

# SAGE Manual

of Business Ideas and  
Best Practices

## Contact Information

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## **2009 Winners of the Arthur Boschee and Evelyn Ball International Award for Social Enterprise**

### **First Place - SAGE Philippines**

Title: Palm Frond Cement-Bonded Block (PFCBBP) Production

SAGE Team: Sultan Kudarat Polytechnic State College, Tacurong City, Mindanao

In search of an alternative that would arrest the rising cost of construction materials and to answer the environmental and health problems caused by palm fronds burning, palm frond cement cement-bonded block (PFCBB) was developed. This technology utilizes the inner portion of the frond as a substitute aggregate in fabricating concrete blocks while the cleaned frond is utilized as a substitute for plywood. PFCBB is best recommended for non-load bearing walls like partition walls, fences and pig pens. The technology was introduced in Barangay Kenram and the SAGE team trained over 100 male participants on the skills needed in the fabrication of PFCBB. The team also educated the residents on the environmental and health hazards caused by improper burning of the agricultural residue.

These blocks are durable yet cheaper by 20 percent compared to commercial hollow blocks being used in construction. According to an August 15, 2009 article in the Manila Bulletin, Governor Teng Mangudadatu of Sultan Kudarat commended the team for winning the prestigious SAGE Philippines cup and hailed the invention as a breakthrough in construction industry whose benefit would redound to the people, especially the poor.

“Certainly, this invention of a new cement block which is lightweight yet fire-resistant, would eventually solve the problem on lack of shelter in the country plagued by high price of construction materials,” Mangudadatu said.

The governor said he would order the provincial engineering office to find out how to manufacture palm frond cement blocks and test it for a construction project in the province.

To learn more about SAGE Philippines, please visit <http://sagephilippines.org/>.

### **Second Place – SAGE USA**

Title: Lifestraws & “Buy a Book, Save a Life”

SAGE Team: Holy Angels Academy, Buffalo, NY

Our team wanted to continue to help people in the DR Congo through our Lifestraw project. Lifestraws are personal water filters that remove 99.99% of bacteria from unsafe drinking water. Approximately 6,000 children die each day because they don't have access to safe drinking water. Our goal is that through our efforts to obtain and distribute Lifestraws to places where they are most in need, we can help save a few of these children each day.

With the help of one of our Business Advisory Members, Dominique Bikaba, we were able to communicate with and distribute 100 Lifestraws to Boyungule Pygmy Village in the DR Congo. Dominique personally delivered them and taught the people how to properly use their Lifestraws. In return, we received several pictures of the villagers using their Lifestraws and holding small signs thanking us for providing the Lifestraws.

To fund our Lifestraw project, we've developed several businesses whose profits are used primarily to purchase and distribute them. We've written and published two fully illustrated children's books that sell with a marketing tag line of "Buy a Book, Save a Life". One story tells of a watering hole that becomes polluted and the negative health effects the unsafe drinking water has on the wildlife that rely on the water. In the end, humans clean the water and the animals survive. The other story is similar but utilizes a family of gorillas in the Congo. Both books are available in paperback and now sell in three different languages.

In addition to our book sales, we market and sell hand made greeting cards using recycled materials, energy saving products such as compact florescent light bulbs and energy saving power strips, and aroma therapy bags. Again, the majority of all our profits are being used to purchase and distribute Lifestraws.

To learn more about Holy Angels SAGE, please visit [www.haasage.wetpaint.com](http://www.haasage.wetpaint.com).

### **Third Place – SAGE Singapore**

Title: TeeProject: Your Design, Your Style

SAGE Team: Singapore 1: Gryphons Inc.

As its name suggests, TeeProject is a venture that functions on the basis of printing and selling customized T-shirts. However, TeeProject does not simply sell T-shirts, we sell identiTEEs. As youth, we understand the desire to belong to a common identity. By tailoring our business model to this specific market need, we're carving a niche within the youth market that can be sustainable.

To enlist a strong social component to our business structure, we've engaged in a working relationship with the Muhammadiyah Welfare Home (MWH). This is a home

shelter where juvenile delinquents are transferred prior to being released to society. We've learned that the youth in these homes experience low self esteem and often perceive themselves as a burden to society.

In an effort to assist in the juvenile's transition, to help build their self esteem and to provide an opportunity for them to become productive citizens in our society, we decided to recruit such youth at the MWH to work with our design team. We believe that these youth are exposed to the 'cool' fashion trends and are familiar with fashionable street wear designs. For the juvenile's, the opportunity to express themselves artistically while also contributing to their society not only help to detour them from vandalizing public areas with graffiti, but it demonstrates that their talents can be used in a positive and productive manner. For our customers, they can use our online interface that allows them to create their own T-shirt designs by matching pre-designed elements created by the juveniles.

We are currently working with 15 teenagers from MWH, and with their help, we've sold a total of 780 T-shirts. To learn more about TeeProject and to create and purchase your own T-shirt, please visit [www.teeproject09.wordpress.com](http://www.teeproject09.wordpress.com).

## **The Grossman Family International SAGE Award for Environmental Stewardship**

*The Grossman Family (Ken Grossman and Katie Gonser of Chico, CA)  
has established three special awards  
to be presented at the International SAGE competition each year.*

1. The awards will be given to the three national winners competing in the International SAGE competition that have successfully developed and launched business ventures that best integrate social and financial objectives.
2. Each school year, all secondary schools eligible to compete in SAGE competitions around the world will be notified no later than October 1 that the awards will be presented at the next summer's international competition.
3. SAGE World Cup judges will select the top three awards.
4. The initial awards will be as follows:
  - US \$2,000 for the first-place team
  - US \$1,000 for the second-place team
  - US \$ 500 for the third-place team
5. The prize money must be used by the winning teams to defray the expenses associated with attending the international competition and/or be invested in their business ventures.
6. The three winning teams will also receive plaques to be displayed in their schools, and the first-place team will have its name inscribed on a permanent trophy that will be displayed at each International competition.
7. The three winning teams will be featured on the web sites maintained by SAGE. A press release announcing their selection and describing their environmental ventures will also be sent to other print and electronic publications.
8. SAGE judges will scrutinize each team's entrepreneurial and community service activities to determine how well they have considered, and learned, the importance of the fine balance between personal economic goals and ecologic stability in the global community. Judges will base their decisions on the following criteria:

### **Criteria:**

1. Did each activity or activities have a clear statement of goals and objectives before they were undertaken? (30 points)
2. How creative and innovative were the activities? (30 points)
3. How sustainable are the activities? (30) \*
4. How did they measure social impact? (5 points)

5. How well did the students utilize their media outlets to create awareness of this activity and the importance of their intended message(s)? (5 points)

\* A note on sustainability: The best definition we have found for sustainability comes from a book by Andrew W. Savitz called *The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social And Environmental Success—An How You Can Too*. Savitz describes a sustainable business as one that “creates profit for its shareholders while protecting the environment and improving the lives of those with whom it interacts” (2006, page x). So, any business that makes a profit (i.e., the financial bottom line), improves the lives of those in their community (i.e., the social bottom line), and protects the environment (i.e., the environmental bottom line) is a sustainable business. This definition is best applied to individual businesses. Sustainable businesses have the best chance to remain in business in the long-term.

## **2009 Winner of the Grossman Family International SAGE Award for Environmental Stewardship**

### **First Place - SAGE Nigeria**

**Title:** From Waste to Biogas to Cooking Oil

**SAGE Team:** Jikwoyi Junior Secondary School, Federal Capital Territory, Abuja, Nigeria

The overarching goal of this project is to promote sustainable environmental management practices in Abuja, Nigeria. Having identified waste management as a major problem in the FCT, particularly in the Jikwoyi-Karu-Yanyan areas, the students brainstormed ideas and came up with a waste-to-wealth business model. The result was the establishment of a neighborhood plant to convert biodegradable waste methane (domestic gas) into cooking gas. The team is now negotiating with F.C.T. administration to provide training on how best to implement this on a wider scale. The conversion of bio waste to gas has impacted over 3000 students of the school and has received favorable media attention. For example, the following passage was excerpted from TELL magazine, August 3, 2009, pp. 32-33:

*Saidu Garba, the principal of the school, could not hide his feelings when he spoke to the magazine last week. He said SAGE was the best thing that had happened to the school in the last three years, stressing that the group had made the school famous as a skill-acquisition centre. Garba said poverty had been the major problem of majority of Nigerians, and saw programmes like that of SAGE as a feasible way out of mass poverty. Now a child who is involved in SAGE programmes and cannot further his education would not become a liability to*

*society. He has something to fall back on because of the skill element of the programme.” He said that the programme had caused a change in the career choice of many of the students. Some of them now prefer to continue their education in vocational schools. Garba said the successes recorded by SAGE had encouraged teachers and educators to start campaigning for the inclusion of entrepreneurship skill acquisition in the secondary school curriculum for the benefit of all students.*

## **The SAGE International Awards for Best Social Enterprises Addressing the UN Millennium Development Goals (MDGs)**

*The SAGEGLOBAL Home Office  
has established eight special awards  
to be presented at the SAGE World Cup competition in 2010*

Did you know that more than one billion people around the world still survive on less than one US Dollar per day? Extreme poverty is a fact of life for more than 1 in 7 people on our planet, and youth have the creativity, drive and ingenuity to do something about this woeful statistic. In order to encourage high school SAGE teams to design social enterprises targeting the MDGs, we have created eight new special awards corresponding with each individual Millennium Development Goal (MDG).

On September 8, 2000, the United Nations General Assembly passed resolution 55/2 called the Millennium Declaration, which outlined eight Millennium Development Goals (MDGs) to be met by 2015. These goals are:

• Goal 1: Eradicate extreme poverty and hunger
• Goal 2: Achieve universal primary education
• Goal 3: Promote gender equality and empower women
• Goal 4: Reduce child mortality
• Goal 5: Improve maternal health
• Goal 6: Combat HIV/AIDS, malaria and other diseases
• Goal 7: Ensure environmental sustainability
• Goal 8: Develop a global partnership for development

Kofi Annan, who was the Secretary-General of the UN at the time the MDGs were announced, said that these goals can be achieved, however, “only if we break with business as usual.” Through these eight special competitions, we encourage all SAGE teams to create business and social ventures that address the MDGs. Our philosophy here is that social entrepreneurs must be as resolute and focused in the area of human development as free market entrepreneurs and capitalists are in the area of wealth development.

1. One award will be given for each of the eight goals to a SAGE team participating in the SAGE World Cup competition; the team must have successfully developed and launched a business and/or social venture that best meets the targeted MDG Goal.
2. SAGE World Cup judges will select the top award in each category.
3. The award for each category in 2009 was: \$300 for the first-place team, \$200 for the second place team and \$100 for third place team. These amounts may vary in 2010.
4. The prize money must be used by the winning teams to defray the expenses associated with attending the international competition and/or be invested in their business ventures.
5. The winning teams will also receive certificates to be displayed in their schools.
6. The winning teams will be featured on the web sites maintained by SAGE. A press release announcing their selection and describing their MDG ventures will also be sent to other print and electronic publications.

Judges will base their decisions on the following criteria:

1. Did the team clearly indicate which MDG they are targeting by their project/activity/venture? (10 points)
2. Did the project have a clear statement of goals and objectives before they were undertaken? (20 points)
3. How creative and innovative was the project? (20 points)
4. How sustainable is the project? (20) \*
5. How did the SAGE team measure social impact? (20 points)
6. How well did the students utilize their media outlets to create awareness of this activity and the importance of their intended message(s)? (10 points)

To learn more about the MDGs, and also to see examples of the kinds of projects that youth are doing to address the MDGs, please download “Only With Your Voice: MDG Youth Action Guide” at [http://tig.phpwebhosting.com/themes/mdg/action\\_guide\\_en.pdf](http://tig.phpwebhosting.com/themes/mdg/action_guide_en.pdf).

This guide was created by young people, and they have offered it to anyone who wants to make the world a better place or link up with movements already happening in their country.

## **2009 Winners of the SAGE International Awards for Best Social Enterprises Addressing the UN Millennium Development Goals (MDGs)**

### **Goal 1: Eradicate extreme poverty and hunger—SAGE Canada**

Title: Learn, Earn and Lead

SAGE Team: Georges Vanier Secondary School Toronto, Ontario

Net income of \$330 was earned by selling graduation T-shirts and rings, with all proceeds remitted to the “Adopt a Village” program administered by Free the Children. Free the Children is a network of children helping children, with focus on education, water and sanitation, health and alternative incomes for families in Kenya, Sierra Leone, Sri Lanka, China and Ecuador. This SAGE team is only four months old, and the Georges Vanier Secondary School is one of the most diverse (in both ethnic and socioeconomic dimensions) in Canada. To learn more, go to <http://www.sagecanada.com/>.

### **Goal 2: Achieve universal primary education—SAGE Singapore**

Title: GreenDay

SAGE Team: Gryphons Inc., Singapore

The name of the project—Ink Link—was undertaken to aid primary school education for all children in the poverty stricken village of Mubarakpur, India. The SAGE team sponsored reusable stationery (slates and chalk) for all 167 children in Mubarakpur by raising funds through selling pens, imported from India. Sales of 200 pens netted Singapore \$36 profit (one Singapore Dollar = \$0.68 US). To learn more, go to <://www.smu-ise.os3.sg/sagepage1.php>.

### **Goal 3: Promote gender equality and empower women – SAGE Philippines**

Title: T’Boli Handicraft Production

SAGE Team: Sultan Kudarat Polytechnic State College, Tacurong City, Mindanao

T’boli women are among the finest weavers and handicraft makes. They belong to an ethnic group who isolated themselves in far-flung areas on order to

preserve their culture. Their rich sense of art and culture expressed in their products are potentially popular in the marketplace. The SAGE team provided training to the T'boli women to help them better market their products, which in turn helped the women increase their sales by an average of 60%. The SAGE students were especially helpful in helping their "clients" gain access to malls and department stores in the province. Likewise, the SAGE students helped the women enter into contracts with cooperatives in the community. One woman increased her income by 121%! To learn more, go to <http://sagephilippines.org/>.

#### **Goal 4: Reduce child mortality – SAGE Nigeria**

Title: Kick Polio Out of Nigeria

SAGE Team: Jibi Senior Secondary School, Federal Capital Territory, Abuja, Nigeria

The goal of this project is to help eradicate polio in Nigeria especially in Jibi community. The SAGE team had a rally using placards and fliers to reach out to the community, mobilizing them to bring out their children for immunization against. The team partnered with the National Primary Health Care Development Agency (NPHCDA) in the fight to kick polio out of Nigeria. The SAGE students participate in a monthly, three-day long immunization program. So far, they have participated in the immunization of over 3,000 children below 5 years of age. SAGE and NPHCDA have been featured on local radio stations, broadcast in the local Gbagi and Hausa languages, to discuss the menace this polio and reasons why parents should bring out their children for immunization.

#### **Goal 5: Improve maternal health – SAGE Nigeria**

Title: Tender Care

SAGE Team: Jibi Senior Secondary School, Federal Capital Territory, Abuja, Nigeria

According to the official report of the Federal Ministry of Health In Nigeria, over 144 women die daily during child birth. This figure affects our immediate community (Jibi) badly because they have no health care center and women deliver their babies right in their homes. This is why our SAGE Team decided to open up an ante-natal/post-natal care unit for the pregnant women and nursing mothers using our school clinic and the two nurses that work in that clinic. This program was officially kicked off on the 29th October, 2008. The ante-natal day is provided every Wednesday before 10am. This project has attracted the attention of the chairman of Bwari Area Council, Hon. Isah Dara. Mr. Dara supports us by spearheading the construction of a primary health care center in Jibi, which is now under construction. Since 29 October, 2008, over 28 women have been

delivered of their babies in our school clinic while over 50 of them have received postnatal and general health care.

### **Goal 6: Combat HIV/AIDS, malaria and other diseases – SAGE Nigeria**

Title: Roll Back Malaria

SAGE Team: Jibi Senior Secondary School, Federal Capital Territory, Abuja, Nigeria

Out of 10 deaths of children in Nigeria, malaria is the cause of 3. Out of 10 deaths of pregnant women, malaria is the cause of 4. Malaria causes children to be absent from school which leads to their poor performance and it also prevents adult from going to work, market etc. that is why, our SAGE team partnered with the National Malaria and Vector Control Department of the Federal Ministry of Health in the fight against malaria. On the 24th April 2009, we had a sensitization rally on the menace of malaria round Jibi, Dei-Dei and Kubwa areas of Abuja during which drama was acted by the SAGE students to make the villagers understand how deadly malaria is and as such try to eradicate. Fliers were also shared during the rally. This will now be an annual event every 24th & 25th of April. We reached out to over 50,000 of the inhabitants of Jibi during the rally and over 100 Long Lasting Insecticides Treated Nets (LLIN) were given out to pregnant women and nursing mothers. We received recommendation from World Health Organization for carrying out the project.

### **Goal 7: Ensure environmental sustainability – SAGE Philippines**

Title: Palm Frond Cement-Bonded Block (PFCBBP) Production

SAGE Team: Sultan Kudarat Polytechnic State College, Tacurong City, Mindanao

In search of an alternative that would arrest the rising cost of construction materials and to answer the environmental and health problems caused by palm fronds burning, palm frond cement cement-bonded block (PFCBB) was developed. This technology utilizes the inner portion of the frond as a substitute aggregate in fabricating concrete blocks while the cleaned frond is utilized as a substitute for plywood. PFCBB is best recommended for non-load bearing walls like partition walls, fences and pig pens. The technology was introduced in Barangay Kenram and the SAGE team trained over 100 male participants on the skills needed in the fabrication of PFCBB. The team also educated the residents on the environmental and health hazards caused by improper burning of the agricultural residue. The project has received great publicity, including newspapers, local radio stations and the Internet.

## **Goal 8: Develop a global partnership for development - SAGE USA**

Title: Lifestraws and Our Partnership with the Democratic Republic of the Congo

SAGE Team: Holy Angels Academy, Buffalo, NY

The Holy Angels SAGE team entered into a partnership with Dominique Bikaba, whom they met at a business conference in Toronto. Mr. Bikaba works closely with a village in DRC, and was able to personally deliver 100 Lifestraws obtained by the SAGE team. Not only did the students learn about DRC, they in turn taught fellow students at their school about DRC's economy, government and current events.

