

SDG 12: To ensure responsible consumption and production pattern

12.1 : implementation of a 10-year framework of programs on sustainable consumption and production, all countries acting, with developed countries taking the lead, considering the development and capabilities of developing countries.
 12.2: By 2030, achieve the sustainable management and efficient use of natural resources
 12.2.1: material footprint, material footprint per capita, and material footprint per GDP
 12.2.2: Domestic material consumption, domestic material consumption per capita, and domestic material consumption per GDP
 SDG 12 is heavily linked to SDG 8 promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

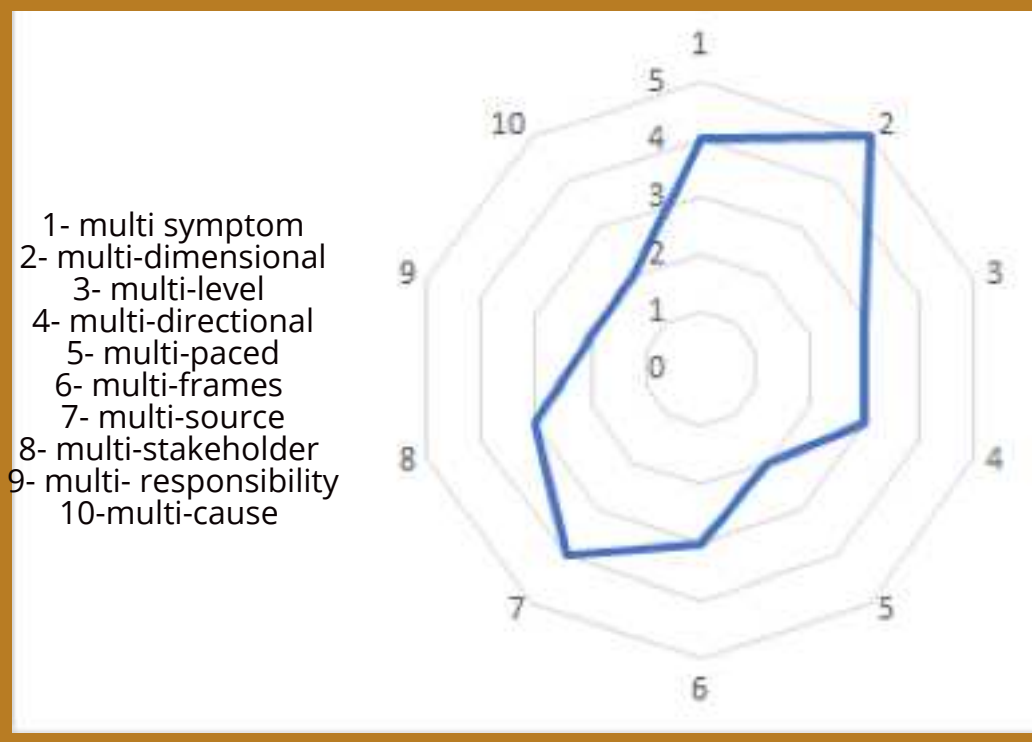


Company presence around Latin America, South and Southeast Asia, and Africa

Founded as a Dutch company, mainly operating in South and southeast Asia, East-West Seed has been present in Africa, and namely in Tanzania, for around 10 years. The goal of the company is the hybridization of agriculture in Africa. Strategy and operational: the company aims at a Knowledge transfer to small-scale farmers, research for the hybridization of the agriculture, seed production, capacity building on site, sales and marketing, as well as export. Every step, up until the exports are taking place in Tanzania, with Zimbabwe as a second location for knowledge transfer. Through its work in research and sales, the company gains access to numerous African markets.

The company works actively on achieving the UN ´s sustainable development goals, especially Goal number 2 "zero hunger", but also recognizes the importance of the other goals, mentioning Goal 12 in their annual report, highlighting their work in Tanzania.

Wickedness Scale SDG 12



It becomes visible that, while the highest score should be 7, the SDG 12 only reaches between 1 and 5 on the wickedness scale. This leads to the believe, that the SDG 12 is a simple to complicated goal to achieve taking all the different criteria into account. When tkaing a closer look, it is clear that with a overall score of 31, it can be counted as a complicated SGD, in regards to solving as well as direction and pace.

Capacity building in Tanzania, Uganda and Nigeria

Research of hybrid seeds in Tanzania

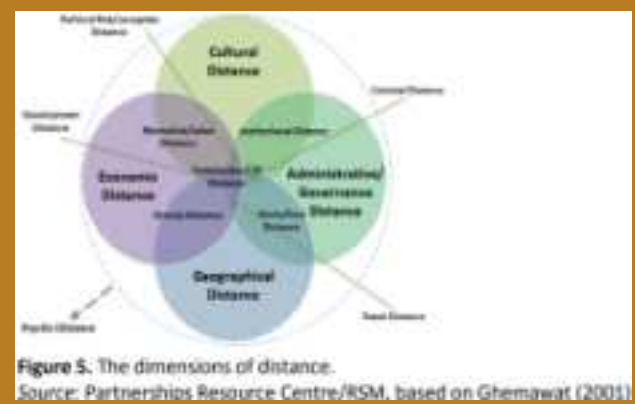
Seed Production in Tanzania and Zimbabwe

Sales and marketing in Tanzania



Export of Seeds to countries all over Africa

The Distance challenge



Distance between the country of the company and Tanzania and in particular the developmental distance, can be assessed through the HDI. The HDIs of Tanzania and the Netherlands have a difference of 0.405. But also in general, there is quite a low distance, with a score between 2.4 and 2.6. This low distance, also indicates ease when establishing a company and investing in Tanzania. Not only the distance to Tanzania, also the risk is low. Meaning, the risk that comes with investing in Tanzania is low, enabling engagement there. The Responsibility scale on the other hand is between medium and high, indicating that there is not one strategy ssuitable to be used in the country.

Licenses of East-West Seed in Tanzania:

The license to exist is granted through numerous partnerships in the country with both government officials, produce sellers, as well as NGOs and farmers themselves. The license to operate is grnated thourgh various stakeholders such as the Dutch government,, the farmers representing the market as well as the society, throught the capacity building program implemented in Tanzania, Nigeria, and Uganda. The scales of the company, do not only include Tanzania, but also the oher countries taking part in capacity building and seed production, which are namely Ugandda, Nigeria, and Zimbabwe. Additionally, the seed importing countries within the whole of Africa play a big role in the question of whether East-West Seed has the licenses needed. Lastly, the license to experiment, is acquired as well as maintained through the activ einvolvement not only of farmers, but also of the produce sellers. It aslo needs to be noted that the various partnerships of the company influence the acquisition of the licenses.

Partnerships

Partnerships of the company range from intra- and inter-sector partnerships, to partnerships employing the Bottom of the Pyramid strategy employed mostly by governments. The most notable partnerships are intra-sector partnerships with NGOs and bipartite partnerships with governments and independent government workers in Tanzania

Intra-sector partnerships

- EWS-Kt: knowledge transfer
- WorldVeg: Research
- SEVIA Ltd. as part of EuroSeeds
- Since the Dutch Government funds the company in parts, this shows a intra-sector relationship

Bipartite cross sector partnerships

- The Bill and Melinda Gates foundation
- EuroSeeds

Access to Seeds

Societal triangultaion



When looking at the societal triangulation, the interconnectedness of market, civil societay and state becomes especially visible. While here it can be seen for the subgoals, the ones focussed on the most by the company, 12.2 of sustainable management and use of natural resources, can be found relatively far in the middle, indicating that here the cooperation between all three stakeholders is particularly important.

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