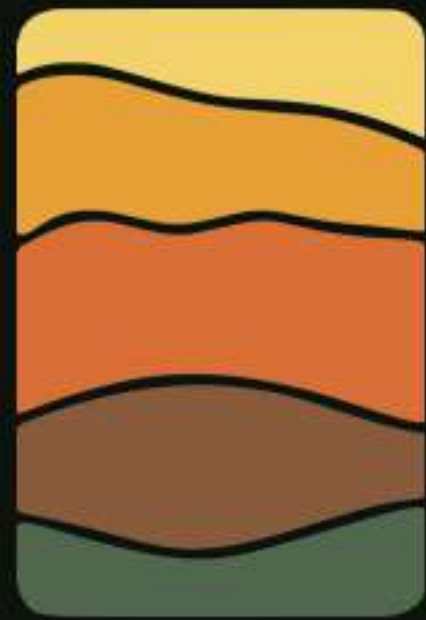




SOIL&MORE
Ethiopia

Company **Profile**

OUR STORY

Founded in 2010, Soil and More Ethiopia (S&M) is a pioneering for-profit social enterprise that grew out of a vision to connect economic growth with environmental regeneration. Starting as a composting initiative in batu (formerly known as Ziway), S&M transformed degraded land into fertile soil using 300 tons of waste generated daily from the surrounding flower farms — proving that waste could be the foundation for prosperity.

Over the years, S&M has evolved into one of Ethiopia's most trusted partners in circular economy innovation, regenerative agriculture, and climate action. Through strategic partnerships with international development organizations, private sector actors, and local governments, the company now operates nationwide — improving livelihoods, restoring ecosystems, and driving inclusive green growth.

**Our journey is defined by one belief:
sustainability and profitability can go hand in
hand when solutions are practical, inclusive,
and locally owned.**

Our Vision & Mission

Vision: To build a regenerative and inclusive green economy in Ethiopia that transforms waste into wealth, restores soils, and empowers people.

Mission: To implement market-based, scalable solutions that enhance environmental health, agricultural productivity, and socio-economic well-being through circular economy and climate-smart innovations.

SOIL&MORE

Company **Profile**

Our Integrated Approach

S&M works at the intersection of economic empowerment, ecological restoration, and climate resilience. We combine technical innovation, business acumen, and social inclusion to deliver long-term value for communities and ecosystems alike.

S&M works through strategic partnerships that bring together government institutions, academia, the private sector, and communities to ensure impact at scale.

We collaborate with policy makers through advocacy, advisory support, and co-creation of programs that promote enabling environments for green enterprise development. Our approach includes facilitating public-private dialogue, organizing experience-sharing platforms, and supporting the design and implementation of evidence-based policies that advance Ethiopia's green growth agenda.

S&M also maintains close collaboration with universities and research institutes, including Addis Ababa University, Jimma, Haramaya, Dilla, and Ambo Universities, which are well stationed across the different geographies of the country.

These partnerships bridge theory and practice through community-based projects, joint research on agriculture, natural resource management, and renewable energy, and technology transfer initiatives.

By linking academic expertise with field implementation, we build local capacity, generate practical solutions, and scale proven results to reach more farmers and enterprises nationwide.

Our work is organized around three mutually reinforcing pillars:

Our Integrated Approach

Our work is organized around three mutually reinforcing pillars:

1. Circular Economy | Turning Waste into Value

S&M is Ethiopia's frontrunner in advancing circular economy practices. We transform urban and agricultural waste streams into sustainable business opportunities and high-quality products.

Key Areas of Work

Circular Economy Excellence Center: Spearheading the establishment of the Addis Ababa Circular Economy Excellence Center in partnership with the Addis Ababa City Administration Cleansing Management Agency and with support from the GIZ NatuReS Program. The center is designed as a fully integrated demonstration hub showcasing sustainable waste management, recycling, and green enterprise development. The center will feature recycling facilities for plastic, paper, and e-waste, organic composting and Black Soldier Fly treatment units, urban agriculture and beekeeping demonstration areas, and biogas and renewable energy systems. The CEEC aims to serve as a national model for circular innovation, creating green jobs, promoting public-private partnerships, and accelerating Ethiopia's transition toward a regenerative and low-carbon urban economy.

Waste Valorization: Technical support for SMEs engaged in composting, plastic, paper, and metal recycling — including Controlled Microbial Composting (CMC) training, waste sorting, shredding, and baling.

Decentralized Composting: Our award-winning decentralized composting model, recognized by C40 Cities and the Addis Ababa City Administration, has empowered local communities to manage organic waste sustainably and generate high-quality compost for urban greening.

Enterprise and Job Creation: Over 20,000 green jobs created and 1,500+ SMEs supported through technology transfer, mentorship, and access to finance. Our approach demonstrates that waste management, when circular, becomes a profitable and sustainable driver of urban transformation.

Our Integrated Approach

2. Regenerative Agriculture | Cultivating Resilience from the Ground Up

Healthy soils are the foundation of food security and climate resilience. S&M partners with smallholder farmers, cooperatives, and agribusinesses to promote regenerative practices that rebuild soil health and increase productivity.

Key Initiatives

Agriculture Produce Trade Facilitation: Played a pivotal role in strengthening Ethiopia's agricultural value chains by facilitating structured trade from farm-gate to regional markets—supporting over 50,000 smallholder farmers, enabling the export of more than 100,000 MT of grain, and delivering capacity building across cooperatives, unions, and youth-led enterprises. Through strong partnership with Eastern Africa Grain Council (EAGC), Alliance for a Green Revolution in Africa (AGRA), public institutions, and private companies, we provided end-to-end support—from land preparation and production to post-harvest handling, quality assurance, logistics, and market linkage—effectively adapting global best practices to Ethiopia's context.

Composting and Soil Fertility: Operation of large-scale composting facilities, including an 18-hectare site in Ziway, rehabilitating degraded land into productive farmland and demonstration centers.

Farmer Capacity Building: Cascade training models that equip farmers and extension workers with knowledge in compost use, good agronomic practices, post-harvest management, and business development.

Market-Led Growth: Under the USAID CATALYZE MS4G project, S&M supported 150 specialty coffee farmers, scaling later to 300 women producers—enhancing quality, competitiveness, and market access.

Organic Contact Insecticide: Introduction of organic insecticide that has passed efficacy testing in Ethiopia and ready for demonstration and distribution for farmers.

EcoTerra Biofertilizer: Introduction of EcoTerra, a proprietary organic bio-fertilizer currently under efficacy testing to reduce dependence on synthetic fertilizers.

Our Integrated Approach

3. Climate Action | Pioneering Clean Energy & Low-Carbon Solutions

S&M contributes to Ethiopia's Climate-Resilient Green Economy Strategy by promoting clean energy access, circular carbon projects, and waste-to-energy innovations.

Core Programs

Clean Cooking Revolution: Exclusive distributor of Mimi Moto clean gasifier stoves, integrating them with biomass pellets from agricultural residues — reducing deforestation, indoor air pollution, and women's workload.

Solar Home Systems: Expanding access to clean and affordable off-grid energy solutions by promoting solar home systems for rural and peri-urban households. This initiative enhances energy security, reduces reliance on kerosene and biomass fuels, and contributes to improved health and educational outcomes.

Carbon Finance: Developing and implementing projects with measurable potential for greenhouse gas (GHG) emission reduction, carbon sequestration, and removal. These initiatives are designed to generate certified carbon credits under recognized standards, creating new revenue streams that sustain community-based climate actions.

Waste-to-Energy Pilots: Exploring energy recovery systems at landfill and wastewater treatment sites.



**how
the site
looks
now**



**the
dumping
site in
2013**



Our Business Model

S&M operates under a hybrid social enterprise model that blends commercial innovation with developmental impact.

Revenue Streams: Project implementation, product sales (compost, organic insecticide, bio-fertilizer, clean stoves), provision of technical services, and advisory support.

Partnership Model: Implementation through co-financed projects with development partners, government agencies, and SMEs.

Impact Reinforcement: Profits are reinvested into R&D, farmer training, and community-based initiatives to expand reach and improve sustainability.

This model ensures financial viability, social inclusion, & environmental regeneration as interconnected outcomes.

Recognitions and Achievements

Awarded by Addis Ababa City Administration for outstanding contribution to decentralized composting.

Featured by C40 Cities as a model for sustainable urban waste management.

Contributed to Addis Ababa's C40 Cities Award for sustainable waste initiatives.

Partnered with GIZ, USAID, Mastercard Foundation, and UNDP on flagship national programs in circular economy and regenerative agriculture.

Over 20,000 green jobs and 1,500 SMEs supported nationwide.

40–50% women participation across programs, advancing gender equality in green enterprise.

Our Partners

Government Partners:

Ministry of Planning and Development (MoPD), Addis Ababa City Administration Cleansing Management Agency (AACMA), Federal Environment Protection Authority (FEPA), Ministry of Agriculture (MoA), Ethiopian Institute of Agricultural Research (EIAR), Bio and Emerging Technology Institute (BETin), Ministry of Water and Energy (MoWE)

Non-state Partners:

USAID / Palladium, GIZ, Mastercard Foundation / First Consult, C40 Cities, UNDP Ethiopia, DAI, Woord en Daad, TRAIDE, African Circular, Ethiopian Clean Cooking Alliance (ECCA), and others.

SOIL&MORE
Ethiopia



Our Impact in Numbers

Impact Area

Results Achieved

Environmental

**Diverted thousands of tons of waste from landfills;
Improved soil fertility and biodiversity on thousands of hectares.**

Economic

**Over 20,000 green jobs created;
\$2M mobilized in project funding;
1,500+ SMEs supported**

Social

**40–50% female participation;
Thousands of youths trained in green enterprise and circular skills.**

Looking Ahead

S&M is now entering a growth and replication phase, building on its successful models to expand regionally and strengthen value chains for compost, biogas, and sustainable agriculture. The company aims to:

Establish several Circular Economy Centers in Addis Ababa.

Establish Circular Economy Centers across major Ethiopian cities.

Integrate circular economy principles and regenerative agriculture practices in rural settings

Scale Organic Insecticide production and distribution.

Develop a national compost certification and quality assurance system.

Mobilize investments through Public-Private Partnerships (PPPs) for green infrastructure.

Develop climate-smart financing models that leverage carbon revenue, green investment, and blended finance to expand clean energy and soil restoration programs.

Develop climate-smart financing models that leverage carbon revenue, green investment, and blended finance to expand clean energy and soil restoration programs.

Our ambition is to position Ethiopia as a continental leader in circular economy innovation — where waste is wealth, soil is life, and business drives sustainability.



SOIL&MORE
Ethiopia

Address and Contact Information

Soil and More Ethiopia (S&M)

Addis Ababa, Ethiopia | Wello Sefer Ethio-Chinese Avenue | Ambassel Building | 7th Floor, Office Number 707

Hussen Ahmed, Managing Partner — hussen.ahmed@soilandmoreethiopia.com / hussen.ahmed@gmail.com

Messay Sintayehu, Program Manager — messay.sintayehu@soilandmoreethiopia.com / messaysb@gmail.com