



Ecological Products of Ethiopia (Ecopia)

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Ecopia (stands for Ecological Products of Ethiopia)



Ecopia is a Social for Profit Company based in Ethiopia. Ecopia food, cosmetics and herbal medicinal plant products are sold in Ethiopia in supermarkets, in duty free shops, in organic farmers markets. Ecopia products are also available in Europe and in Canada through Ecopia's established B2B and B2C network.

Ecopia for Profit Social Organisation

Ecopia was founded in 2006 by two Ethiopian women at a time when digitalisation and ecommerce was only for experts' discussion. We presented our vision of Ecopia digital in the [eLearning Africa 2014](#). The vision of the founders is creating a digital market place for at least 2 million Ethiopian organic farmers with their 100 percent organic, high quality, from Ethiopian biosphere reserves to Ethiopians and worldwide! We are still pursuing this goal, in Ethiopia, Pan Africa and Worldwide. Until then we invite you to use our digital platforms and links.

The aim of Ecopia is to process and market organic produce which creates value for both producers at the base of the economic pyramid as well as the consumers in Ethiopia and the world.

As part of its social mission, Ecopia follows the inclusive business model approach where the poorest part of Ethiopia is integrated into the company's activities not only as suppliers but also as producers. So far, Ecopia has trained 6'000 organic farmers to enable them to process their own produce. Two thirds of the Ecopia employees at the headquarter or in the rural processing facilities are women, of which one third are deaf-mute.

All Ecopia food products are processed in Ethiopia by local farmers or Ecopia employees in Ecopia's rural processing facilities in Lante, Chench, Assosa, Safa, Chuko, Dre Dawa, Bale and Tigray. All processed fruits and vegetables products are made by hand and in open pans. The final processing of the natural cosmetics for the European market is carried out by the German Ecopia subsidiary based in Jena.

All food and commodities for Ecopia products are grown in the Ethiopian Biosphere reserves of Lake Tana, Yayu, Kafa, Sheka Forest, and Majang Forest. All 11'000 farmers working with Ecopia practice strictly organic farming, not using any pesticides or non-natural fertilizer.



Ecopia Values

Ecopia Plc stands for natural products and tour services. For over 15 years, Ecopia has been guided by the desires and aspirations of producing organic products for our national and international consumers. Now, more than ever, Ecopia stands for high quality products and services processed in social and environmental sustainable methods.

As a social for Profit Company, we are always conscious of our environmental and social responsibility to our communities. The human and the environment factor plays a crucial role in our success in Ethiopia and worldwide.

It is with this policy and our values that we entered the national and international market with more than 15 organic food products, 30 cosmetics and herbal medicinal plant based products traceable to our 11,000 organic farmers. In order to safeguard the future of the company and the brand we trained more than 5000 organic farmers in more than 14 different regions in Ethiopia

Ecopia food today covers almost all part of Ethiopia and planning to expand to other African countries. We have been selling our organic mango, papaya, Guva, plum jam since 2008. Our organic food harvested and processed with our communities in 14 different part of Ethiopia. All of our fruit are unique flavour, sweetness, texture and colour. All our products have 75-85% fruits and 25-15% sugar. Our pectin produced by Herbstreith & Fox KG. Ecopia products are tested by Food Gmbh in Germany.

Ecopia produce the cleanest, greenest premium moringa oleifera in tea and powder.



Traceability and Quality Control

All Ecopia products are traceable from the raw material source through all stages of processing, from the farmers working with Ecopia to the distribution channels. The traceability system also allows to track cost along the entire value chain.

All Ecopia products undergo quality control checks at every stage of the production process and fulfil the required national and international standards. Quality control is supervised and managed by the German Ecopia subsidiary. The products are also tested for allergies – strictly no tests are performed on animals.

Ecopia natural cosmetics only contain natural ingredients. They are free of allergens, parabens, paraffin, synthetics, chemicals, and perfume. The products comply with the strict regulations of Ethiopia and the European Union for natural cosmetics. Most of the ingredients for Ecopia cosmetics are the biomass product of Ecopia food: mango, avocado and orange seeds are dried for natural cosmetics use.

Ecopia food, cosmetics and herbal medicinal plant products are sold in Ethiopia in supermarkets, in duty free shops, in organic farmers markets and online in Ethiopia.

Ecopia products are also available in Europe through our online shop www.ecopia-shop.com and in Canada through a partner in Toronto and will be online under www.serenitybodyshop.com October 2022.

Ecopia's established B2B and B2C network for herbal medicinal plants.



Circular Economy

Most of the ingredients for Ecopia cosmetics are the biomass product of Ecopia food: mango, avocado and orange seeds are dried for natural cosmetics use.

Ecopia processing facilities are multipurpose processing facilities. For two reasons: primarily in order to guaranty year round income generation for our communities. As the suppliers of Ecopia are farmers with one hectare inputs from forest and bio spare reserves they are sessional. Implying the processing facilities and the team will only be able to work 3 to 4 months in year. Therefore in order to enable year-round and sustainable income generation and sustainably using the biomass of the biosphere reserves which are under special legislation and protection.

Ecopia circular economy relies on the value of resources being maximised indefinitely, like our edible peeling, cosmetic oils products requires virtually no unrecoverable waste from our fruits and herbs.

The Biomass of leaves like moringa, fruits, herbal medicinal plants is highly significant in our circular economy in terms of material products and the provision of energy.

This way Ecopia stop waste being produced in the first place as well as generate income by adding value to our biomass.



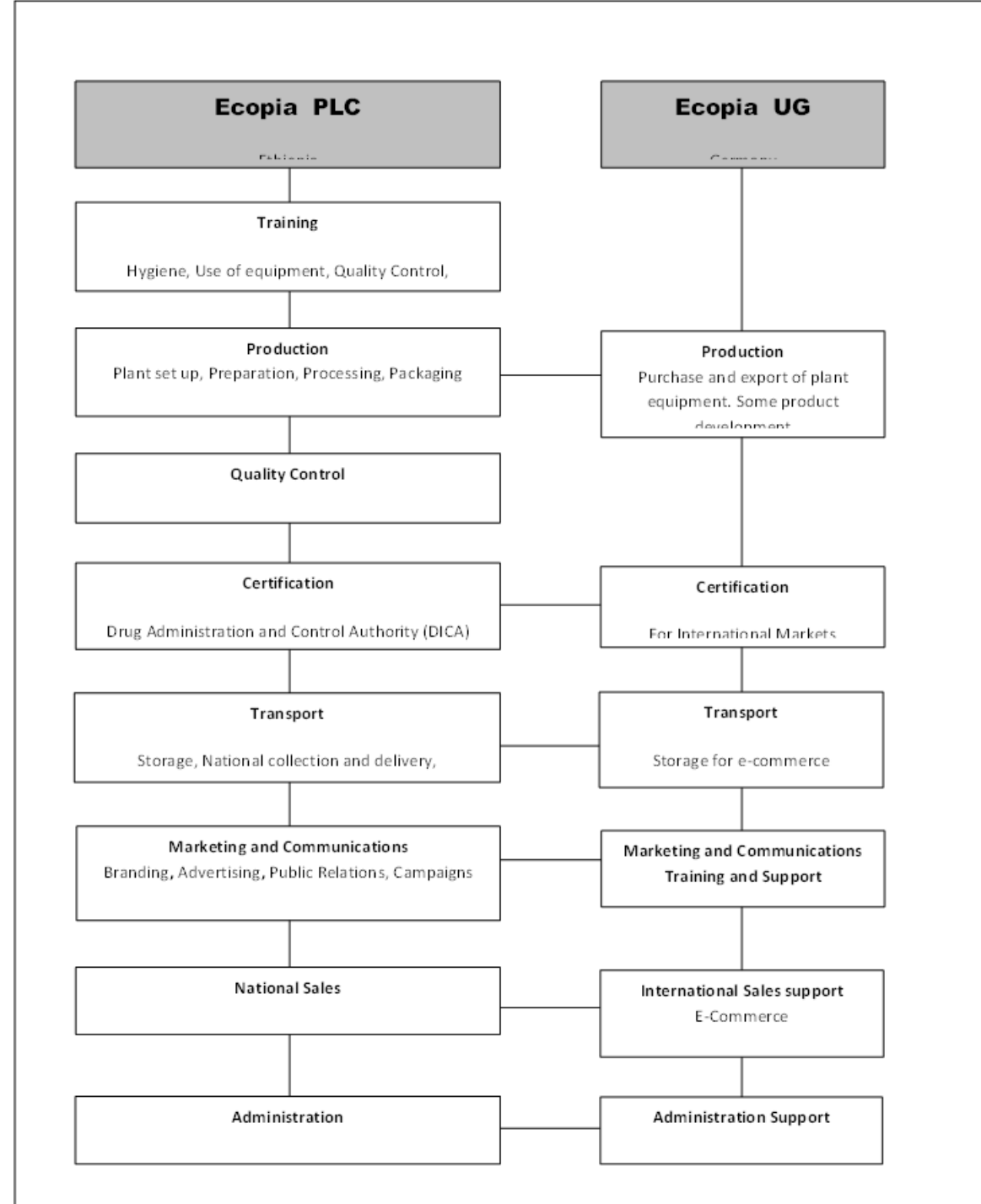
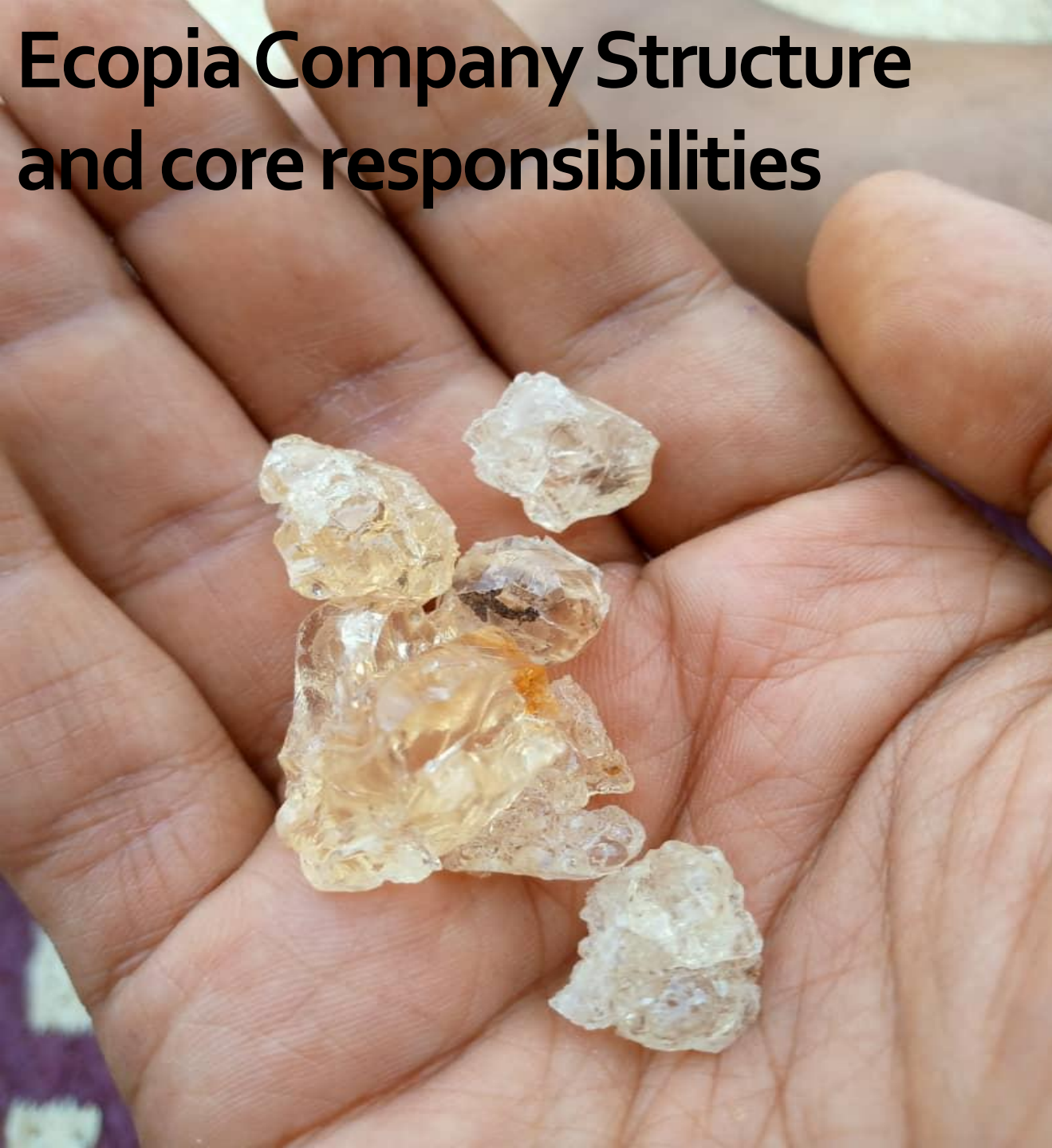
The overall objective of the Ecopia social enterprise is to provide farmers and youth with improved livelihoods through adding value to natural products and improving access to markets. Specific benefits to rural communities include:

1. Realisation of capital natural assets;
2. Training (processing skills and business training) Jobs (especially important empowering women and girls);
3. Access to international and national BtB and BtC markets and awareness of how markets work;
4. A fair price for production;
5. Increased security through a guaranteed purchase contract of MOU;
6. Transparency in business dealings and production;
7. Opportunities for farmers to diversify and try new products with the guarantee of selling their produce (mitigating their risk) ;
8. The promise that if Ecopia can get a better price for a product, a percentage of the increased price will be passed back to the farmer;
9. To startup their own companies and;
10. To start their business within Ecopia and its partners business incubation centres.

Objectives



Ecopia Company Structure and core responsibilities



Business Registration

Each Ecopia branch are owned 75% by communities and 25% by Ecopia share holders.

Ecopia brand name is owned 100% by Ecopia share holders.

The structure of the Ecopia share holders are as following in Ethiopia: Ecological Products of Ethiopia (Ecopia) PLC, Dr Mitslal Kifleyesus-Matschie owns

89 shares, Felix Matschie 5 shares, Josephine Matschie 5 shares and Tiguist Mengistu owns 1 share.

Registration of the company

In Ethiopia: Ecological Products of Ethiopia (Ecopia) PLC is a registered business in Ethiopia. Registered number 686/2002. VAT No. 285/2002. Tax Identification Number 0003735738.

In Germany: Ecological Products of Africa (Ecopia) UG is a registered business in Germany. Registered number DE281231108.



About Ecopia

Our official website is
www.ecopia.de

You can learn about Ecopia and the founders digitally.

Here are some of the links that tells about our founders:

From Harvard.

<https://hir.harvard.edu/on-sustainable-development-in-rural-ethiopia-interview-with-mitslal-kifleyesus-matschie/>

From Business University of St. Gallen

https://prisma-hsg.ch/wp-content/uploads/2021/12/387-BUBBLE-oS_compressed.pdf

Ask google: Dr. Mitslal Kifleyesus-Matschie and Ecopia.

We stand for pan Africa <http://africahornnow.com/2020/05/15/on-sustainable-development-in-rural-ethiopia-interview-with-mitslal-kifleyesus-matschie/>

Our project dealing with biodiversity.

https://www.unesco.de/sites/default/files/2020-01/Policy%20Brief%20No.%202_Mab_2019.pdf

<http://www.parcoappennino.it/pdf/06.Ecopia.presentation.Italy.pdf>

<https://www.bfn.de/projektsteckbriefe/naturschutzzusammenarbeit-mit-aethiopien>

https://en.nabu.de/imperia/md/content/nabude/international/nabu-zur-heide-feasability_study.pdf

Our recent presentations and research documents to international herbal medicinal plants.

https://www.researchgate.net/profile/Ziba_Barati2/publication/359109315_Bewertung_eines_modularen_Trockners_fur_die_nachhaltige_Produktion_von_Arzneipflanzen/links/6228912ea39db062db8d570d/Bewertung-eines-modularen-Trockners-fuer-die-nachhaltige-Produktion-von-Arzneipflanzen.pdf

FAO. <https://www.fao.org/3/at437e/at437e.pdf>

United Kingdom: <https://research.hud.ac.uk/institutes-centres/surge/src/forestsandwetlands/forests/ntfp-me/funders/>

Netherlands: https://www.iob-evaluatie.nl/binaries/iob-evaluatie/documenten/deelstudies/2013/11/01/mid-term-evaluatie-van-snv-programmas-in-benin-ethiopia-tanzania-en-vietnam/Ace-Europe_In-depth_study_of_SNVs_support_to_fruit_value_chains_in_Ethiopia_201311.pdf

Ecopia 2025

The for-profit social enterprise 'Ecopia' has spent the last thirteen years working closely with rural communities in different areas of Ethiopia developing processing systems and products with international quality standards while improving communities' security and livelihoods. There was no existing blueprint to follow. Ecopia and the communities tried and tested different working models with sponsorship from government and non-government organisations.

Today, proven business systems are in place and the main range of food products selling well in Ethiopia. The well-developed natural cosmetics is well established in Ethiopian and European Market. Well developed direct, online and supermarket sells and distribution. Ecopia wants and needs to grow its market and volume of production. at some point or the other. Ecopia has the point of growth, and there is a need for additional options to generate more profit. Ecopia wants to expand by

1. adding more communities to the present business by adding more business incubation centres;
 2. offering franchise opportunities to entrepreneurs or forming an alliance with a competitor with a similar business;
 3. entering Africa markets (starting in Cap town and Uganda) with the present products and services;
 4. increasing digital marketing and advertising;
 5. offering new products (herbal medicinal plants) or services to the existing market and expanding either globally or through the internet.
- As the result, Ecopia with 7 universities of Ethiopia has established a consortium of business incubation centres: Seratera. www.seratera.com





How to establish startups with ecopia under www.seratera.com

Establishing

A company/Start up

In order to establish and run a company (we consider you have one of the following to start considering: raw material, money, innovative idea, team, 32 months free time without cost, certification) the following key knowledge and activities are needed:

1. Legal structure establishment
2. Team formation and legislation
3. Processing facility establishment and certification
4. Equipping and equipment certification
5. Product development and authorisation
6. Product and Business development.



For the legal structure and documentations, you can get them open sources and most countries have online their legal format. Brand development and branding is your key responsibility.



The key is to develop a product that is needed in the market and with a competitive price. For this you need to have access and partnership with the farmers and producers.



Be circular economy as you are going to work with the farmers that are sessional. You need to make use of the biomass for natural cosmetics.



Be aware a process product have 32 steps from production to the consumers. You need to be able in the case of Africa to mange and co-manage the hole value chain.