



# LUSH FRESH HANDMADE COSMETICS

## Sustainable Enterprise Ecology Development (SEED) Program

Version 2.0, November 24, 2014  
(Incorporating changes from SLUSH Team)





**LUSH Fresh Handmade Cosmetics** is an international retailer that is known worldwide for our unique bath and beauty products, effective skin and hair care, personalized customer service, environmental activism and a fun and funky store atmosphere. LUSH North America supports over 200 retail stores in Canada and the USA, a mail order business based in Vancouver and manufacturing centers in Vancouver and Toronto. We are dedicated to the practices of fair trade sourcing and supporting sustainable communities as well as giving back to organizations in the areas of animal rights, human rights and environmental conservation.

LUSH is pleased to announce the launch of our Sustainable Enterprise Ecology Development (SEED) Grants Program, a part of the Sustainable LUSH (SLush) Fund. This document lays out the goals, wanted applicants, and criteria for SEED Grants. A timeline for applications and links to more information are included at the end.



## Goal

SEED Grants aim to support the rapid development of a broad base of sustainably produced raw materials grown with permaculture ethics and principles.

Behind the scenes LUSH has been working diligently to analyze our internal and external processes and develop more strategic opportunities to shift our business in ways that support a healthy and robust global web of regenerative farm businesses, cooperatives and supporting enterprises.

SEED Grant funds will help us increase the number of regenerative farms that produce one or more of our raw materials. A list of these raw materials is included at the end of this document but it is important to note that we invent new products seasonally so this list may be subject to change.

## Who Should Apply

We are looking for applicants that are developing sustainable agriculture, regenerative farming or permaculture-inspired businesses that produce food and natural materials in the following categories:

- Individuals
- Farms & Farm Businesses
- Cooperatives
- Permaculture Centers
- NGOs & CBOs

**Note:** *The LUSH SEED Grants Program is not a donation from LUSH Charity Pot. SEED focuses on enterprise and business development for raw materials, not charity donations.*

## Funding Areas of Interest

The following specific types of projects, working with one or more of the listed raw materials, are ideal applicants for SEED Grants:

- Regenerative agriculture research projects
- Education in permaculture growing strategies
- Training and research on adoption of climate-smart agriculture practices
- Innovations in production, community cooperation and enterprise ecology development
- Improvements in post-harvest handling and processing
- In-country value-adding equipment or technical support investments, especially projects that focus on:
  - *Cold-pressed oil and butter processing*
  - *Grinding (Hammer Mill)*
  - *Soap making and soap base making*
  - *Drying of fruit, salt, herbs, and other raw materials*
  - *Innovative and ecological mining practices*
- Marketing, holistic financial management and administrative reporting for agricultural businesses, cooperatives and related regenerative enterprises
- Connection and learning between agricultural and permaculture cooperatives
- Projects that use business as a tool to support education and empowerment around gender, racial and ethnic equality and empowerment.



## Amount of Funding Available

Total funding available in 2015 is \$50,000. Applicants may apply for a maximum of \$5000 each. Matching funds not required but highly encouraged.

## Funding Criteria

Grant applicants must be one of the applicant types listed above under “Who Should Apply”, and must apply for one of the specific “Funding Areas of Interest”. In addition, SEED Grants will be preferentially awarded to applicants who demonstrate:

- Potential for scaling positive impact through a proven product or enterprise
- Relevance to LUSH’s supply chain
- Success in their permaculture learning journey to date
- Success in their entrepreneurial learning journey to date
- Potential for improving equality and ending oppression based on gender, race, ethnicity, financial status, sexual/religious identity and other disadvantaged categories.
- Demonstrated history of utilizing strong, collaborative teams of people with relevant experience
- Connection to functioning permaculture organizations and the global knowledge commons
- Willingness to share and collaborate with other enterprises and have their story publicized by LUSH.

## Project Reporting

At an agreed upon and appropriate time, grantees are required to produce a brief report on the project. The report must review the project’s successes, challenges, and effectiveness in achieving its goals.

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### Application Form: Click Link Below

[https://docs.google.com/forms/d/1FKKcex1H10gnVXw5melz8EiCZ\\_gq9MIG3Xl8jwHEp9I/viewform](https://docs.google.com/forms/d/1FKKcex1H10gnVXw5melz8EiCZ_gq9MIG3Xl8jwHEp9I/viewform)

## Timeline

- 11/29/14 - Call for applicant recommendations from LUSH and Permaculture network
- 12/27/14 - Application period opens
- 1/14/15 - Application period ends
- 1/21/15 - Grant decisions made
- 1/31/15 - Grants delivered
- 4/41/15 – Check in and Feedback

## List of Raw Materials

This list is organized into four basic climate zones: Tropical, Mediterranean, Desert, and Temperate.

It is important to note that we invent new products seasonally so this list may be subject to change.

Tropics	Mediterranean Climate	Desert	Temperate
<ul style="list-style-type: none"> <li>• Coconuts</li> <li>• Murumuru</li> <li>• Cacao</li> <li>• Shea</li> <li>• Avocados</li> <li>• Sugar</li> <li>• Lemons, limes, oranges, grapefruits, etc.</li> <li>• Oils: Camellia, Castor, Moringa</li> <li>• Spices: Cardamom, Cinnamon, Cloves, Ginger, Lemongrass, Star Anise, Vanilla</li> <li>• Fruits: Bananas, Mangos, Papayas, Passionfruits, Pineapples</li> </ul>	<ul style="list-style-type: none"> <li>• Almonds</li> <li>• Apricots</li> <li>• Figs</li> <li>• Flax seed Golden Cracked</li> <li>• Lavender</li> <li>• Lemons, limes, oranges, grapefruits, etc.</li> <li>• Lentils</li> <li>• Olives</li> <li>• Pistachios</li> <li>• Rosemary and Thyme</li> </ul>	<ul style="list-style-type: none"> <li>• Argan Oil</li> <li>• Candelilla Wax</li> <li>• Henna</li> <li>• Jojoba Oil</li> <li>• Myrrh Gum</li> <li>• Sesame Oil</li> <li>• Tahini</li> <li>• Dates</li> </ul>	<ul style="list-style-type: none"> <li>• Honey, Beeswax, Pollen</li> <li>• Lanolin</li> <li>• Seaweeds: Arame, Irish Moss, Nori, Carrageenan Powder, Agar Powder</li> <li>• Oils: Evening Primrose, Linseed, Grapeseed, Wheatgerm, Walnut</li> <li>• Berries: Goji, Cranberry, Redcurrant, Strawberry</li> <li>• Fruits: Apples, Apricots, Cherries, Kiwis, Plums</li> <li>• Herbs: Lavender, Licorice, Rosemary, Chamomile, Nettles, Sage</li> <li>• Flowers: Rose, Elder, Marigold</li> <li>• Grains and Seeds: Amaranth, Aduki Beans, Corn, Flax, Rice, Oats, Soy</li> <li>• Vegetables: Asparagus, Cucumbers, Spinach, Tomatoes</li> </ul>

* Mineral
<ul style="list-style-type: none"> <li>• Charcoal</li> <li>• Fullers Earth</li> <li>• Kaolin Clay</li> <li>• Pumice Powder</li> <li>• Rhassoul Mud Powder</li> <li>• Salt</li> <li>• Sand</li> </ul>