for Green Innovation in Mozambique

In Mozambique's green entrepreneurial scene, the Irish Embassy of Ireland plays a distinct role – not as a mega-donor, but as a catalyst and champion of local solutions. Limited by resources, The Embassy excels at taking risks and investing in ideas and promising initiatives while creating networks and connections that support the growth of youth entrepreneurship through a multiplier effect igniting sparks in promising initiatives. Unlike some larger international donors, the Irish Embassy of Ireland takes a distinct approach to fostering green entrepreneurship in Mozambique. Their strategy prioritizes not financial clout, but rather a catalytic spark, igniting potential in promising initiatives even with limited resources. Partnering with CLP opened doors to a vast landscape of cutting-edge green innovations, enabling the Embassy to discover and nurture promising ventures with targeted funding, robust networks, key connections, and expert technical assistance such as: Aquaponia Ôrganica, Green Soil, BIOMECC, Fundação Carlos Morgado, Karingana wa Karingana, Mentos Sustentáveis, Inovagri, Susamati, and with assistance from ideialab further link these and all 3 winners of each CLP edition with other opportunities managed by ideialab to accelerate and further build their capacity and access seed money to start their businesses and allow solutions to be tested.

According to Koeti, the Embassy's commitment is exemplified by their support of projects like BIOMECC, Marta Uetela's innovative prosthetics

crafted from marine litter, especially recycled plastic and damaged fishnets collected from the sea. Recognizing the project's potential despite its lack of funding, the Embassy provided seed money and, crucially, connected BIOMECC with a valuable mentor, the Fundação Carlos Morgado. This network and unwavering belief in potential set the Embassy apart.

Visibility is another potent tool in their arsenal. The Embassy actively showcases young entrepreneurs at events, conferences, and even festive gatherings like St. Patrick's Day. "Imagine the impact of humanitarian actors UNICEF expressing interest in BIOMECC's prosthetics for northern regions! Such connections, facilitated by the Embassy, open doors and amplify the reach of these ventures." Of course, ongoing financial support isn't always feasible. However, the Embassy's true aim is to empower young entrepreneurs for independence.

Leafy Ke, a Kenyan startup founded by science enthusiasts, transforms used diapers into clean fuel for informal settlements. They collect, clean, and process the diapers, extracting components like plastic for building blocks and the absorbent core for clean-burning fuel, aiming to tackle indoor pollution in rural areas typically reliant on harmful charcoal and firewood.

[More Info](#)

Koeti envisions the Climate Launchpad competition beyond a mere platform for green ideas. For her, it's a crucible for forging climate-conscious entrepreneurs. Her advocacy has resulted in three significant changes:

Embedding Climate Education:

Recognizing the need for holistic understanding, Koeti pushed for real-world climate information and awareness to be woven into the competition. "We need them transformed by climate awareness," she emphasizes. This translates to dedicated talks, a sub-module on environmental consciousness, and integrating real-world climate scenarios into business plan development.

Empowering Local Expertise:

Koeti challenged the reliance on global trainers. "We need regional and national capacity!" she asserted. This support and advocacy led to the establishment of a regional trainer program, followed by national training initiatives. Now, Mozambique boasts its own pool of experts, propelling local ownership and sustainability efforts.

Breaking Language Barriers:

Recognizing the disadvantage faced by non-English speakers, Koeti championed inclusivity. Flexibility in language use and innovative solutions like simultaneous translation during bootcamps were

implemented. "Language shouldn't be a barrier," she declares, "We're opening doors to a wider pool of passionate green minds who carry an entire local context in their minds shaping local solutions rooted in concrete needs, vulnerabilities and niche markets."

While Koeti Serodio acknowledges limitations in her full understanding of the Mozambican green entrepreneurship ecosystem, she offers valuable insights into the Climate Launchpad's potential and challenges, with implications for the broader ecosystem itself. Koeti sees the ClimateLaunchpad as a powerful platform for fostering climate-conscious entrepreneurs promoting greener and more sustainable development. However, she identifies two key areas for improvement:

Follow-up and impact assessment: Lack of data on post-program outcomes makes it difficult to evaluate the initiative's long-term effectiveness and identify areas for improvement. Koeti advocates for a comprehensive tracing system to track supported entrepreneurs and understand their successes, failures, challenges, and post-program trajectories.

Enhanced outreach and ownership: Koeti believes the ClimateLaunchpad could benefit from broader engagement beyond current partnerships. Establishing alternative entry points beyond the traditional application window and building stronger connections with provincial communities could unlock a wider pool of innovative green ideas and ensure deeper local ownership of the initiative.

Ecosystem Challenges:

Additionally Koeti is concerned that the lack of information and/or regulations on intellectual property protection in Mozambique could leave Mozambican entrepreneurs vulnerable to having their ideas stolen and registered by others. Koeti's advocacy led to the inclusion of a module on intellectual property law in the ClimateLaunchpad bootcamps in Mozambique. This module provides entrepreneurs with basic information about intellectual property rights and how to protect their ideas.

When asked about the green ecosystem in Mozambique, Koeti believes that there is potential for a thriving ecosystem, but that it is still in its early stages of development. However, she identifies two key obstacles holding it back:

1. Fragmented Infrastructure:

The current landscape suffers from a lack of cohesion and coordinated efforts. Disparate initiatives operate in silos, hindering both efficiency and impact. Koeti champions the establishment of a collaborative platform or joint ventures to weave these strands into a unified network, maximizing effectiveness and minimizing redundancy.

2. Resource Scarcity:

Green entrepreneurs often find themselves navigating a resource desert, struggling to access crucial elements like funding, training, and mentorship. This impedes their growth and limits their potential. Koeti envisions a richer landscape, enriched by the creation of new funding programs,

innovative partnerships and the strategic utilization of existing resources. This would ensure that every entrepreneur has the tools and support needed to paint their entrepreneurial dreams onto the canvas of the Mozambican economy.

Despite the current challenges, Koeti's vision shines with optimism. By prioritizing collaboration, enriching the resource pool, and leveraging the catalytic power of the ClimateLaunchpad, Mozambique can cultivate a robust green entrepreneurship ecosystem. This, in turn, will pave the way for a sustainable future fueled by innovation and empowered by passionate minds.

Impact Stories

These programs have brought us inspiring stories of innovation, social impact, and resilience, showcasing the strength of green entrepreneurs striving for a better, more sustainable future. We've chosen a few such stories to share in this report.



From Architect to Changemaker: Ruben Morgado's Journey with ClimateLaunchpad



Unfulfilled Potential and a Spark of Inspiration:

Ruben Morgado, Mozambique's accomplished architect, felt a gnawing emptiness despite his success. He craved impact. Then, a simple sight – discarded organic waste – ignited a transformative vision. Nsila, meaning "trash" in his local language, blossomed in his mind: a network of urban waste recovery centers transforming waste into valuable resources.

Facing the Mountain: CLP as a Launchpad for Growth

Ruben knew Nsila was more than an idea; it was a bold challenge. Securing funding, overcoming cultural barriers, and navigating the complex entrepreneurial landscape seemed daunting. That's when ClimateLaunchpad (CLP) entered his journey. This global program became his springboard. He honed his pitch, refined his model, and learned the intricacies of turning vision into reality, fueled by CLP's invaluable mentorship and support network which landed NSILA the 1st place in the national competition in 2019 and the 8th in the regional finals.

During the CLP final pitch and drawing on his entrepreneurial spirit, Ruben woven into his pitch the vision for "Solar Giraffes" – community hubs powered by the sun, offering essential amenities like phone charging and radio in remote villages. This opened doors for both projects. Nsila won the national competition, while Solar Giraffes, fueled by the CLP network, secured its own path to success. Today, six communities bask in the glow of "Solar Giraffes," reaching over 6,500 people. For us, this exemplifies the ripple effect of our programs – an idea nurtured for one project can spark solutions for another, creating a web of positive impact and change.

From Participant to Pillar: Mentoring the Next Generation

Ruben's CLP journey transcended his project’s success. He transitioned from participant to mentor and says that his greatest victory is people he meets along the way. He is inspired by the work of other entrepreneurs who are making a difference in the world, and he is grateful for the opportunity to connect with them through CLP. Now a strong advocate for CLP. He believes that the program is essential for supporting green tech entrepreneurs in developing countries. Also saying that CLP provides entrepreneurs with the resources and support they need to succeed, and it also helps them to connect with a global community of changemakers.

For us, Ruben's story embodies the transformative power of entrepreneurship. It's a testament to the program's ability to nurture not just projects, but changemakers. Through Ruben, CLP's impact ripples outward, paving the way for a greener, more just Mozambique, and inspiring a generation of entrepreneurs fueled by the spirit of innovation.

Marta Uetela: Turning Ocean Plastic into Hope for Amputees in Mozambique

Marta Uetela is not your average entrepreneur. Driven by a deep curiosity for the ocean and a passion for social impact, this young Mozambican woman is transforming lives with her innovative startup, [BioMec](#).



From Passion to Purpose:

Marta's journey began while she was still in design school. Witnessing a friend's struggle to access prosthetics after an accident sparked a fire within her. Driven by a desire to help a colleague, Marta and some friends began crafting custom prototypes for her. Though not initially conceived as a business venture, this initiative planted the seeds to develop accessible and sustainable solutions for amputees within her community.

BioMec: Where Innovation Meets Sustainability:

Fueled by this passion, Marta co-founded BioMec, a company that designs and manufactures prosthetics using recycled plastic collected from the ocean. "We're repurposing harmful plastic materials to improve people's lives," Marta says

Transforming Lives, One Prosthetic at a Time:

BioMec's impact is undeniable. Their affordable and durable prosthetics are providing amputees with newfound mobility and independence. "The most rewarding moment," Marta shares, "was seeing a user test the product for the first time outside the lab. It was pure joy!"

ClimateLaunchpad: Launching BioMec to New Heights:

"For me, CLP was all about access. Access to information, tools, and a diverse network of green entrepreneurs with exciting ideas and projects. It was the chance to not only share my own concept, but also receive

valuable feedback from both fellow entrepreneurs and experienced specialists during the training phase. This early-stage feedback proved invaluable. It highlighted my idea's green potential, pinpointed areas for improvement, and boosted my confidence. It's far better to identify potential issues in the initial stages than reach Phase Five and realize something fundamental went wrong back in Phase Three. CLP equipped me with the knowledge, network, and self-assuredness to make necessary changes and move forward with an even stronger vision."

Beyond Business: Building a Greener Future:

BioMec's success extends beyond financial gain. It's about creating a ripple effect of positive change. By using recycled plastic, the company is tackling ocean pollution while offering a sustainable alternative to traditional prosthetics. Marta Uetela's story is an inspiration to aspiring entrepreneurs and changemakers everywhere. It's a testament to the power of curiosity, passion, and unwavering dedication. BioMec is not just a company; it's a beacon of hope, proving that even the most challenging problems can be solved with ingenuity and a commitment to a better future.

Marta was nominated by us for the YBI Global Youth Entrepreneurship Summit in 2022. She was selected as one of the top three finalists for the [green business of the year](#) and attended the forum in the Netherlands. Not only has BioMec garnered international recognition through its impact, but Marta herself was honored with the prestigious [Commonwealth Points of Light Award](#). This award, further amplifies the reach and impact of BioMec's mission.

Marta's quotes, woven throughout the story, bring her voice and her vision to life. Her journey is a powerful reminder that anyone, with the right drive and support, can make a real difference in the world. And with BioMec, Marta is doing just that, one recycled plastic prosthetic at a time.



Márcia Dima Jone: the young entrepreneur who is transforming agriculture in Mozambique



Márcia is a 31-year-old woman from Mozambique. She is the second of two siblings. Her academic journey was marked by many changes of schools and residences. But her move to Chibuto was a reality check and a major challenge due to the change in realities. In Chibuto, at the Higher School of Business, Márcia was introduced to the term "entrepreneurship." A course called "Business Simulation" awakened her attention to developing business ideas and making business plans. This allowed her to be attentive to opportunities, present solutions, and sell her ideas.

After graduation, Márcia joined AIESEC to develop leadership skills. Her time there provided her with exposure to the business world, teaching her about the market and competencies in management, activities, planning, and leadership. In 2016, she entered the workforce as an import and logistics professional in the agribusiness sector of a multinational company, an experience that earned her the title of employee of the year.

The idea for N'toko, a company that produces organic fertilizer started growing during those years. N'toko, meaning "fertile soil", is more than just a business for Marcia; it is a mission: to nourish the earth and the communities around her. Victories in competitions like Startupper Challenges by Total Energies and a third-place finish in ClimateLaunchpad Mozambique provided vital sunshine and rain for N'toko's early growth.

The start was fascinating, but managing people became the biggest challenge. Participating in the CLP helped her understand the importance of sustainable actions in businesses. Participating in programs such as #ideate and Biz10, in addition to CLP, provided mentorship, funding, and valuable networking.

"Participation in programmes such as #ideate and Biz10, in addition to CLP, provided mentoring, funding and valuable networking. CLP changed my perspective, broadening my field of vision and strengthening my belief

in the business. It helped me understand the importance of sustainable actions in business."

Ntoko has evolved since, improving packaging and products. Recognizing the need for broader environmental consciousness, Márcia and her team sprouted EcoMissava, a Solid Waste Management fair. This initiative served as N'toko's social responsibility arm, shining a spotlight on waste management in Mozambique and engaging public and private institutions, universities, and NGOs in the collective fight for a cleaner future. Márcia's motivation to continue entrepreneurship is her desire to impact lives and transform chemical agriculture into organic agriculture. Her dream for Ntoko is to expand to the central and northern regions of Mozambique, contributing to positive change in the business and environmental landscape in Mozambique.

Márcia's journey, like the crops N'toko helps nurture, is an ongoing saga. Challenges remain, yet, with every step, every partnership, and every successful EcoMissava fair, N'toko edges closer to its dream. Márcia is an inspiration to young people in Mozambique and around the world. She is a role model for women entrepreneurs and a champion for environmental sustainability. Her story is a reminder that anything is possible if you have a dream and are willing to work hard to achieve it.



Yuri's Entrepreneurial Odyssey. Bottled Dreams: Birth of Lactose



Yuri Fumo, a young entrepreneur from Maputo's Mahotas neighborhood, inherited his business acumen from his mother's catering venture. During his university years, the entrepreneurial bug bit, leading him to participate in the Agro Challenge with a colleague. Their audacious idea – processing and branding Mozambique's own fresh milk – landed them second place and birthed Lactose, Mozambique's first fresh milk brand. From humble street sales to store shelves, Lactose soared, fueled by seed capital and sheer hustle. However, growth demanded increased production, yet maintaining the quality proved to be a challenge. Though Lactose faltered, Yuri's greatest victory emerged: the invaluable lessons learned.

Beyond Lactose: Embracing Challenges, Empowering Dreams

Recognizing the market's shortcomings and his own growth, Yuri redefined his purpose. He sought to empower young minds through entrepreneurship, urging them to chase dreams regardless of the outcome. This became his guiding light. He ventured into Cabo Delgado with a new idea – plastic block production. The CLP program provided a vital support system, offering structure, connections, and a testing ground for his vision.

Building a Brighter Future for Mozambique: Inspiring a Generation of Entrepreneurs

Organizations like ideialab, offering knowledge and financial lifelines, played a crucial role in Yuri's eyes. He envisions ideialab's continued evolution, nurturing a vibrant ecosystem for young Mozambican entrepreneurs. Ultimately, Yuri's driving force isn't just personal success, but inspiring a generation to embrace entrepreneurship as a tool for

national growth. His journey, with its triumphs and tribulations, stands as a testament to the indomitable spirit of the young Mozambican entrepreneurs.

"Taking part in the CLP gave us the opportunity to exchange and network with African colleagues, a valuable experience. Then we took part in Biz, secured more partnerships and access to the machine to test the production of the blocks. ideialab plays a significant role in providing entrepreneurship expertise and access to funding to test business viability."

Khiusha's Green Odyssey: From Architect to Nature-Powered Innovator



Born in Mozambique, raised in Brazil, Khiusha Uaila was always drawn to the vibrancy of life, be it the bustling streets of Maputo or the lushness of the Atlantic Rainforest of Florianopolis. But beneath the beauty, she couldn't help but notice the cracks – the stagnant floodwaters after storms, the widening gap between wealth and well-being. It was this dissonance that sparked her green odyssey, a journey that would transform her from an architect into a nature-powered innovator.

Khiusha's career began in Mozambique's architecture scene, a world of concrete and glass, where innovation felt stifled. Despite eight years spent crafting buildings, a yearning for something more sustainable, something that embraced the power of nature, gnawed at her. This yearning reached a crescendo when she pursued a master's degree in Ireland, immersing herself in the burgeoning world of green infrastructure. Bio-swales, those elegant veins that drank and filtered rainwater, captivated her. They take inspiration from nature's own drainage strategies, presenting an ecological and polyvalent solution to the very problems plaguing her homeland'

Armed with this newfound knowledge and a heart brimming with hope, Khiusha returned to Mozambique. The ClimateLaunchpad (CLP), a competition nurturing green business ideas, became her springboard. Her bio-swale concept, a beacon of hope against Maputo's floods, catapulted her to the global top 16. Yet, the road was far from smooth. Bureaucracy was too much and funding was scarce. It was in these moments of uncertainty that Khiusha found invaluable support in Ideialab, the organization behind CLP.

"ideialab, was the womb of Xibassile, my green infrastructure company. Their programs provided the tools, the network, the very foundation on which we built brick by green brick. From financial management to marketing, they equipped us with the knowledge to navigate the treacherous waters of entrepreneurship."

But ideialab's contribution transcended mere tools. It fostered a community of like-minded dreamers, a chorus of voices echoing Khiusha's own.

"CLP and Biz, showed me that I wasn't alone. There are so many of us out there, swimming against the tide, fighting for a better future. That's the biggest lesson – to reach out, to build bridges, and together, create a wave of change."

Today, Kiusha's Xibassile plans to paint Maputo green, one bioswale at a time. Inhaca, a small island struggling with stagnant water, will welcome her first prototype, its verdant veins promising to soak up floods and purify lives

Her story is a testament to the power of passion, of unwavering belief in the healing embrace of nature. It's a call to action, a siren song urging us to listen to the whispers of the earth and build a future where innovation dances hand-in-hand with the wisdom of the green world. Khiusha, the architect turned green entrepreneur, is not just building bio-swales; she's building a greener tomorrow, one raindrop at a time.

Ana Vaz: A vision of a greener future



Ana Vaz, a 46-year-old entrepreneur from Inhambane, Mozambique, is unlike most. With a background in accounting and finance, her true calling lies in the sun-drenched fields, nurturing life with her own two hands. "I spent my childhood summers playing in the fields with my grandma," she reminisces, "planting pineapples, tending to the land – it's in my blood." Though she found success in the corporate world, the city lights never dimmed the yearning for her agricultural roots.

In 2017, something bloomed within Ana – a vision of a greener future, a future where barren lands teemed with life. Fueled by this dream, she embarked on a journey into the world of aquaponics, a sustainable farming method that marries fish farming with soil-less plant cultivation. "It's magic, really," she beams, "water nourishes the fish, their waste feeds the plants, and the cycle continues, a perfect harmony."

The path wasn't paved with roses. Challenges sprouted like weeds – unfamiliar equipment, logistical hurdles, and self-doubt. Yet, Ana, a woman who finds solace in the whisper of wind through leaves, persevered. "My husband was my rock," she confides, "he always said, 'Fill your heart,' and that's what I did."

Then came the turning point – the CLP competition in 2020. Ana's pitch, brimming with passion and a touch of nervous excitement, resonated with the judges. She clinched the win, securing the funding and mentorship that would transform her dream into reality.

"The CLP was more than just money," she emphasizes, "it was a family, a network of like-minded souls who believed in me even when I faltered." ideialab provided invaluable guidance, helping Ana hone her communication skills and conquer her fear of public speaking. "They taught me to speak my truth, to find the right words to make my vision come alive," she says.

Today, Ana's aquaponics farm flourishes, a testament to her unwavering spirit. Her verdant oasis provides not just food for the body, but also hope for a sustainable future. "My dream is to watch this little seed grow, to reach more markets, to nourish not just bodies, but souls."

With every harvest, Ana weaves a story of resilience, of dreams taking root in the unlikelyst of places. Her journey is an ode to the power of one person's passion, a testament to the transformative magic of believing in the whispers of your heart, and the unwavering support of a community that champions the dreams of those who dare to grow. "It's not a battle," she concludes, "it's the way." And in that way, Ana Vaz, the aquaponics entrepreneur, continues to bloom.

From Insights to Action

Mozambique's green entrepreneurs are a vibrant force for change, driven by a passion for sustainability and a deep commitment to their communities. ideialab's programs such as ClimateLaunchPad and green #ideate have played a pivotal role in nurturing these entrepreneurs and by doing so, fostering innovation and growth:

172 green entrepreneurs thriving, creating new jobs, and developing innovative products and services. We are witnessing the tangible impact of these initiatives... But this is just the beginning, because challenges persist. While Mozambique has the potential for promising green initiatives, limited knowledge sharing and restricted access to valuable learnings and inspiration from similar efforts across the globe hinders the cross-pollination of ideas and best practices, slowing the pace of innovation.

Additionally, the lack of knowledge about metrics and tools leaves the green entrepreneurs struggling to articulate the true value of their ventures. This isn't simply a matter of numbers; it's about translating their dedication to environmental and social good into a language investors, partners, and even consumers can understand. Without clear metrics, their green aspirations risk being dismissed as good intentions, losing valuable momentum and support. On the other hand, investors hesitate due to perceived risks, lack of data on profitability, and a fragmented market with limited access to contracts, partnerships, and distribution channels. Unfavorable policies further discourage investment through bureaucratic hurdles and scarce incentives.

It is also interesting to reflect on programs like ClimateLaunchPad and Green #iDeates. Data reveals that despite their effectiveness in nurturing business growth, these programs struggle to fully bridge the crucial gap between ideation and execution. This gap highlights the need for deeper exploration into the specific technical support and funding needs of potential green entrepreneurs during this critical stage. What kind of resources and expertise would empower them to translate their ideas into successful businesses?



Boosting Mozambique's Green Ecosystem

CALL TO ACTION

Stakeholders

- Targeted green finance tools: Craft specific policies and funds¹ for green entrepreneurs.
- One-stop shop for green entrepreneurship support: Build a central online platform showcasing funding options, connecting investors with promising green businesses.
- Skill-up for success: Equip green entrepreneurs with business & technical skills tailored to green ventures.
- Network across borders: Foster collaboration and knowledge sharing between Mozambican green entrepreneurs and peers in Africa and beyond.
- Promote innovation in the sector: Encourage and support research and development of new green technologies, solutions, and business models.
- Disseminate relevant information: Make knowledge readily available, accessible, and understandable for all green entrepreneurs. Translate resources, conduct awareness campaigns, and empower communities to be part of the green solution.

- Share findings and insights: Conduct insightful studies and research, and make the results publicly available to inform and inspire ongoing green efforts.
- Green the recovery: Integrate sustainability into national Covid-19 response plans, prioritizing green businesses as drivers of inclusive growth.

Consumers:

- Green Up Your Choices: Everyday Actions for a Sustainable Mozambique
- Seek out and buy products and services from local green entrepreneurs.
- Choose organic and locally sourced food. Support farmers who embrace sustainable practices and reduce your carbon footprint.
- Invest in reusable items. Ditch single-use plastics and opt for eco-friendly alternatives like cloth bags, metal straws, and reusable containers.
- Be a Conscious Consumer: Reduce, reuse, and recycle. Minimize waste, find new uses for old items, and properly recycle paper, plastic, and glass.
- Educate yourself and others. Stay informed about environmental issues and share your knowledge with friends and family.



- Support environmentally friendly policies. Contact your local representatives and advocate for policies that protect the environment and promote sustainability.
- Spread the Green Wave: Start a community garden or composting initiative. Bring your neighbors together and build a greener community.
- Organize or participate in clean-up events. Keep your streets, beaches, and parks free of litter.
- Share your sustainable habits on social media.
- Inspire others to take action and make a difference.

Did you know that Bangladesh Bank launched its green and sustainable finance policy in 2012 – providing loans with interest rates between 2-4% lower than standard lending, and longer repayment terms.

Writing this report has stimulated our thoughts and introspection. Through the valuable insights and knowledge gained from this process, as well as the feedback and information shared by all participants, including our experiences alongside the green entrepreneurs and others, it has led us to ponder about our own role and the type of programs we have been implementing so far. What could ideialab do to contribute to the green ecosystem in a more robust way if all the resources were available? Where would we begin?

A Roadmap to Making ideialab's Green Dream a Reality

ideialab envisions a vibrant green and blue economy in Mozambique, where businesses thrive in harmony with the environment, creating jobs, reducing poverty, and safeguarding natural resources. To propel this vision forward, we aim to unleash the potential of green and blue entrepreneurs through a four-pronged approach: sparking curiosity and innovation, activating dreams and businesses, accelerating the best ideas, and creating visibility and exposure. This comprehensive approach, operating within a funnel system that engages a broad audience, refines through targeted programs, and intensively supports high-potential ventures, forms the cornerstone of Idealab's unwavering commitment to unlocking the potential of green and blue businesses in Mozambique. Through collaboration, innovation, and unwavering support, we aim to illuminate a brighter, more sustainable future for our nation.

Step 1) Awakening Curiosity and Innovation:

ideialab believes that the foundation for a thriving green and blue business ecosystem lies in awakening curiosity and innovation among the youth. The organization envisions partnering with universities and other institutions to create programs that introduce students to the concepts of climate

resilience, adaptation to new technologies, and sustainable development. These programs would also guide students in identifying global trends in the green and blue economy and the challenges that demand attention and innovative solutions within Mozambique.

Step 2) Activating Dreams and Businesses:

Once young minds have been exposed to the vast opportunities within the green and blue sectors, ideialab would strive to transform their dreams into tangible businesses by accompanying entrepreneurs from their idea's creation to the consolidation of their business. This program would provide entrepreneurs with the skills, knowledge, and support they need to launch innovative and sustainable startups and align with CLP to ensure national entrepreneurs are better prepared to compete at the regional and global competition.

Step 3) Technical Assistance and Financing:

ideialab envisions providing tailored technical assistance and financing to the most promising green and blue businesses. This support would enable businesses to refine their products and services, expand their markets, and amplify their impact.

Step 4) Celebrate Green and Blue businesses:

ideialab aspires to establish spaces that celebrate and showcase green and blue businesses and

entrepreneurs. These spaces aim to provide visibility, recognition, and connections while fostering a collaborative environment for innovation and idea exchange.

Additionally, ideialab would also like to support the transition towards more sustainable ways by fostering innovation, not just in terms of new green products and new business and ideas, but specifically in the development of new green processes within existing companies and communities, through design sprints and other innovation boost initiatives. By doing so, we wish to facilitate the adoption of sustainable practices that can drive positive change and contribute to a more environmentally conscious future.

As we prepare to embark on this ambitious journey, one question remains: Are you ready to join us in building a greener Mozambique?

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Ambasáid na hÉireann
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