

| Requested organisation information | | Applicant entry field in the GCBC e-platform |
|------------------------------------|---|--|
| A1 | Lead organisation name | Eco Green Organic Liquid Fertilizer Producing, P.L.C. |
| A2 | Nature/type of organisation | |
| A3 | Description of the organisation's mission and activities. | <p>Ethiopia's agricultural sector faces declining soil fertility, high dependency on chemical fertilizer imports, low crop productivity, and environmental degradation, all of which threaten food security and farmer livelihoods. Conventional chemical fertilizers, while widely used, degrade soil health over time, increase production costs, and contribute to greenhouse gas emissions. Additionally, smallholder farmers who make up 96% of Eco Green's customer base often struggle with affordability and access to sustainable farming solutions.</p> <p>To address the above problems, Eco Green, officially known as Organic Liquid Fertilizer Producing PLC, a patented organic liquid fertilizer was founded in 2014 as an outcome of an earlier (2007) research initiative. Currently serving farmers across six major regions in Ethiopia, the company offers sustainable solutions to enhance crop yields and soil fertility while providing cost-effective, eco-friendly and chemical free fertilizers.</p> <p>By improving soil health, reducing import dependency, supporting climate resilience, and increasing farmer income, the project plays a crucial role in transforming Ethiopia's agricultural sector and ensuring long-term food security.</p> <p>Mission and Vision Eco Green's mission is to provide farmers, gardeners, and plant enthusiasts with high-quality organic liquid fertilizers that promotes healthy plant growth while safeguarding the environment. The company's vision is to see farmers harvesting the healthiest crops while preserving the environment for future generations. Inclusiveness, stewardship, cost-consciousness, accountability, and fostering win-win partnerships drive the company's core values.</p> <p>Products & Benefits: Eco Green's organic liquid fertilizer is scientifically formulated using a</p> |

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| | | <p>fermentation process that transforms plant and animal waste into nutrient-rich fertilizer. It is designed to:</p> <ul style="list-style-type: none"> • Increase crop yields by 10–20 quintals per hectare • Improve soil health and fertility • Reduce reliance on chemical fertilizers • Offer a cost-effective alternative, up to 2.7 times more affordable than imported fertilizers <p>Activities and Commitments</p> <ul style="list-style-type: none"> • <i>Quality Ingredients:</i> Sourcing the finest natural and organic materials to create nutrient-rich liquid fertilizers that are safe for plants, animals, and the environment. • <i>Research and Development:</i> Conducting continuous research to develop innovative fertilizer formulations that address specific plant needs and improve crop yields. • <i>Sustainable Practices:</i> Employing eco-friendly manufacturing processes and prioritizing recyclable and biodegradable packaging to minimize environmental impact. • <i>Capacity building/Customer Support:</i> Building long-term relationships by providing guidance on fertilizer selection and usage, ensuring customers achieve their gardening and farming goals. |
| A4 | Year established / registration | 15/07/2007 |
| A5 | Registration number | xxxxx |
| A6 | Place / Country of registration | Ethiopia |
| A7 | Registered address | Full address: 5th Floor Lubaba Building, Millennium Hall, Bole, Addis Ababa, Ethiopia |
| A8 | Telephone number | Tel: +251 911650340 +251 978337877 |
| A9 | Organisation website | www.organicliquideco.com |
| A10 | Number of employees | Full time equivalent in most recent year |
| Contact person information for this Concept Note | | |
| A11 | Contact person | Mr. Kebede Lakew |
| A12 | Job title / position | Founder and Chief Executive Officer (CEO) |

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| A13 | E-mail address | kedav2003@yahoo.com |
| A14 | Telephone number | Tel: +251911650340 |

Section B: Summary information about the project

| Requested information | | Applicant entry field in the GCBC e-platform |
|-----------------------|--|---|
| B1 | Project name/ title | <i>(Max 350 characters) Eco Green Organic Liquid Fertilizer Producing, P.L.C.</i> |
| B2 | Alignment to GCBC nexus: <ul style="list-style-type: none"> poverty, climate, and, biodiversity. | <p><i>In one sentence please describe how the outcomes of your project will support poverty reduction</i></p> <p><i>The Eco Green project supports poverty reduction by increasing farmers' productivity and income through affordable organic fertilizers, reducing dependence on expensive chemical imports, improving soil health for long-term agricultural sustainability, creating jobs, and enhancing food security across Ethiopia.</i></p> <p><i>In one sentence please describe how the outcomes of your project will support climate change adaptation or mitigation.</i></p> <p><i>The Eco Green project supports climate change adaptation and mitigation by promoting sustainable farming practices that enhance soil carbon sequestration, reduce reliance on synthetic fertilizers that contribute to greenhouse gas emissions, improve soil resilience to extreme weather, and foster biodiversity through eco-friendly agricultural inputs.</i></p> <p><i>In one sentence please describe how the outcomes of your project will support biodiversity.</i></p> <p><i>The Eco Green project supports biodiversity by reducing soil degradation, eliminating harmful chemical inputs, enhancing soil microbial diversity, promoting organic farming practices, and fostering healthier ecosystems that support a wider variety of plant and animal life.</i></p> |
| B3 | Region and Country of project implementation | <p><i>Select all regions that apply from Drop Down List:</i></p> <p><i>List all country / countries (please check GCBC eligible countries list): Ethiopia</i></p> |

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| <p>B4</p> | <p>Anticipated RGC3 theme project will address</p> | <p>Select one option for either: Theme 1, Theme 2 or Both and one option for the Subtheme under that option.</p> <p><input checked="" type="checkbox"/> Theme 1: Using biodiversity to improve the climate resilience of agricultural, food and bioeconomy value chains.</p> <p>Transforming agrifood systems at scale to incorporate nature-based solutions that build biodiversity back into production landscapes to boost climate resilience and reduce poverty (open to all GCBC focus regions)</p> <p>→ Subtheme: Production systems (select one)</p> <ul style="list-style-type: none"> • Smallholder farming • Rangeland grazing • Aquaculture • Freshwater and coastal fisheries • Other wild harvest systems <p><input type="checkbox"/> Theme 2: Biodiversity hotspots in Small Island Developing States (SIDS): Building sustainable businesses from nature to adapt to climate change, protect biodiversity, and tackle poverty (focused in SIDS).</p> <p>→ Biodiversity/value chain (All kinds of businesses that sustainably utilise or manage nature or natural resources) (select one)</p> <ul style="list-style-type: none"> • Farming • Fishing • Aquaculture • Seaweed harvesting • Ecotourism • Food systems • Other bioeconomy products (fibre, fuels etc) • Carbon and nature markets (including blue carbon) • Other businesses based on natural resources <p><input type="checkbox"/> Both themes (The Subthemes only from Theme 2 will apply here)</p> <p>→ Biodiversity/value chain (All kinds of businesses that sustainably utilise or manage nature or natural resources) (select one)</p> <ul style="list-style-type: none"> • Farming • Fishing • Aquaculture • Seaweed harvesting • Ecotourism • Food systems • Other bioeconomy products (fibre, fuels etc) |
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| | | <ul style="list-style-type: none"> • Carbon and nature markets (including blue carbon) • Other businesses based on natural resources |
| B5 | Duration- anticipated timeframe of the project. (Maximum 36 months) | 36 Months |

Section C: Detailed information about the project

| Requested information | | Applicant entry field in the GCBC e-platform | Score / marks |
|-----------------------|---|---|---------------------------------|
| C1 | <p>Project summary</p> <p><i>Brief summary of the project aims and deliverables.</i></p> | <p><i>A succinct summary of what the project will focus on and what it will deliver. For approved project concept notes, the summary will be used in the GCBC project database and reports as appropriate. (Max 1400 characters)</i></p> <p><i>The project summary is a crucial part of the concept note application and is evaluated as part of the overall evaluation.</i></p> <p>High-Level Summary of the Eco Green Project’s Research Deliverables</p> <p>The Eco Green Project will enhance agricultural productivity, soil health, and sustainable farming in Ethiopia. Key research deliverables include:</p> <ol style="list-style-type: none"> 1. Soil Health & Fertility: Study how Eco Green fertilizer improves soil structure, microbial diversity, and nutrient retention compared to chemical fertilizers. 2. Crop-Specific Optimization: Identify optimal application rates for key Ethiopian crops, expanding research beyond malt barley. 3. Economic Feasibility: Compare cost-effectiveness & ROI of Eco Green vs. chemical fertilizers for smallholder farmers. 4. Climate Impact: Measure GHG emission reductions and Eco Green’s carbon sequestration potential to support climate mitigation. 5. Farmer Adoption: Investigate barriers preventing smallholder farmers from switching to organic fertilizers. 6. Biodiversity & Sustainability: Assess how Eco Green fertilizer enhances soil biodiversity, pollinator health, and agroecosystem resilience. 7. Reducing Import Dependency: Analyze how scaling Eco Green fertilizer can reduce Ethiopia’s reliance on imported fertilizers. <p>This research will boost productivity, ensure soil health, reduce imports, support climate goals, and enhance smallholder farmer income.</p> | <p>Eligibility check</p> |

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| C2 | Alignment to GCBC RGC3 themes | <p>Please provide a brief explanation of how the project addresses and delivers on the selected theme of this GCBC competition:</p> <p>1. Biodiversity in Agri-Food Systems:</p> <p>Eco Green Organic Liquid Fertilizer contributes to biodiversity in agri-food systems by promoting soil health, reducing reliance on synthetic fertilizers, and fostering a more resilient agricultural ecosystem. The project supports biodiversity in the following ways:</p> <ul style="list-style-type: none"> a) Soil Microbial Diversity – The organic liquid fertilizer enriches the soil with organic matter, which enhances microbial activity and supports diverse soil organisms. This biological enrichment promotes natural nutrient cycling and soil fertility. b) Reduced Chemical Dependence – Unlike synthetic fertilizers, Eco Green’s organic formulation eliminates the accumulation of harmful chemicals in the soil, which can disrupt microbial and insect diversity. By reducing chemical inputs, the project helps maintain the balance of beneficial soil organisms and pollinators. c) Improved Soil Structure and Water Retention – The fertilizer enhances soil structure, reducing erosion and improving water retention. Healthier soils support a wider variety of plant and insect species, contributing to a more diverse and sustainable agroecosystem. d) Crop Productivity and Genetic Diversity – By improving soil fertility and crop yields without degrading the land, Eco Green enables farmers to maintain diverse cropping systems, reducing monoculture reliance and preserving genetic diversity in food crops. e) Environmental Sustainability – The fertilizer is derived from plant and animal waste, reducing waste pollution and promoting a circular bioeconomy that aligns with biodiversity conservation. <p>2. Biodiversity Hotspots in Small Island Developing States,</p> <p>3. Both themes</p> <p>taking account of climate resilience, sustainable management of biodiversity and improved livelihoods. (Max 1750 characters)</p> <p>Selections in the following category will not impact the project’s evaluation:</p> <p>Please tick <u>one or more boxes</u> to indicate the primary habitats for your research project.</p> <table border="1" data-bbox="451 1663 1313 1860"> <tr> <td>Desert</td> <td>Freshwater-intensive-use systems</td> </tr> <tr> <td>Inland Wetlands ✓</td> <td>Intensive land-use systems ✓</td> </tr> <tr> <td>Native grasslands ✓</td> <td>Marine – oceanic</td> </tr> <tr> <td>Marine – deep-sea</td> <td>Marine – intensive-use systems</td> </tr> </table> | Desert | Freshwater-intensive-use systems | Inland Wetlands ✓ | Intensive land-use systems ✓ | Native grasslands ✓ | Marine – oceanic | Marine – deep-sea | Marine – intensive-use systems | 15% |
| Desert | Freshwater-intensive-use systems | | | | | | | | | | |
| Inland Wetlands ✓ | Intensive land-use systems ✓ | | | | | | | | | | |
| Native grasslands ✓ | Marine – oceanic | | | | | | | | | | |
| Marine – deep-sea | Marine – intensive-use systems | | | | | | | | | | |

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| | | <i>Marine – neritic/coastal</i> | <i>Savannas</i> ✓ | |
| | | <i>Shrublands</i> ✓ | <i>Temperate forests and woodlands</i> ✓ | |
| | | <i>Tropical-subtropical forests</i> ✓ | <i>Other</i> ✓ | |
| C3 Context & problem definition <small>Describe the background and context of your project and describe the problem or evidence gap your project will address.</small> | | <p>Please provide a succinct summary of the context for the project – for example:</p> <ul style="list-style-type: none"> • socio-political barriers and opportunities: • economic barriers and opportunities: • existing knowledge and research base: • recognised knowledge gaps, etc. <p>Use this section to demonstrate the strategic importance of the project. Also include a short description of the problem, focusing on how you justify the demand for this project. Explain how the demand was identified, including evidence, research, or consultations conducted with stakeholders. (Max 3500 characters)</p> <p>Socio-Political Barriers & Opportunities Ethiopia’s agricultural sector is challenged by declining soil fertility, dependency on imported chemical fertilizers, and environmental degradation. While the government supports sustainable agriculture, adoption of organic alternatives remains limited due to low awareness and entrenched use of synthetic fertilizers. However, the government’s push for green agriculture policies provides an opportunity to integrate Eco Green into national farming programs. Collaborations with NGOs and international agencies such as FCDO can enhance farmer education and product adoption.</p> <p>Economic Barriers & Opportunities Ethiopia imports nearly half a billion dollars’ worth of fertilizers annually, placing a significant financial burden on the economy and smallholder farmers. Many farmers struggle with high input costs, limiting their access to synthetic fertilizers. The Eco Green project presents a cost-effective solution, being up to 2.7 times more affordable than imported alternatives. By producing fertilizers locally, the project reduces foreign dependency, strengthens economic resilience, and generates employment, particularly benefiting women and youth in agricultural sectors.</p> <p>Existing Knowledge & Research Base</p> | | 10% |

Scientific studies and field trials confirm that Eco Green's organic liquid fertilizer enhances crop yields, soil fertility, and biomass production. Over 12,000 farmers and 240 demonstration sites have provided empirical evidence of its effectiveness. Research collaborations with universities and agricultural institutions validate its long-term benefits for soil health, reinforcing its potential as a sustainable farming solution.

Recognized Knowledge Gaps

Despite demonstrated benefits, knowledge gaps remain in optimizing Eco Green fertilizer for specific crops, assessing its long-term effects on soil health, and evaluating its role in climate change mitigation. There is also a need for broader farmer education programs and stronger policy integration to accelerate adoption. Further research into crop-specific applications and best practices across Ethiopia's diverse agro-ecological zones is essential to maximize impact.

Strategic Importance of the Project

The Eco Green project addresses Ethiopia's key agricultural challenges by offering an innovative and sustainable alternative to chemical fertilizers.

Key contributions include:

1. *Environmental Sustainability – Reducing chemical fertilizer dependence, improving soil health, and lowering greenhouse gas emissions.*
2. *Economic Growth – Lowering input costs for farmers and reducing national reliance on expensive fertilizer imports.*
3. *Farmer Empowerment – Providing smallholder farmers with accessible, effective, and affordable organic solutions.*
4. *Scalability and Export Potential – Establishing Ethiopia as a regional leader in organic fertilizer production in East Africa.*

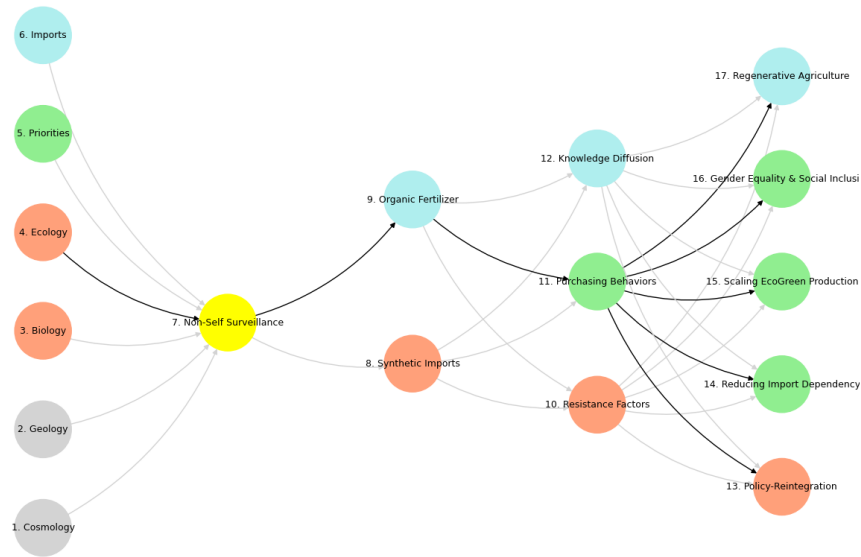
Problem Justification & Demand Evidence

- *Stakeholder Consultations – Engagements with farmers, agricultural research institutions, and NGOs confirm the demand for affordable and sustainable fertilizers.*
- *Field Research and Demonstrations – Empirical data from trials and demonstrations demonstrate that Eco Green fertilizers enhance crop yields, improve soil quality, and promote sustainable farming.*
- *Market Trends and Policy Shifts – Ethiopia's policy shift towards green agriculture and reducing fertilizer import dependency reinforces the necessity for local organic fertilizer production.*

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| <p>C4</p> | <p>Research questions <i>Outline the main research questions of the project.</i></p> | <p><i>List the specific evidence gap / research questions with potential to provide change that the project will investigate. Please ensure these questions link to existing knowledge gaps and the project's problem definition. (Max 1400 characters)</i></p> <p>Key Research Questions & Gaps</p> <p>Soil Health & Fertility</p> <ol style="list-style-type: none"> 1. How does long-term use of Eco Green fertilizer affect soil structure, microbial diversity, and nutrient retention? <ul style="list-style-type: none"> • Limited research exists on its sustained impact on soil fertility. <p>Crop-Specific Optimization</p> <ol style="list-style-type: none"> 2. What are the optimal application rates for various crops like teff, maize, and coffee? <ul style="list-style-type: none"> • Research is currently focused on malt barley, requiring broader testing. <p>Economic Viability</p> <ol style="list-style-type: none"> 3. How does Eco Green's return on investment (ROI) compare to chemical fertilizers for smallholder farmers? <ul style="list-style-type: none"> • Studies on affordability, productivity, and input savings are limited. <p>Climate Change Mitigation</p> <ol style="list-style-type: none"> 4. To what extent does Eco Green reduce greenhouse gas emissions compared to synthetic fertilizers? <ul style="list-style-type: none"> • There is little quantitative data on its carbon sequestration potential. <p>Adoption Barriers</p> <ol style="list-style-type: none"> 5. What prevents farmers from transitioning to Eco Green? <ul style="list-style-type: none"> • Awareness, cultural, financial, and logistical challenges need further exploration. <p>Biodiversity Conservation</p> | <p>10%</p> |
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| | | <p>6. How does Eco Green impact soil biodiversity, pollinators, and agroecosystem health?</p> <ul style="list-style-type: none"> • Research on ecosystem benefits remains scarce. <p>Reducing Import Dependency</p> <p>7. How much of Ethiopia’s fertilizer demand can be met by scaling domestic Eco Green production?</p> <ul style="list-style-type: none"> • Studies on local production capacity and feasibility are needed. <p>Closing these research gaps will provide essential insights into Eco Green’s scientific, economic, and environmental benefits, supporting evidence-based policies, farmer adoption strategies, and sustainable scaling solutions for Ethiopia and beyond.</p> | |
| C5 | Indicative methodology, Innovation and GESI considerations | <p><i>Project Methodology and Scientific Excellence:</i> <i>Describe the project methodology, with reference to the scientific methods that will be used to ensure excellence. Provide a high-level description of how the project will be implemented, along with early thoughts on the resourcing and partnerships required to deliver the project. There should be a group of activities associated with each output of the project, with the activities clearly defining the actions needed to accomplish each output. Please also describe how the approach to research and the research outputs will stimulate outcomes relevant to poverty, nature and climate. This section should also highlight any facilities or scientific expertise already available to the investigator and/or collaborator that will be utilised in the implementation of the project. (Max 1750 characters)</i></p> | 20% |

EcoGreen: Reclaiming Agricultural Self



Ecosystems are the *self*, honed over millennia to sustain fertility, biodiversity, and climate resilience. Synthetic fertilizer imports are an invasive *non-self*, masquerading as agricultural necessity. This *negotiable identity* has conditioned farmers to view chemical dependence as essential, eroding agency and soil vitality. Our **five-layer ecological** neural network (edge weights omitted for clarity) models this misrecognition, restoring *self* in the ecosystem. Literary elements—tragedy (**of commons**), history, an epic (battle), drama, and comedy (of errors)—uncover the arc of our narrative. The transformational journey of our protagonists—the Ethiopian farmers—is laid bare.

Layer 1 (Inputs)– Tragedy (Pattern Recognition): Long-term chemical dependency is an import-engineered pathology, degrading soil via microbial diversity loss and nitrogen fixation decline (Nodes 1-6).

Layer 2 (Baseline) – History (Non-Self Surveillance): Longitudinal soil analysis will track shifts in organic matter and nutrient cycling, revealing synthetic fertilizers’ disruption of ecological intelligence (Node 7).

Layer 3 (Experiment) – Epic (Negotiated Identity): A field trial network, in collaboration with Ethiopian research institutions across six regions, will compare Eco Green’s organic liquid fertilizer against synthetic imports, measuring productivity, carbon sequestration, and economic feasibility (Nodes 8 vs. 9).

Layer 4 (Mediators) – Drama (Self vs. Non-Self): Farmer adoption patterns will be analyzed using behavioral economics, tracking resistance factors, purchasing behaviors, and knowledge diffusion (Nodes 10, 11, 12).

Layer 5 (Outputs) – Comedy (Resolution): A policy-reintegration strategy (with government collaboration) will prioritize regenerative agriculture, scale Eco Green’s production, and reducing import dependency, fostering climate resiliency and poverty reduction (Nodes 13-17).

***Innovation:** Highlight how the project incorporates innovation, such as developing new technologies, business models, policy practices, approaches, or partnerships. Explain how these innovations will advance progress, accelerate learning, and challenge the status quo. (Max 700-characters)*

Eco Green’s reframes agricultural transformation as **an immunological counterinsurgency** against synthetic dependency. This project advances:

1. **Technology:** A patented fermentation process converts organic waste into high-bioavailability liquid fertilizer, restoring soil health (Node 9).
2. **Policy:** We contrast entrenched fertilizer subsidies with cost-efficiency of organic alternatives (Nodes 13, 15).
3. **Farmer-Led Learning:** Digital tools, demo farms, and cooperatives drive decentralized adoption (Node 7).
4. **Ecological Economics:** A dynamic pricing model ensures affordability and rewards soil regeneration (Node 17).

This **disrupts chemical imports**, accelerating a self-sustaining agricultural economy.

***Gender Equality and Social Inclusion (GESI):** Clearly outline how the project will address gender equality and social inclusion, ensuring that all activities and outputs contribute to equitable and inclusive outcomes. (Max 700 characters)*

Ethiopia’s agricultural backbone is **female led**, with women comprising **55% of smallholder farmers**. Yet, financial exclusion, limited organic access, and policy bias toward synthetic inputs disproportionately affect them.

Eco Green’s strategy addresses these inequalities by:

1. **Empowering Women Farmers:** Prioritizing female smallholders with training, organic fertilizer access, market linkages, and microcredit (Node 16).
2. **Inclusive Decision-Making:** Women-led cooperatives co-design local distribution (Node 5).

| | | <p>3. Reducing Labor Burden: Eliminating chemical toxicity and improving soil retention (Node 10).</p> <p>We reclaim self over non-self—Ethiopia’s women will lead its organic revolution!</p> | | | | | | | | | | | | | | | |
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| <p>C6</p> | <p>Partners & key stakeholders</p> <p><i>Describe your intended partnerships for the project.</i></p> | <p><i>GCBC aims to fund inter- and trans-disciplinary research, combining natural and social science disciplines while involving targeted stakeholders in the development and implementation of projects. Please list your intended consortium partners and key stakeholder groups.</i></p> <p><i>For each proposed partner, please:</i></p> <p><i>a) describe what experience or expertise they will contribute to the project, and how they will be actively engaged in its development and implementation.</i></p> <p><i>b) select the organisation type (e.g. NGO, university etc.)</i></p> <p><i>c) list which country the organisation is from.</i></p> <p>Please note all applications must include an organisation based in one of the GCBC’s target ODA-eligible countries as part of the research team.</p> <p>Through continuous strategic engagement with farmers, policymakers, and development partners, the project will ensure lasting impact, supporting Ethiopia’s transition to a sustainable, self-sufficient agricultural system.</p> <p>Intended Audience & Engagement Strategy</p> <table border="1" data-bbox="448 1010 1360 1743"> <thead> <tr> <th data-bbox="448 1010 695 1050">Audience</th> <th data-bbox="695 1010 1360 1050">Engagement Approach</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1050 695 1167">Smallholder Farmers (women, youth, marginalized communities)</td> <td data-bbox="695 1050 1360 1167">On-field demonstrations, training workshops, radio campaigns, mobile advisory apps.</td> </tr> <tr> <td data-bbox="448 1167 695 1260">Agricultural Cooperatives across the country</td> <td data-bbox="695 1167 1360 1260">Collaboration through supply chain networks and direct market linkages.</td> </tr> <tr> <td data-bbox="448 1260 695 1352">Policymakers & Government Agencies</td> <td data-bbox="695 1260 1360 1352">Policy briefs, advocacy meetings, presentations at national agricultural forums.</td> </tr> <tr> <td data-bbox="448 1352 695 1470">Scientific Community & Researchers: University of Addis Ababa</td> <td data-bbox="695 1352 1360 1470">Research publications, international conferences, academic workshops.</td> </tr> <tr> <td data-bbox="448 1470 695 1587">Local development Partners including donors (USAID, FCDO, GIZ, NGOs, etc.)</td> <td data-bbox="695 1470 1360 1587">Joint projects, funding proposals, co-hosted knowledge-sharing sessions.</td> </tr> <tr> <td data-bbox="448 1587 695 1743">Private Sector and General Public including media and Technical/Vocational Schools</td> <td data-bbox="695 1587 1360 1743">Business case presentations, financial modelling for commercial scalability.</td> </tr> </tbody> </table> <p>Expected Outcomes from Stakeholder Engagement</p> | Audience | Engagement Approach | Smallholder Farmers (women, youth, marginalized communities) | On-field demonstrations, training workshops, radio campaigns, mobile advisory apps. | Agricultural Cooperatives across the country | Collaboration through supply chain networks and direct market linkages. | Policymakers & Government Agencies | Policy briefs, advocacy meetings, presentations at national agricultural forums. | Scientific Community & Researchers: University of Addis Ababa | Research publications, international conferences, academic workshops. | Local development Partners including donors (USAID, FCDO, GIZ, NGOs, etc.) | Joint projects, funding proposals, co-hosted knowledge-sharing sessions. | Private Sector and General Public including media and Technical/Vocational Schools | Business case presentations, financial modelling for commercial scalability. | <p>20%</p> |
| Audience | Engagement Approach | | | | | | | | | | | | | | | | |
| Smallholder Farmers (women, youth, marginalized communities) | On-field demonstrations, training workshops, radio campaigns, mobile advisory apps. | | | | | | | | | | | | | | | | |
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| Local development Partners including donors (USAID, FCDO, GIZ, NGOs, etc.) | Joint projects, funding proposals, co-hosted knowledge-sharing sessions. | | | | | | | | | | | | | | | | |
| Private Sector and General Public including media and Technical/Vocational Schools | Business case presentations, financial modelling for commercial scalability. | | | | | | | | | | | | | | | | |

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| | | <p>1. Research & Scientific Publications</p> <ul style="list-style-type: none"> • Scientific Journal Articles: Findings on the effectiveness of Eco Green organic liquid fertilizer in improving soil fertility, crop productivity, and climate resilience will be published in peer-reviewed journals. • Case Studies & Field Trials Reports: Documentation of results from 240+ demonstration sites showcasing yield improvements across different crops. • Policy Briefs: Evidence-based recommendations for Ethiopian agriculture and environmental policymakers to support organic fertilizer adoption and local production incentives. <p>2. Practical & Farmer-Oriented Tools</p> <ul style="list-style-type: none"> • Training Manuals & Toolkits: Step-by-step guidelines on best application practices for Eco Green fertilizer tailored for different soil types and crops. • Business Models for Farmers & Cooperatives: Scalable business models for integrating organic fertilizers into farming cooperatives and local distribution networks. • Agri-Extension Packages: Development of farmer-friendly resources, including videos, infographics, and mobile-based advisory services. <p>3. Market & Policy Engagement</p> <ul style="list-style-type: none"> • Economic Feasibility Studies: Reports analyzing the cost-benefit comparison of Eco Green vs. chemical fertilizers for smallholder farmers. • Public-Private Partnership Frameworks: Recommendations for scaling up domestic organic fertilizer production to reduce Ethiopia's fertilizer import dependency. | |
| <p>C7</p> | <p>Project Outputs and scalable impact</p> <p><i>Describe the expected project outputs and impact</i></p> | <p><i>Provide a clear overview of the expected outputs from the project (e.g., management practices, policy briefs, toolkits, business models, case studies, scientific journal articles, etc.). In addition, please indicate the intended audience for these products, and how you intend to engage with them to promote and disseminate your findings. Also, explain what difference /impact the outcomes will have in addressing key challenges / problem addressed by the research to have meaningful change.</i></p> <p>Scalability and Replicability: <i>Explain how the project outcomes can be adapted, scaled up, or replicated beyond the original funding to ensure broader and sustained impact, including their potential to contribute to poverty alleviation in diverse contexts. Provide examples of how tools or models could be applied in other regions or adapted to address similar challenges in underserved communities.</i></p> <p><i>(Max 2800 characters).</i></p> | <p>20%</p> |

Expected Outputs

Research & Scientific Publications

- **Scientific Studies:** Research on Eco Green's impact on soil fertility, crop productivity, and climate resilience.
- **Field Trial Reports:** Data from 240+ demonstration sites showcasing yield improvements.
- **Policy Briefs:** Evidence-based recommendations for Ethiopian policymakers on organic fertilizer adoption.

Farmer-Oriented Tools

- **Training Materials:** Best practices for Eco Green fertilizer application.
- **Business Models:** Frameworks for integrating organic fertilizers into cooperatives and distribution networks.
- **Agri-Extension Resources:** Videos, infographics, and mobile advisory services.

Intended Audience & Engagement Strategy

| Audience | Engagement Approach |
|----------------------|---|
| Farmers | Field demonstrations, training workshops, mobile advisory apps. |
| Cooperatives | Collaboration through supply chain networks and market linkages |
| Policymakers | Policy briefs, advocacy meetings, and national forums. |
| Researchers | Academic publications, conferences, and workshops. |
| Development Partners | Joint projects, funding proposals, knowledge-sharing sessions. |
| Investors | Business presentations, financial modeling for scalability. |

Impact & Contribution to Change

Soil Health & Food Security

- **Higher Yields:** Trials show increases of 10-20 quintals per hectare, enhancing food security.
- **Soil Regeneration:** Improves structure, organic matter, and microbial health.

Cost Reduction & Economic Growth

- **Affordability:** Eco Green is 2.7 times more cost-effective than synthetic fertilizers.

- **Local Production:** Scaling production could reduce Ethiopia's \$500M annual fertilizer import bill.

Climate Resilience & Sustainability

- **Lower Emissions:** Organic fertilizers eliminate synthetic nitrogen emissions, reducing carbon footprint.
- **Drought Resilience:** Improved soil moisture retention mitigates climate stress.

Knowledge & Market Expansion

- **Empowering Farmers:** Training 100,000+ farmers in sustainable practices.
- **Wider Adoption:** Public-private partnerships ensuring broader accessibility.

Eco Green: Scalability, Replicability & Expected Outputs

Scalability & Replicability Eco Green is designed for large-scale adoption, addressing soil degradation, fertilizer dependency, and farmer adoption challenges. The model can be expanded across Ethiopia and adapted for regions facing similar agricultural issues in Africa, Asia, and Latin America.

Scaling Strategies:

- **Farmer Training Expansion:** Increase outreach from 12,000+ to 100,000+ farmers via digital platforms, cooperatives, and extension networks.
- **Local Fertilizer Production:** Expand production from 8M to 20M litres annually, reducing transportation costs and enhancing accessibility.
- **Policy Integration:** Work with the Ethiopian government to incorporate organic fertilizers into national programs and subsidy frameworks.
- **Market Expansion:** Strengthen Public-Private Partnerships (PPPs) to scale domestic organic fertilizer production and reduce import dependency.

Eco Green presents a scalable, replicable solution for reducing fertilizer dependency, restoring soil health, and improving farmer livelihoods. Through partnerships, policy support, and community-driven adoption, the project will foster systemic change, ensuring sustainable agricultural transformation in Ethiopia and beyond.

| <p>C8</p> | <p>Risks & Assumptions</p> | <p><i>Describe the two main factors which may contribute to the project failing to achieve its objectives and how these risks will be mitigated. Also, include two important assumptions on external conditions or factors over which the project does not have control, but on which the accomplishment of objectives may depend. (Max 1400 characters).</i></p> <p><i>Eco Green aims to enhance agriculture by improving soil health, reducing fertilizer dependency, and increasing farmer adoption. However, two key risks may hinder its success.</i></p> <p>The first risk is slow farmer adoption.</p> <ul style="list-style-type: none"> • Many farmers rely on chemical fertilizers and may resist switching to organic alternatives due to uncertainty about effectiveness or lack of financial incentives. • To mitigate this, Eco Green will expand demonstration sites, offer financial support through subsidies and microcredit, and collaborate with the government to integrate organic fertilizers into national programs. <p>The second risk is production and distribution challenges.</p> <ul style="list-style-type: none"> • Demand for Eco Green fertilizer may exceed production capacity, and logistical barriers could delay delivery. • To address this, the project will establish regional production hubs, strengthen supply chain partnerships, and implement a phased scaling strategy to match production with demand. <p>Two external factors are crucial to the project's success.</p> <ul style="list-style-type: none"> • First, continued government support for sustainable agriculture, including policies and subsidies, is essential. If policy priorities shift, Eco Green will engage policymakers and seek alternative funding. • Second, climate stability is vital. Extreme weather events could impact yields and fertilizer adoption. To mitigate this, Eco Green will promote climate-smart farming and conduct regional adaptation research. | <p>5%</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------|--|---|------------------|----------------------|---------|---------|----------------------|----------------------|----------|----------|----------|----------|------------------------------------|---------|---------|---------|-----------------------|---------|---------|---------|-----------------------|--------|--------|--------|------------------------|---------|---------|---------|------------------------|--------|--------|--------|---------------------------|---------|---------|---------|---------------------------------|
| <p>C9</p> | <p>Financial Summary <i>Indicative budget over project term by financial years.</i></p> | <table border="1" data-bbox="448 1184 1318 1318"> <thead> <tr> <th>Year</th> <th>2025/26</th> <th>2026/27</th> <th>2027/28</th> <th>Total Project Budget</th> </tr> </thead> <tbody> <tr> <td><i>Annual budget</i></td> <td>100000.0</td> <td>100000.0</td> <td>100000.0</td> <td>300000.0</td> </tr> </tbody> </table> <p>Although this section is not scored, assessors will consider this budget when evaluating section C5. In determining the indicative budget for each financial year, please ensure the budget subcategories outlined in the ITA pack overview are carefully considered. Note that only a 10% variance is allowed between the concept note budget and the full proposal budget.</p> <p>Please see detailed budget below:</p> <table border="1" data-bbox="448 1528 1351 1875"> <thead> <tr> <th>Budget Categories (Amounts in GBP)</th> <th>2025/26</th> <th>2026/27</th> <th>2027/28</th> </tr> </thead> <tbody> <tr> <td>Staff Salaries</td> <td>30000.0</td> <td>30000.0</td> <td>30000.0</td> </tr> <tr> <td>Staff Benefits</td> <td>5000.0</td> <td>5000.0</td> <td>5000.0</td> </tr> <tr> <td>Consultant Fees</td> <td>10000.0</td> <td>10000.0</td> <td>10000.0</td> </tr> <tr> <td>Travel Expenses</td> <td>8000.0</td> <td>8000.0</td> <td>8000.0</td> </tr> <tr> <td>Equipment Purchase</td> <td>15000.0</td> <td>15000.0</td> <td>15000.0</td> </tr> </tbody> </table> | Year | 2025/26 | 2026/27 | 2027/28 | Total Project Budget | <i>Annual budget</i> | 100000.0 | 100000.0 | 100000.0 | 300000.0 | Budget Categories (Amounts in GBP) | 2025/26 | 2026/27 | 2027/28 | Staff Salaries | 30000.0 | 30000.0 | 30000.0 | Staff Benefits | 5000.0 | 5000.0 | 5000.0 | Consultant Fees | 10000.0 | 10000.0 | 10000.0 | Travel Expenses | 8000.0 | 8000.0 | 8000.0 | Equipment Purchase | 15000.0 | 15000.0 | 15000.0 | <p>Assessed under C5</p> |
| Year | 2025/26 | 2026/27 | 2027/28 | Total Project Budget | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>Annual budget</i> | 100000.0 | 100000.0 | 100000.0 | 300000.0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Budget Categories (Amounts in GBP) | 2025/26 | 2026/27 | 2027/28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Staff Salaries | 30000.0 | 30000.0 | 30000.0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Staff Benefits | 5000.0 | 5000.0 | 5000.0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Consultant Fees | 10000.0 | 10000.0 | 10000.0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Travel Expenses | 8000.0 | 8000.0 | 8000.0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Equipment Purchase | 15000.0 | 15000.0 | 15000.0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | | | | |
|--|--|---|----------|----------|----------|
| | | Maintenance & Repairs | 5000.0 | 5000.0 | 5000.0 |
| | | Sub-contractors | 10000.0 | 10000.0 | 10000.0 |
| | | Office Rent & Utilities | 5000.0 | 5000.0 | 5000.0 |
| | | Training & Capacity Building | 4000.0 | 4000.0 | 4000.0 |
| | | Marketing & Outreach | 3000.0 | 3000.0 | 3000.0 |
| | | Monitoring & Evaluation | 3000.0 | 3000.0 | 3000.0 |
| | | Miscellaneous Costs | 2000.0 | 2000.0 | 2000.0 |
| | | Total Annual Budget | 100000.0 | 100000.0 | 100000.0 |
| <p><i>*Assumption: Eco Green, the lead company makes approximately 400,000 pounds sterling a year. Taxes are included and the grant value does not exceed 25% of the applicant's or Lead. All values are in GBP.</i></p> | | | | | |