



AFRICAN GREENEURS

(PTY) LTD

AFRICANGREENEURS.COM



James Maboya

“ WE GAINED KNOWLEDGE, EXPERIENCE AND RESOURCES. THE PROGRAMME TAUGHT US HOW TO RUN A COMMERCIAL AND SUSTAINABLE AGRI-BUSINESS AND I THINK OUR BUSINESS WILL BE SUCCESSFUL. ”

Training | Development | Innovation

Empowering Africa's Next Generation of Agripreneurs

Growing Africa's Future Through Training, Development, and Innovation



Company Overview

African Greeneurs (AG) is a leading training, development, and innovation company driving the transformation of Africa's youth into agripreneurs, innovators, and agricultural leaders. As a subsidiary of the Enterprising Africa Regional Network (EARN), AG delivers a 360° Agripreneur Development Ecosystem that merges experiential training, enterprise development, and sustainable innovation.

Operating across Gauteng, Mpumalanga, and Northern Cape, AG leverages a multidisciplinary team and world-class training facilities to implement sustainable, inclusive, and scalable agricultural development programmes.



Vision

To be Africa's top driver of youth transformation by advancing agricultural training, fostering enterprise development, and promoting innovation.

Mission

To deliver experiential learning, entrepreneurial incubation, and research-based innovation that empower Africa's youth to build sustainable agribusinesses and promote inclusive economic growth.



Values



Our Value Proposition

Nourishing the World Through Change

We provide a comprehensive, end-to-end 360-degree package featuring practical tools and state-of-the-art training facilities. Our programmes covers everything from training and incubation to innovation and market access, empowering youth to lead Africa's green revolution.



Comprehensive Training

Business and technical training that builds real-world capabilities

Access to Resources

Land, finance, and markets to launch successful enterprises

Mentorship & Support

Incubation and commercialization guidance from industry experts

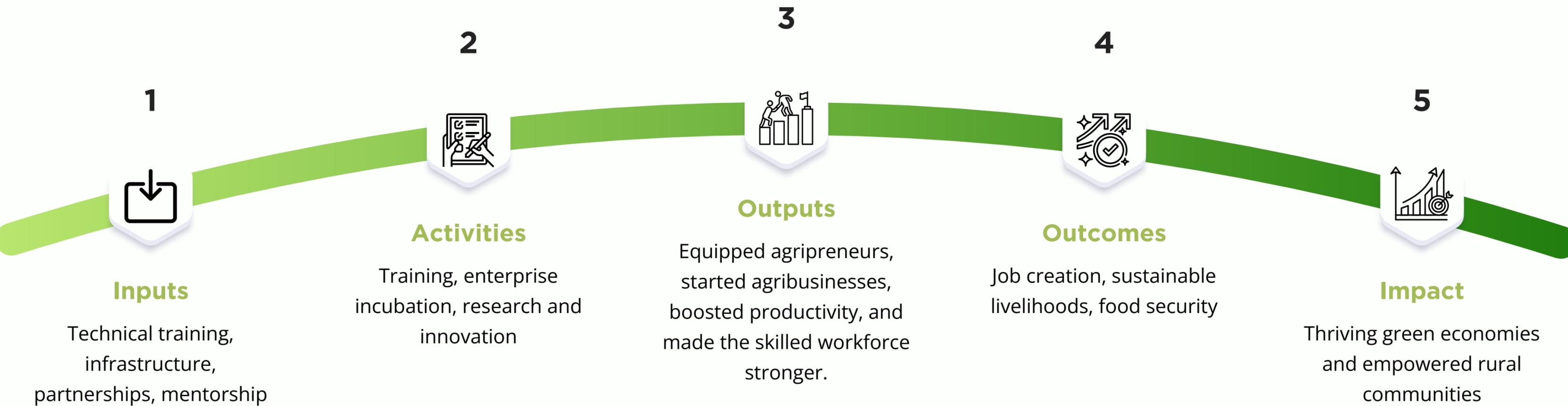
Climate-Smart Solutions

Innovation-driven approaches for sustainable agriculture



Theory of Change

Our Development Impact Logic



Corporate Identity



Brand Philosophy

Empowerment through innovation – developing the African youth into transformative agents for sustainable agricultural development.

Brand Promise

To empower youth through knowledge, opportunity, and innovation – creating a sustainable and prosperous Africa.

Organisational Culture

A culture of learning, collaboration, and creativity – built on excellence and driven by purpose.





Our Story

1 **2014: Foundation**

African Greeneurs was founded under EARN to respond to Africa's urgent challenges of youth unemployment and food insecurity.

2 **Evolution**

AG evolved into a leader in agripreneurship training and development, implementing inclusive and impactful programmes across South Africa.

3 **Key Achievements**

Trained 40+ agripreneurs with 1,000+ jobs created. Established modern training centres in Centurion and Grootvlei.

4 **Strategic Partnerships**

Established collaborations with local and international partners to expand impact.

5 **360° Model**

Developed the AG 360° Agripreneur Development Model — linking training, incubation, and commercialization.

Founding Principles



- Agriculture as a driver for economic and social transformation
- Learning through doing — experiential education as a path to empowerment
- Partnerships as vehicles for impact and scale
- Innovation as the foundation for resilience





Alignment with Global Development Agendas



AG aligns its strategic objectives with international and national development frameworks to maximize impact and ensure sustainable growth.

01

United Nations
Sustainable Development Goals

SDG 2 (Zero Hunger), SDG 8 (Decent Work and Economic Growth), and SDG 13 (Climate Action)

02

National Development Plan

South Africa's NDP 2030 for inclusive economic transformation

03

Just Energy Transition (JET)

Contributing to JET's vision by ensuring the transition to sustainable energy is fair and inclusive, with a focus on those most affected.



Organisational Structure

Governance Model

African Greeneurs operates under EARN's governance system, ensuring accountability, transparency, and sustainability through multi-level oversight.



Leadership Team

- **Managing Director:** Kobang Maluleka
- **Operations Manager Training & Development:** Jonathan Brauns
- **R&D Lead:** Innovation specialist
- **Innovation & Partnerships Lead:** Strategic development

Advisory Board

Includes experts from academia, agribusiness, and development sectors guiding strategy and innovation.

Core Business Areas



Training & Skills Development

Experiential and competency-based training aligned with market needs

Community Development

Building rural capacity and institutional resilience through participatory learning

Youth & Social Innovation

Empowering youth, women, and persons with disabilities for inclusive development



Enterprise Development

Supporting start-ups through mentorship, access to finance, and commercialization

Research & Innovation

Advancing sustainable agriculture through applied R&D and technology adoption

Market Access

Through AG Horticulture Aggregator, ensuring off-take and value chain integration

Our Programmes



Agripreneur Development Programme (ADP)

12-month immersive learning and incubation programme transforming youth into successful agribusiness owners

Graduate Development Programme (GDP)

12-month Bridging graduates into employment and enterprise through practical skills development

Agriculture Specialist Development Programme (ASDP)

12-month developing technical leaders across six agricultural divisions with advanced expertise

Workshops & Short-term Programme

Practical upskilling for professionals and farmers in specialized agricultural topics

Innovation Management and Leadership

Supercharge your projects or organisation with Innovation Management Maturity Levels 1-4 Certification

[Visit our E-Learning Platform](#)

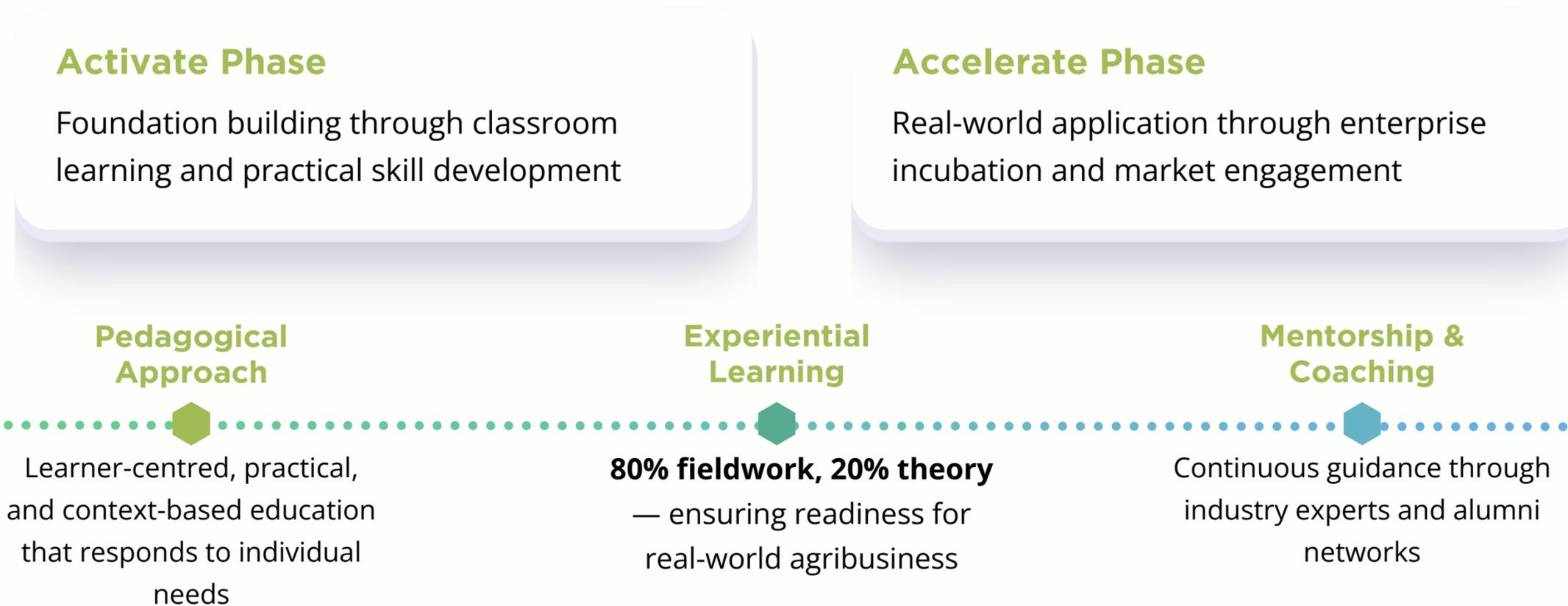




Approach & Methodology

The AG Training & Development Model

Our innovative approach combines theory and practice in two distinct phases, equipping candidates for success in agricultural entrepreneurship or skills development.

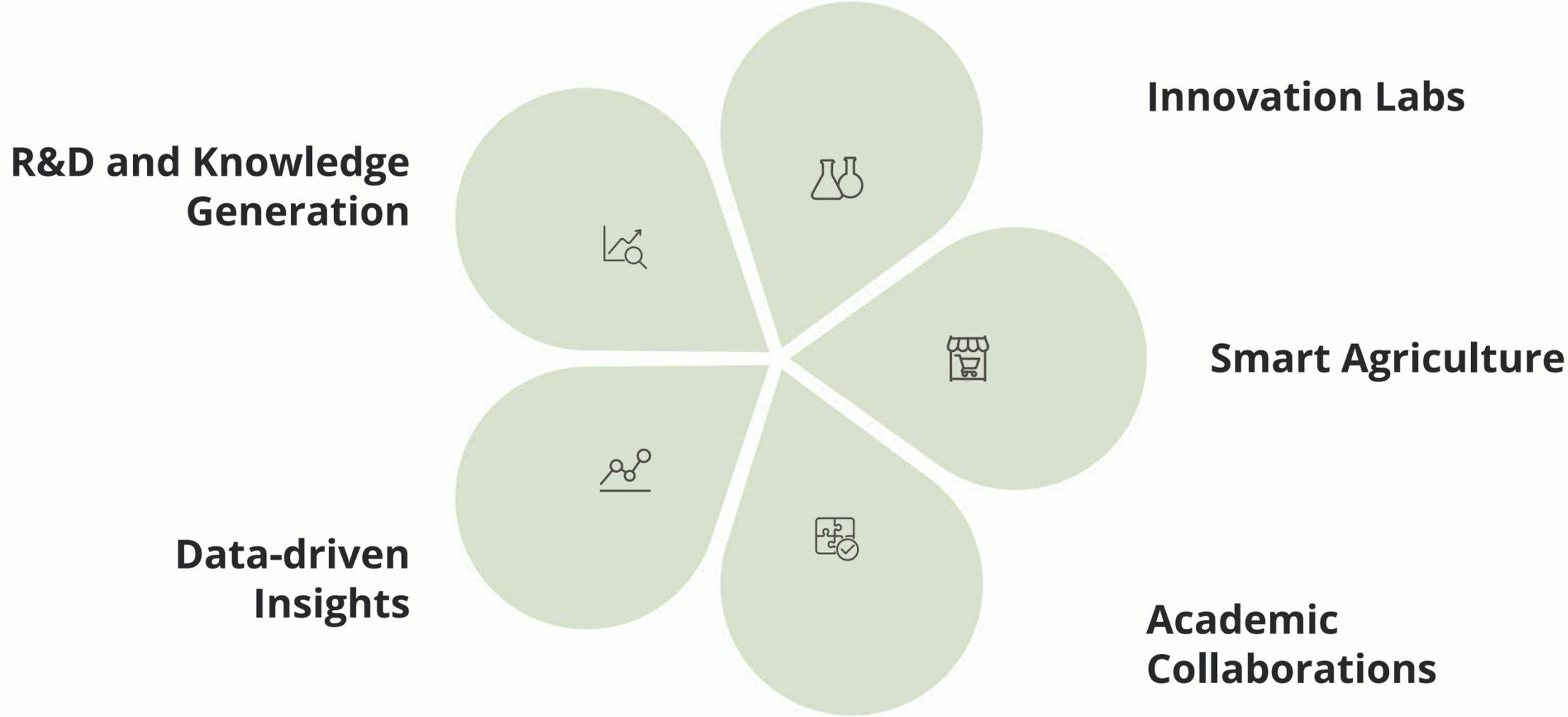


 **Monitoring, Evaluation & Learning (MEL):** Evidence-based learning for accountability and continuous improvement drives our programme excellence.

Innovation Framework



African Greeneurs leverages cutting-edge technology and research to drive agricultural transformation across the continent.





Impact & Success Stories

Trained 40+ agripreneurs with 1,000+ jobs created. Established modern training centres in Centurion and Grootvlei

Transformative Partnerships

Exxaro Agripreneur Programme

Building youth enterprises across multiple provinces, creating sustainable livelihoods and economic opportunities

Alumni Success

Graduates now lead profitable agribusinesses in horticulture and livestock sectors, becoming role models in their communities

252

Agripreneurs Settled
Successfully established on land with thriving enterprises

4,032

Jobs Created
Direct and indirect employment opportunities generated

R9M

Nedbank Investment
Partnership with Lesedi Power to develop 26 agripreneurs



Impact & Success Stories



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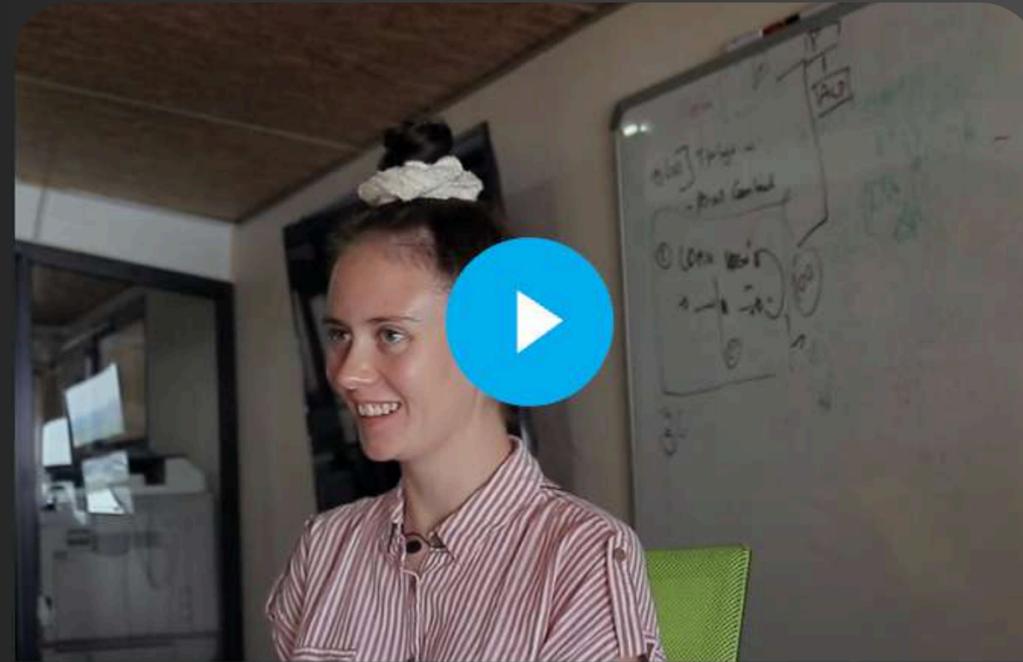


Case Studies: Interviews



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[SONIQUE NAGEL INTERVIEW](#)



**AFRICAN
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[MÉA THIEBAUT INTERVIEW](#)





Where partners come in

Blended capital lowers upfront barriers: TA grants + concessional loans + guarantees unlock commercial finance for solar pumps and cold-rooms.

Anchor offtakes and blended finance derisk hubs and accelerate market-ready expansion.

Guarantees and seeded working capital lines expand affordable credit for agripreneurs and sustain growth.



[WATCH MBUDUMA VIDEO](#)



[WATCH NEDBANK VIDEO](#)



Strategic Partnerships

Our strategic partnerships multiply our impact, combining resources, expertise, and networks to create sustainable agricultural transformation across Africa.

Public Sector

National, provincial, and local government

Private Sector

Exxaro, Nedbank, Lesedi Power, and Eskom

Development Partners

*Josudan Foundation, Netherlands RVO,
Eskom,*

Academia

*Agricultural Research Council, TVET Colleges,
local and international Universities*





Future Plans & Strategic Outlook

3-5 Year Priorities

Expand Training Hubs

Establish new facilities throughout Limpopo, Free State, Eastern Cape, North West, KwaZulu-Natal, Western Cape, and the SADC regions.

Digitize Learning

Scale e-learning platforms for accessible, continent-wide training

Strengthen Partnerships

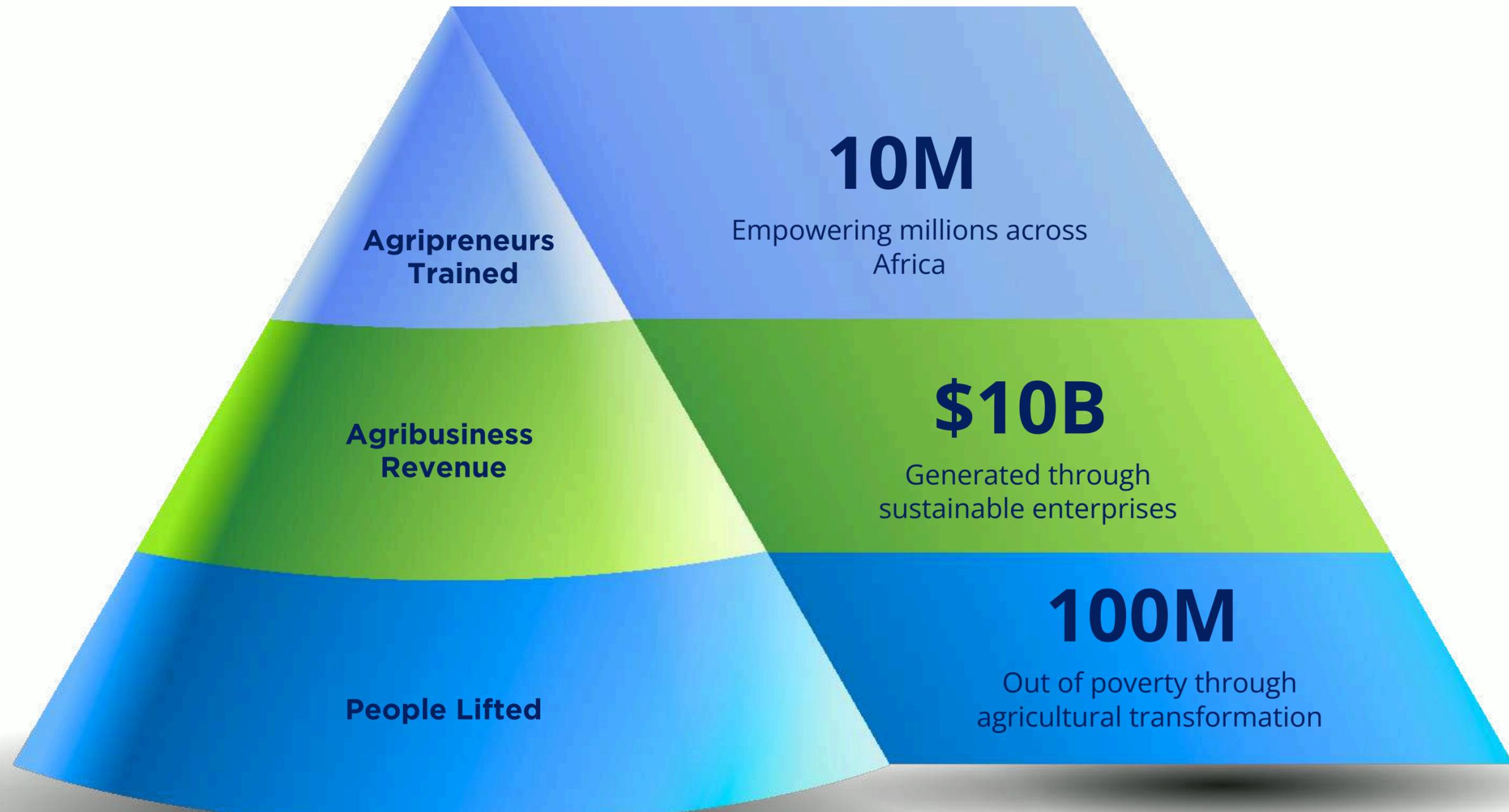
Deepen collaborations with public, private, and development sectors

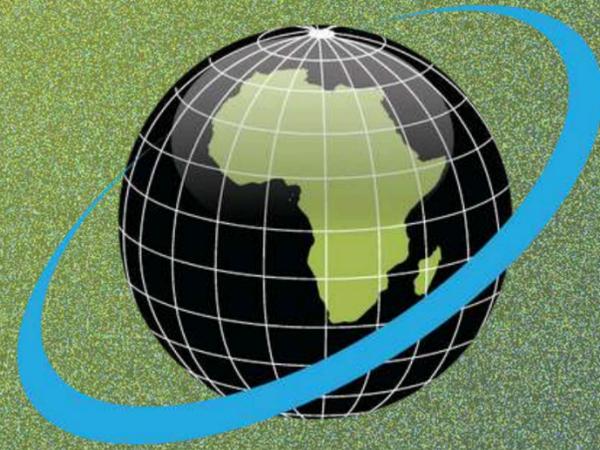
Innovation Roadmap

AI and data integration for agricultural transformation

2034 Moonshot

Empowering Africa's Next Generation of Agripreneurs





EARN

**Enterprising Africa Regional Network
(Pty) Limited**

EARNINTERNATIONAL.NET



EARN GROUP MTP

Empowering African Youth Entrepreneurs

1

Purpose-Driven Organization

Founded in 2014, to develop the African youth into successful entrepreneurs.

2

Continental Impact

We empower young Africans to run sustainable businesses that **create jobs** and **prosperity**.

3

Impressive Growth

In **11 years**, we've expanded to **150 people across six subsidiaries**.

4

Diverse Portfolio

Commercial entities in **Agriculture, Technology, Real Estate**, and **Business Support**.



EARN GROUP MTP



Developing the **African youth** into **successful Entrepreneurs** that would **grow** **profitable** and **sustainable businesses** to **increase levels** of **employment** and **prosperity**

EARNINTERNATIONAL.NET

EARN Group Companies & Partnership



Provides **essential funding** to support **programme implementation**. **Connects** participants with industry mentors and investors.



EBS is a one-stop shop offering **360° business support, handling non-core functions** so entrepreneurs can **focus** on **growing their core operations** with confidence and trusted backing.



AG **design** and **deliver tailored training, combining hands-on learning and mentorship**. Facilitates **access to land, infrastructure,** and **markets, monitoring** and improving the **programme** for **greater impact**.



Provides **market access**, helping to **sell** and **distribute** produce. It also provides **packaging/marketing** facilities to lower startup costs and boost profitability. Contributes to **training** and **mentorship**.



Provides advanced **digital tools, simulations,** and **learning platforms** to help farmers and agripreneurs boost **productivity, efficiency,** and **sustainability** in modern agriculture.



Offers cutting-edge **farming infrastructure solutions** and **mechanization**. **Project development services,** from land prep and planning to business modelling and innovation hubs.



CALL TO ACTION

Partner Strategy



- Capability partners: To partner with private sector partners and higher institutions of learning and research organisations, both local and international, to help develop further capabilities and programmes in agriculture that would be more appealing to young people.
- Sponsors: Government agencies, international agencies or private sector partners to sponsor trainees
- Landowners: public or private landowners that can avail their land for settlement of trained agripreneurs to actively participate in agribusinesses.
- Funders: DFIs or Commercial banks to help fund the trained agripreneurs



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