

# **ECO CARBON TRADE LTD**

**P. O. Box 482, Moshi**

**Mob: 0754 343 634**

***E-mail: mochiwasam@gmail.com***

## **Company Profile**



**Profile By:** Management,  
*Eco Carbon Traders Limited,  
P. O. Box 482,  
Moshi.*

**Consultants:** *DaB Consultants,  
P. O. Box 7418,  
Moshi.  
Phone: 255-27-2752245  
Mob: 255-0784-312005/0658 312500  
E-mail: kabewa2013@gmail.com*

## **1.0 INTRODUCTION:**

Eco Carbon Traders Ltd is a company limited by shares incorporated in the United Republic of Tanzania in November 2023. Although it was incorporated in 2023, the company's founders however, and part of its current business, have been in existence for more than ten years. Historically, it started as a group of youths who identified themselves as "*Environmental Zealots*"; who wanted to carry out environmental conservation activities in the municipality of Moshi, with a special focus on Njoro Juu spring water source, located in the middle of the municipality. The group which was officially known as "*Kikundi cha Vijana Wakereketwa wa Mazingira – KIVIWAMA*"; was officially inaugurated in May 2011. Its main objectives were to sensitize the community on the importance of protecting the environment, campaigning for tree planting, establishing and maintaining nurseries for trees, flowers and ornamental plants, that people can use to beautify their home environments and the municipality generally. The overall goal was to promote afforestation to enhance environmental conservation in Kilimanjaro region as whole, on the one hand, while fostering the habit of beautifying the environments of homesteads by members of households and families in the municipality of Moshi, on the other hand.

The group went on with its activities up to 2022 when some of its members realized that, a significant size of the community has now acquired high awareness on the importance of protecting and properly managing the environment, to the extent that there is a growing demand of the group's services on commercial basis. It is at this point when one of the group members – Samwel Mochiwa, registered a business as a sole proprietor in the name of ***Eco Carbon Traders*** in July 2023 to offer services on commercial basis. The targeted market was (*and still is up to now*) – individual clients, companies, public institutions and all kinds of entities as the need may arise. The name of the business was inspired by the fact that, forestry activities can now be commercialized through carbon credits business, and this was the long-term goal of the established business. After a few months, Mr. Mochiwa realized that the sole proprietorship was not suitable for the kind of business he envisaged, and was planning to do in the long run. He therefore went on to convert the sole proprietorship into a limited company, by incorporating it in November 2023.

From the foregoing information it is quite clear that, although the company is new, in effect, it has field experience of more than fourteen (14) years. The company therefore, boasts of a 14-year experience of its director, with a wide, rich and extensive knowledge in the field of afforestation generally, and particularly in tree seedlings nursery development and management (*for more than 200 tropical trees species*), including a variety of flowers and ornamental plants. Mr. Mochiwa has a paraprofessional certificate in forestry development and management.

## **2.0 LOCATION:**

The company's main business headquarters are in Msaranga ward along Msufini road in the municipality of Moshi. It also operates a nursery garden for trees and flowers seedlings in Njoro Juu natural spring which is located at Mawenzi ward in Moshi municipality. The spring being an important water source, it is managed by *Pangani Basin Water Office (PBWO)*, a government authority having jurisdiction over all water sources along the basin. The company has been authorised by PBWO to operate a 10-acre tree nursery there as part of conservation activity. It has on-going business operations in Moshi municipality, Moshi, Hai and Mwanga, districts in Kilimanjaro region.

## **3.0 LEGAL STATUS:**

As already explained elsewhere in this report, Eco Carbon Traders Ltd is a company limited by shares incorporated on 14<sup>th</sup> November 2023 and was given number 170059115. It has Taxpayer's Identification Number (TIN) – 170-059-115 issued on 14<sup>th</sup> November 2023 and Business Licence No. BL 01408832023-2400005347 dated 27<sup>th</sup> February 2024. The company is poised to offer professional and quality services to its clients, to foster its legal standing. The company is putting forward professionalism as its driving force for growth.

## **4.0 RANGE OF SERVICES/PRODUCTS OFFERED:**

Eco Carbon Traders Ltd has started business with a small portfolio comprising only six services and products namely:

- Raising and selling seedlings,
- Collecting and selling trees' and flowers' seeds
- Selling and planting seedlings on the client's farm/forest/garden
- Selling, planting and raising trees, flowers and ornamental plants for clients
- Doing decorative landscaping, including lawns developing and flowering landscapes

- Providing consultancy services on matters pertaining to the above five service products.

Future plans in expanding the portfolio includes carbon credit business. This will of course be conducted in collaboration with other stakeholders, having the capacity to contribute to the business development.

#### **4.1 On Going Business Operations:**

Currently, the company has the following on-going service provision activities:

*(i) Njoro Juu Spring:*

This is a nursery where tree seedlings are produced. There are more than 50 species of indigenous trees seedlings, and more than 20 species of exotic trees seedlings that are produced in this nursery. They are all for propagation, through selling to individuals, companies and both, public and private institutions.

*(ii) Msaranga Nursery:*

This is a one-acre plot at the headquarters of the company where more than 60 species of indigenous tree seedlings, and more than 20 species of exotic tree seedlings are produced. All the seedlings are for sale to both, contract clients and drop-in customers, who would like to enhance afforestation in their various areas, mostly in Kilimanjaro region.

*(iii) Natural Extracts Industries Ltd:*

This is a private company which supports vanilla farmers, on the best way of producing vanilla in Kilimanjaro region. The company is situated in KCMC area. Eco Carbon Traders Ltd has a contract with this company, to produce 15,000 seedlings of a mixture of indigenous, exotic and fruit trees for propagation to their farmers. The contract expires in July 2024.

*(iv) My Tree for Life:*

This is a civil society which owns a forestry project in Kitopeni village, Kifaru ward, Mwanga district in Kilimanjaro region. They have contracted the company to produce for them, a total of 10,000 tree seedlings of mixed species. Their objective is to produce trees for timber production.

*(v) Pangani Basin Water Office (PBWO):*

This is a government authority as explained earlier. The company is producing 15,000 tree seedlings of mixed species, all of which are water friendly species, for the authority to propagate in their various water sources within the basin.

*(vi) Moshi Urban Water and Sewage Authority (MUWSA):*

Karanga water spring is MUWSA's new water source. For its environmental protection, the company has been contracted to produce seeds and seedlings of vetverial grass and a variety of flowers, plant and raise them to maturity.

#### **4.2 Major Assignments Accomplished in the last 3 Years:**

The following are some of the major business assignments which the company undertook and accomplished in the last three years.

*(i) UNDP Compact Project:*

The company won implementation of the tree planting project component, involving planting water friendly tree species for conservation of high water table area at Njoro Juu natural water spring. The project value was T.Shs 10 million.

*(ii) MUWSA Project at Nsere Stream Water Source:*

This project involved supplying indigenous species tree seedlings, and planting them on the 40-hectare river basin of Nsere stream, for water source conservation purposes. A total of 10,000 trees were planted to supplement the existing natural vegetation on the basin.

*(iii) Kilimanjaro Plantation Farms Afforestation:*

These are coffee plantation farms in Moshi (Rural) district. A number of rivers pass through the farms, so the farming company – Kilimanjaro Plantations Ltd, contracted the company to supply tree seedlings and plant them along the Chombo, Kaity and Kifumbu valleys.

*(iv) Kilemakyaró Mountain Hotel Tree Planting Project:*

This is a tree planting project for timber purposes at Kifumbu estate, implemented by Kilemakyaró Mountain Hotel. The company was contracted to produce tree seedlings and plant the trees.

*(v) Mkuu Jipe Farm Tree Planting Project:*

This is a tree planting project, owned by Kibo Palace Hotels at Butu Farm near Lake Jipe in Mwanga district. It involved production of seedlings and planting trees of mixed species on a seven-hectare farm.

*(vi) Moshi Municipal Council Compost Plant:*

The Moshi municipal council environmental protection office contracted the company to produce seedlings and plant the following, on the surroundings of its compost plant situated at Mtakuja village – Moshi rural district:

- Indigenous tree species
- Fruit trees
- Vetverial grass

The aim is to conserve the surroundings of the plant as well as beautifying its environment.

## **5.0 COMPANY'S MANAGEMENT AND STAFF:**

Due to the nature of the company's business and "*modus operandi*", the company is maintaining a staff of only ten (10) employees (*5 men and 5 women*) as the optimum number. The number varies depending on the jobs undertaken by the company at a particular time. Out of the 10 employees, 4 of them are currently stationed at two on-going projects, situated far from the company's headquarters, while the remaining 6 are working at the company's two permanent stations at Msaranga and Njoro Juu in the municipality of Moshi. All the staff are working under the company's Managing Director – Mr. Samwel Mochiwa who is a Paraprofessional Botanist.

## **6.0 COMPANY'S FUTURE PLANS AND LONG-TERM OBJECTIVES:**

The company is in the process of developing a corporate plan which will guide its future development and chart out its growth path. Ideally, the following are the two main areas that will guide the company's development:

## **6.1 Future Plans:**

Apart from what the company is already engaged in, as explained in the preceding topics, the company would like to dwell on initiating and intensifying its activities in three main areas which will define its future growth in general terms. The areas are:

- ❖ Increasing/intensifying afforestation in Kilimanjaro region by partnering with other stakeholders, such as schools, colleges and organisations/institutions, both private and public, in propagating forestry. The company shall identify sponsors for financing afforestation projects which will be implemented in partnership with the selected stakeholders. It is expected that this approach will speed up afforestation in Kilimanjaro region and improve its environment, while contributing to the company's growth.
- ❖ The company will develop the landscaping and lawns development portfolio into a fully fledged department. It will be registered with the contractors' board, so that it can undertake medium and large, landscaping and external decoration contracts. This development is expected to substantially contribute to the company's overall growth.
- ❖ Efforts will be made to enable the company develop its own forest farm. This may be in partnership with stakeholders who own large tracts of land that is not under permanent crops, which will be designated for forest development. Such entities as village and, or district councils, will be identified for this purpose. The objective is to enable the company to start business in carbon credits trading. The company considers this to be a very important business portfolio for any company dealing with forestry related business(es).

Development of this portfolio may also include partnering with entities that own forests already, but they are yet to enter into carbon credits trading business. Modalities on how to enter into partnership with such entities will be developed by the company for use in its long-term business expansion programme.

When all the above explained three areas/components are developed, it is expected that the company will be on the threshold, for growth to a fairly large company which will positively

impact environmental protection and management practices in Kilimanjaro region and the nation at large.

### **6.2 Long-term Objective:**

The company envisage to be a medium company, with about 100 direct employees and around 200 indirect employees in the next 8 to 10 years. It aims at acquiring the largest business and market share in afforestation and allied businesses in Kilimanjaro region, before possibly moving on to other regions as the demand may dictate. At a secondary level of thinking, the company intends to be an inspiration to the youths to venture into afforestation activity on commercial basis, since this is an area with abundant opportunities, but which has not attracted requisite entrepreneurial skills.



**Watering tree seedlings at Njoro Juu tree nursery**



**Tree seedlings Nursery at Msaranga Nursery Garden**



**Forest Development at Mkuu Farm near Lake Jipe Mwangi District**



**Sowing Tree Seeds at Kitopeni Village Tree Nursery**