



WELSH HARMONIOUS TREASURES TRYSORAU CYTŪN CYMREIG

A holistic systems-thinking approach to entrepreneurship
Ymagwedd gyfannol at entrepreneuriaeth wrth feddwl drwy systemau



For People, For Planet,
For Profit



Er Pobl, Er y Blaned,
Er Elw



Produced by Harmonious Entrepreneurship Society (Ltd) 2023
Cynhyrchwyd gan y Gymdeithas Entreprneuriaeth Gydgordiol (Cyf) 2023:
Professor/Yr Athro David A. Kirby & Dr Felicity Healey-Benson

In collaboration with/mewn cydweithrediad ag UNESCO-BRIDGES (UK/DU):
Associate Professor/Yr Athro Cyswllt Luci Attala
& Professor/Yr Athro Louise Steel



Croesco/Welcome

Trysorau Cymreig /Welsh Treasures

- 1 Caws Cenarth
- 2 Cilgwenyn
- 3 Esgairllaethdy Fferm (Farm), Myddfai
- 4 Flawsome!
- 5 Gwinllan Hebron/Hebron Vineyard
- 6 Mêl Tir Glas
- 7 The Warren & Chegin Hedyn
- 8 Watson & Pratt's
- 9 Welsh Luxury Hamper Co.
- 10 Y Prosiect Cinio Syriaidd/Syrian Dinner Project

WELCOME

Harmonious Entrepreneurship Ltd is a university spinout company based at S4C's Yr Egin, at the University of Wales Trinity St David's Carmarthen campus. We promote a novel concept developed specifically to address the sustainability challenge. Our approach views the planet as a system and encourages the formation of businesses with a triple bottom line—ensuring harmony among profit, planet, and people.

CROESO

Mae Harmonious Entrepreneurship Ltd yn gwmni deillio prifysgol sydd wedi'i leoli yn Yr Egin ar S4C, ar gampws Caerfyrddin Prifysgol Cymru Y Drindod Dewi Sant (PCYDDS). Rydym yn hyrwyddo cysyniad newydd a ddatblygwyd yn benodol i fynd i'r afael â'r her cynaliadwyedd. Mae ein hymagwedd yn ystyried y blaned fel system ac yn annog ffurfio busnesau sydd â llinell waelod driphlyg - gan sicrhau cytgord rhwng elw, planed a phobl.

Harmonious Entrepreneurship may be defined as: "a vision for the future that is rooted in ethical innovation, resulting in change and improvement in the economy and society, without harming or damaging people or the environment. Ideally, it improves and replenishes them, leading to development that is both long-term and sustainable".

Gellir diffinio Entrepreneuriaeth Gytûn fel: "Gweledigaeth ar gyfer y dyfodol sydd wedi'i gwreiddio mewn arloesi moesegol, gan arwain at newid a gwelliant yn yr economi a chymdeithas, heb niweidio na niweidio pobl na'r amgylchedd. Yn ddelfrydol, mae'n eu gwella a'u hailgyflenwi, gan arwain at ddatblygiad sy'n hirdymor ac yn gynaliadwy".

Since introducing this concept during Global Entrepreneurship Week 2020, we have compiled over 120 case studies that exemplify and substantiate the concept. Among these is Caws Cenarth, a Welsh artisan cheese producer. Founded in response to adversity, the company has demonstrated resilience and innovation while maintaining a focus on community and environmental well-being.

Ers cyflwyno'r cysyniad hwn yn ystod Wythnos Entrepreneuriaeth Fyd-eang 2020, rydym wedi llunio dros 120 o astudiaethau achos sy'n enghreifftio ac yn cadarnhau'r cysyniad. Ymhlith y rhain mae Caws Cenarth, cynhyrhydd caws artisan Cymreig. Wedi'i sefydlu mewn ymateb i adfyd, mae'r cwmni wedi dangos gwydnwch ac arloesedd tra'n cynnal ffocws ar les cymunedol ac amgylcheddol.

We hope you enjoy exploring Caws Cenarth and the other 'Welsh Treasures' we've highlighted.

Gobeithiwn y byddwch yn mwynhau crwydro Caws Cenarth a'r 'Trysorau Cymreig' eraill yr ydym wedi eu hamlygu.

A special thanks to Associate Professor Luci Attala and Professor Louise Steel for the wonderful opportunity to collaborate with the UNESCO BRIDGES Hub on the community engagement initiative at the Lampeter Food Festival.

Diolch yn arbennig i'r Athro Cyswllt Luci Attala a'r Athro Louise Steel am y cyfle gwych i gydweithio â Canolfan BRIDGES UNESCO ar y fenter ymgysylltu â'r gymuned yng Ngŵyl Fwyd Llambed. Roedd y llwyfan hwn yn arddangos entrepreneuriaid a chrewyr gwerth ledled Cymru gan gymhwyso egwyddorion entrepreneuriaeth gytûn ar draws y sector bwyd, gan ysbrydoli'r genhedlaeth nesaf a'r gymuned ehangach.

This platform showcased entrepreneurs and value creators around Wales applying the principles of harmonious entrepreneurship across the food sector, inspiring the next generation and the wider community.

**PROFESSOR/ATHRO DAVID A. KIRBY &
DR FELICITY HEALEY-BENSON**



TRYSORAU CYMREIG /WELSH TREASURES



Ysbrydolwyd ein thema ‘Môr-ladron Bwyd’ gan yr egwyddorion a osodwyd yn “Be More Pirate” Sam Conniff, gan ein hannog i herio normau, tarfu ar y confensiwn, a dilyn ein cwrs ein hunain ar gyfer Arloesi Bwyd Cynaliadwy. Cafodd yr egwyddorion hyn eu plethu i ffocws yr ŵyl – bwyd, a’u halinio’n ddi-dor â gwerthoedd Entrepreneuriaeth Gytûn a Canolfan BRIDGES UNESCO sy’n hyrwyddo ymchwil, addysgu a mentrau sy’n defnyddio Gwyddor Cynaliadwyedd i chwilio am atebion cyfiawn a pharhaol i broblemau cyfredol.

Our ‘Food Pirates’ theme was inspired by the principles laid out in Sam Conniff’s “Be More Pirate”, encouraging us to challenge norms, disrupt convention, and chart our own course for Sustainable Food Innovation. These principles were woven into the festival’s focus – food, and aligned seamlessly with the values of Harmonious Entrepreneurship and UNESCO BRIDGES Hub who champion research, teaching and initiatives that use Sustainability Science to seek just and lasting solutions to current problems.



The festival was a lively carnival of tastes, colours, and innovation, and we were thrilled to contribute our share of positive disruption and adventurous spirit.

Roedd yr ŵyl yn garnifal bywiog o chwaeth, lliwiau ac arloesedd, ac roeddem wrth ein bodd yn cyfrannu ein cyfran o aflonyddwch cadarnhaol ac ysbryd anturus.

[Top picture, left to right: INSPIRE Civic Mission Officer, Laura-Cait Driscoll, IICED’s Dr Felicity Healey-Benson, UWTSO student Saskia Judd and UNESCO BRIDGES Hub’s Professor Louise Steel and Associate Professor Luci Attala].

[Llun uchaf, o’r chwith i’r dde: Swyddog Cenhadaeth Ddinesig INSPIRE, Laura-Cait Driscoll, Dr Felicity Healey-Benson o IICED, myfyrwraig yn PCYDDS Saskia Judd a’r yr Athro Louise Steel a’r Athro Cyswllt Luci Attala, Canolfan BRIDGES UNESCO].

Thanks also to Despoina Tsimpridou, UNESCO BRIDGES Hub & Associate Professor Thomas Jansen and Hazel Thomas (UWTSO) for key support.

Diolch hefyd i Despoina Tsimpridou, Canolfan BRIDGES UNESCO a’r Athro Cyswllt Thomas Jansen a Hazel Thomas (PCYDDS) am gefnogaeth allweddol..

TRYSORAU CYTŪN CYMREIG



INSPIRE

Sefydliad Arfer Cynaliadwy,
Arloesi, Ymchwil a Mentor
The Institute for Sustainable Practice,
Innovation, Research & Enterprise



Humanities-Driven Sustainability Science
UNESCO MOST
Management of Social Transformations Programme

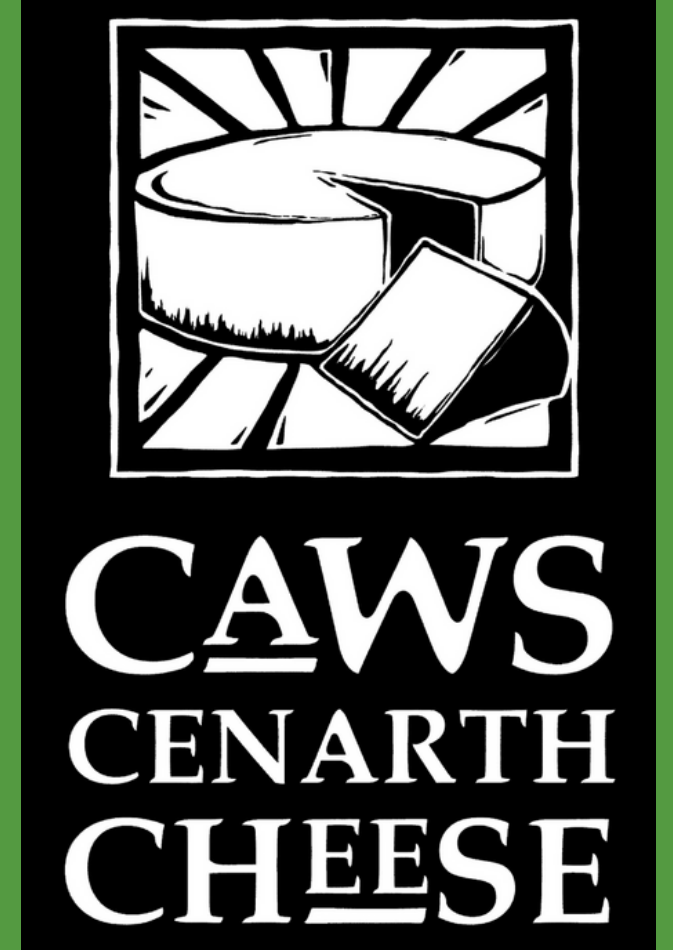


Entrepreneuriaeth Gydgordiol:

"gweledigaeth ar gyfer y dyfodol sydd wedi'i gwreiddio mewn arloesi moesegol sy'n arwain at newid a gwelliannau yn yr economi a'r gymdeithas, a hynny heb wneud niwed na difrod i bobl na'r amgylchedd. Yn ddelfrydol, mae'n eu gwella ac yn eu hadnewyddu ac yn arwain at ddatblygiadau sy'n hirdymor ac yn gynaliadwy".

CAWS CENARTH

Cynhyrchydd caws artisan yng nghefn gwlad canolbarth Cymru a drawsnewidiodd ormodedd o laeth yn gawsiau o ansawdd uchel, gan arwain dadeni gwneud caws yng Nghymru a diogelu'r gymuned leol a'r amgylchedd.



CIPOLWG

HERIAU

- Cwotâu llaeth a gwaredu llaeth oedd uwchlaw'r terfyn
- Cau safleoedd manwerthu dianghenraid a thai bwyta yn ystod pandemig COVID-19
- Modelau dosbarthu traddodiadol a mynediad cyfyngedig at gwsmeriaid
- Roedd lleoliad yn broblem i ddechrau - y gwnaethant ei oresgyn trwy werthu i drydydd partion ac yn uniongyrchol i'r defnyddiwr ar-lein

MANTEISION

- Trawsnewid llaeth dros ben yn gawsiau artisan
- Diogelu treftadaeth gwneud caws yng Nghymru
- Cysylltiad uniongyrchol â chwsmeriaid a phrofiad ymgolli wrth brynu caws
- Creu swyddi a chefnogaeth i'r gymuned leol



TARFU CADARNHAOL

Cynhaliodd Thelma Adams brotest yn erbyn cwotâu llaeth drwy ymdrochi mewn llaeth fel Cleopatra, gan dynnu sylw ac arwain at drawsnewid Caws Cenarth yn gynhyrchydd llaeth artisan.

AMDANYNT

Busnes teuluol a gychwynwyd gan Gwynfor a Thelma Adams yn 1987 yng nghwm toreithiog afon Cuch mewn ymateb i Gwotâu Llaeth Ewropeaidd.

Nhw yw cynhyrchwyr mwyaf hirhoedlog Caerffili Traddodiadol Cymreig, caws mwyaf adnabyddus Cymru efallai, ac maent yn enghraifft go iawn o arallgyfeirio amaethyddol.

TRYSORAU ENTREPREURIAETH GYDGORDIOL



Ysbrydoli cenedlaethau'r dyfodol:

Mae Caws Cenarth yn addysgu ac yn rhannu gwybodaeth drwy eu horiel a'u rhaglenni entrepreneuriaid, gan ysbrydoli darpar entrepreneuriaid.

Arloeswyr cynaliadwy:

Maent yn blaenoriaethu cadwraeth amgylcheddol a dulliau cynhyrchu cyfrifol, gan greu cawsiau llawn blas gydag effaith gadarnhaol ar y blaned.

MYND I'R AFAEL Â NODAU DATBLYGU CYNALIADWY

- 8 Gwaith Teilwng & Thwf Economaidd
- 9 Diwydiant, Arloesi, & Seilwaith
- 10 Llai o Anghydraddoldeb
- 11 Dinasoedd & Chymunedau Cynaliadwy
- 12 Defnyddio & Chynhyrchu'n Gyfrifol
- 15 Bywyd ar y Tir



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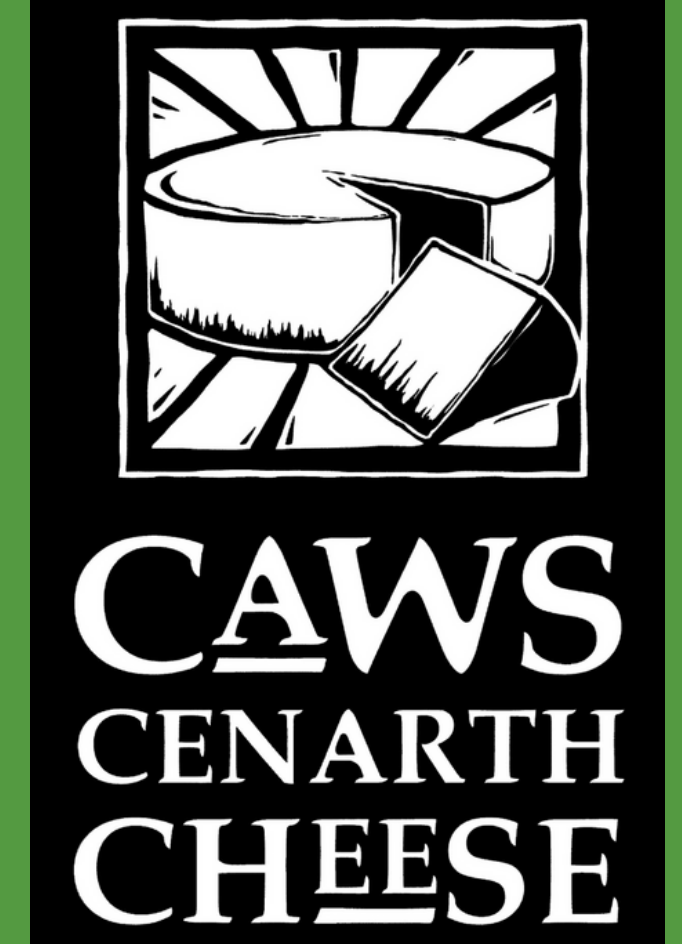
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Sefydliad Arfer Cynaliadwy,
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The Institute for Sustainable Practice,
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CAWS CENARTH

Artisan cheese producer in rural mid-Wales that transformed excess milk into high-quality cheeses, leading the renaissance of Welsh cheesemaking and preserving the local community and environment.



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AT A GLANCE

CHALLENGES

- Milk quotas and excess milk disposal
- Closure of non-essential retail outlets and restaurants during the COVID-19 pandemic
- Traditional distribution models and limited access to consumers
- Location initially an issue - which they overcame selling to third-parties and direct to the consumer online

BENEFITS

- Transformation of surplus milk into artisan cheeses
- Preservation of Welsh cheesemaking heritage
- Direct-to-consumer connection and immersive cheese-buying experience
- Job creation and support for the local community
- Unique cheese offerings with protected designations



POSITIVE DISRUPTION

Thelma Adams staged a protest against milk quotas by bathing in milk like Cleopatra, sparking attention and leading to Caws Cenarth's transformation into an artisan cheese producer.

ABOUT

A family business started by Gwynfor and Thelma Adams in 1987 in the lush valley of the river Cych in response to European Milk Quotas.

The longest established producer of Welsh Farmhouse Caerffili (also known as Caerphilly), probably Wales' best known cheese, they are a true example of farm diversification.

HARMONIOUS ENTREPRENEURSHIP TREASURES



Inspiring future generations:

Caws Cenarth educates and shares knowledge through their gallery and entrepreneurial programmes, inspiring aspiring entrepreneurs.

Sustainable pioneers:

They prioritise environmental preservation and responsible production methods, crafting flavourful cheeses with a positive impact on the planet.

SDGS TACKLED

- 8 Decent Work & Economic Growth
- 9 Industry, Innovation, & Infrastructure
- 10 Reduced Inequalities
- 11 Sustainable Cities & Communities
- 12 Responsible Consumption & Production
- 15 Life on Land



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Humanities-Driven Sustainability Science



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CILGWENYN

Mae Cilgwenyn yn gynhyrchydd mêl Cymreig sydd wedi ennill gwobrau, ac mae'n ymrwymedig i gynaliadwyedd amgylcheddol ac ansawdd. Maent yn blaenoriaethu bod yn garbon niwtral a bioamrywiaeth, gan ddefnyddio dulliau organig i gynhyrchu mêl artisan.



CIPOLW G

HERIAU

- Colli 80% o'u busnes yn ystod pandemig COVID-19
- Newid o werthu i fanwerthwyr i werthu'n uniongyrchol i gwsmeriaid
- Chwilio am sianeli dosbarthu gwahanol

MANTEISION

- Lleihau gwastraff bwyd drwy drawsnewid ffrwythau amherffaith
- Cefnogi ffermwyr lleol a chymunedau bregus
- Carbon positif, yn anelu am Sero Net erbyn 2030



TARFU CADARNHAOL

Herio arferion confensiynol cynhyrchu mêl drwy fabwysiadu dulliau organig a gweithredu'n garbon niwtral.

Mae taith ysbrydoledig Cilgwenyn yn arddangos sut gall menter fasnachol yrru newid cadarnhaol, gan ddangos y gall busnesau fod yn llwyddiannus ar yr un pryd â gosod stiwardiaeth amgylcheddol a llesiant wrth wraidd eu gweithrediadau.

AMDANYNT

Mae Cilgwenyn wedi'i leoli yn Llangennech, ger Llanelli yn Sir Gaerfyrddin, ac mae'n cael ei yrru gan frwdfrydedd y sylfaenwyr at wenyng a chynhyrchu mêl. Mae Richard Jones a Dr Rhodri Owen, gwyddonydd ymchwil, yn sicrhau cynnyrch y fferm sydd o'r safon uchaf ac yn cynnal bod yn garbon niwtral drwy fentrau megis plannu coed a chynhyrchu pŵer solar.

Mae'u dull cyfannol wedi ennill cydnabyddiaeth a gwobrau, gan gyfrannu at ddiogelu peillwyr.

TRYSORAU ENTREPRENEURIAETH GYDGORDIOL



Mae cenhadaeth graidd Cilgwenyn yn ymwneud â chynaliadwyedd, gan fynd ati i leihau eu hól troed carbon. Maent yn plannu coed i osod yn erbyn eu heffaith amgylcheddol ac maent yn cynhyrchu eu pŵer solar eu hun. Mae'r ymrwymiad hwn yn gosod esiampl glodwiw i'r diwydiant.

At hynny, mae Cilgwenyn yn arddangos ymrwymiad dwfn i lesiant cyn aelodau o'r lluoedd arfog. Drwy eu rhaglen hyfforddi gwenynwyr rhad ac am ddim, maent yn cefnogi cyn aelodau o'r lluoedd arfog i oresgyn Anhwylder Straen Wedi Trawma ac ailadeiladu eu bywydau.

MYND I'R AFAEL Â NODAU DATBLYGU CYNALIADWY

- 3 Iechyd a Llesiant Da
- 11 Dinasoedd & Chymunedau Cynaliadwy
- 12 Defnyddio & Chynhyrchu'n Gyfrifol
- 13 Gweithredu ar y Newid yn yr Hinsawdd
- 15 Bywyd ar y Tir
- 17 Gweithio mewn Partneriaeth i gyflawni'r Nodau



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Humanities-Driven Sustainability Science



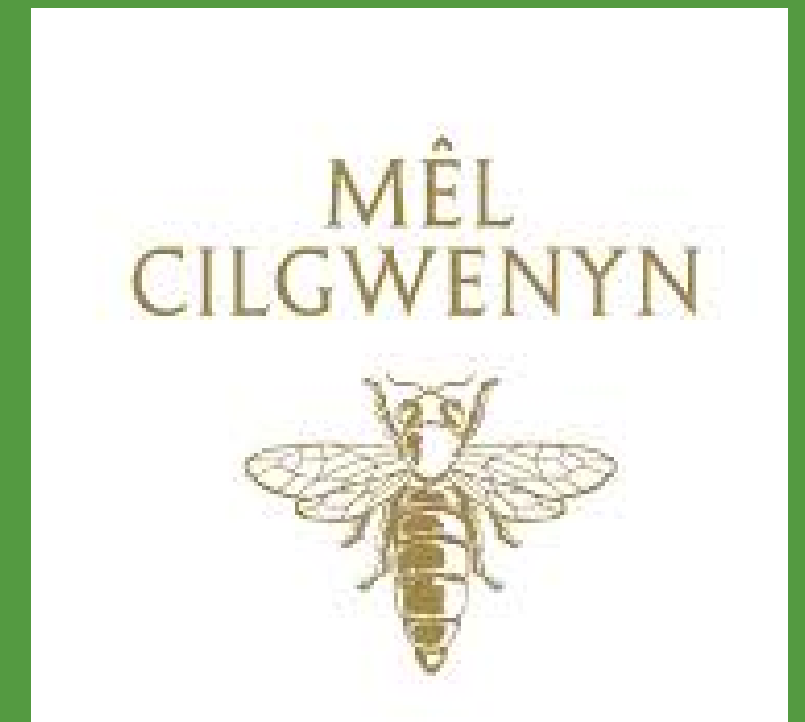
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CILGWYNEN

An award-winning producer of Welsh honey, is committed to environmental sustainability and quality. They prioritise carbon neutrality and biodiversity, utilising organic methods to produce artisan honey.



AT A GLANCE

CHALLENGES

- Overcoming the decline of bee populations and protecting them from human-caused threats
- Establishing an organic honey farm in Wales while maintaining environmental balance
- Preserving the quality of honey production amid year-round climate challenges

BENEFITS

- Recognition for producing carbon-neutral, raw artisan honey
- Five-time recipient of the prestigious Great Taste Awards in Wales
- Winner of the Rising Sustainability Star Award at the Speciality and Fine Food Fair in 2021

POSITIVE DISRUPTION

Challenging conventional honey production practices by adopting organic methods and carbon-neutral operations.

Cilgwenyn's inspiring journey showcases how a commercial venture can drive positive change, demonstrating that businesses can be successful while placing environmental stewardship and well-being at the core of their operations.



ABOUT

Located in Llangennech, near Llanelli in Carmarthenshire, Cilgwenyn is driven by the founders' passion for bees and honey production. Richard Jones and Dr Rhodri Owen, a research scientist, ensure the farm's highest quality products and maintain carbon neutrality through initiatives like tree planting and solar power generation.

Their holistic approach has garnered recognition and awards, contributing to the preservation of pollinators.

HARMONIOUS ENTREPRENEURSHIP TREASURES



Cilgwenyn's core mission revolves around sustainability, actively reducing their carbon footprint. They plant trees to offset their environmental impact and generate their own solar power. This commitment sets a commendable industry example.

Additionally, Cilgwenyn demonstrates a profound dedication to veterans' well-being. Through their free beekeeper training programme, they support former armed service members in overcoming PTSD and rebuilding their lives.

SDGS TACKLED

- 3 Good Health and Wellbeing
- 11 Sustainable Cities & Communities
- 12 Responsible Consumption & Production
- 13 Climate Action
- 15 Life on Land
- 17 Partnerships for the Goals



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FFERM ESGAIRLLAETHDY, MYDDFAI

Mae Hywel Morgan yn ffermwr da byw gyda defaid a biff ar fferm fynydd, ac mae'n arwain Esgair-Ilaethdy, Myddfai, fferm er lles natur ger Llanymddyfri. Mae'r fferm yn defnyddio arferion cynaliadwy, gan flaenoriaethu cynhyrchu bwyd o ansawdd uchel, stiwardiaeth amgylcheddol, diogelu'r pridd a gwarchod bywyd gwyllt.



CIPOLWG

HERIAU

- Addasu i bolisiau amaethyddol wedi Brexit
- Lleihau dibyniaeth ar gemegau a chynhyrchion fferyllol
- Cydbwysu cynhyrchedd â bioamrywiaeth

MANTEISION

- Proffidioldeb ariannol uwch
- Mwy o amser i'r teulu a gwell llesiant
- Effaith gadarnhaol ar newid hinsawdd, yr amgylchedd, a'r gymuned

AMDANYNT

Mae Hywel Morgan yn aelod o'r Rhwydwaith Ffermio Er Lles Natur ac yn Gadeirydd Grŵp Llywio Cymru'r Rhwydwaith, ac mae'n rheoli Esgair-Ilaethdy, Myddfai. Mae'r fferm yn cwmpasu 230 erw gyda hawliau pori ychwanegol ar dir comin, ynghyd â 25 erw o goetir naturiol.

Mae'r fferm wedi'i lleoli ger Llyn y Fan Fach, llyn cyfriniol yn gysylltiedig â'r chwedl o Gymru, ac mae'n parhau â thraddodiad Meddygon Myddfai.

TRYSORAU ENTREPRENEURIAETH GYDGORDIOL



Mae ymrwymiad Hywel Morgan i arferion er lles natur a'i ymwneud gweithgar â'r Rhwydwaith Ffermio Er Lles Natur yn dangos ei ymrwymiad i ddiogelu'r amgylchedd a hyrwyddo ecosystem ffyniannus. Maent yn cynhyrchu bwyd sy'n ddiogel ac yn iach gan ddiogelu'r tir i genedlaethau'r dyfodol.

Mae cred Hywel ym mhŵer ymwybyddiaeth defnyddwyr a phwysigrwydd cysylltu ffermwyr â defnyddwyr yn cryfhau rôl y fferm ymhellach o ran gyrru newid cadarnhaol ar gyfer planed fwy iach a'i phobl.



TARFU CADARNHAOL

Nid yw'r fferm yn dibynnu bellach ar blaeiddiaid a chwynladdwyr cemegol ac mae wedi meithrin ecosystem fwy iach. Mae defnyddio technoleg ar flaen y gad megis tracio a rhith-ffensio wedi creu chwyldro o ran rheoli gwartheg, gan wella effeithlonrwydd a lles anifeiliaid. At hynny, mae ymrwymiad y fferm i bori er cadwraeth wedi arwain at ehangu bioamrywiaeth, gan fod o fudd nid yn unig i'r tir ond i'r amgylchedd ehangach.

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ESGAIRLLAETHDY FARM, MYDDFAI

Hywel Morgan, an upland sheep and beef livestock farmer, leads Esgairllaethdy Myddfai, a nature-friendly farm in Llandovery. The farm embraces sustainable practices, prioritising high-quality food production, environmental stewardship, soil preservation, and wildlife conservation.



AT A GLANCE

CHALLENGES

- Adapting to post-Brexit agricultural policies
- Reducing reliance on chemicals and pharmaceuticals
- Balancing productivity with biodiversity

BENEFITS

- Increased financial profitability
- Improved family time and well-being
- Positive impact on climate change, environment, and community

ABOUT

Hywel Morgan, a member of the Nature Friendly Farming Network (NFFN) and Chair of its Welsh Steering Group, manages Esgairllaethdy Myddfai. The farm spans 230 acres with additional grazing rights on common land, along with 25 acres of natural woodland.

Located near Llyn y Fan Fach, a mystical lake associated with Welsh legend, the farm continues the tradition of the Physicians of Myddfai.

HARMONIOUS ENTREPRENEURSHIP TREASURES



Hywel Morgan's commitment to nature-friendly practices and his active involvement with the NFFN demonstrate his dedication to preserving the environment and promoting a thriving ecosystem. He produces safe and healthy food while safeguarding the land for future generations.

Hywel's belief in the power of consumer awareness and the importance of connecting farmers and consumers further solidifies the farm's role in driving positive change for a healthier planet and its people.

POSITIVE DISRUPTION

The farm no longer relies on chemical pesticides and weed killers and has nurtured a healthier ecosystem. Embracing cutting-edge technology such as tracking and virtual fencing has revolutionised the management of cattle, enhancing both efficiency and animal welfare. Moreover, the farm's dedication to conservation grazing has led to an expansion of biodiversity, benefiting not only the land but the wider environment.



SDGS TACKLED

- 3 Good Health & Well-being
- 9 Industry, Innovation, & Infrastructure
- 11 Sustainable Cities and Communities
- 12 Responsible Consumption & Production
- 13 Climate Action
- 15 Life on Land



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Humanities-Driven Sustainability Science



Entrepreneuriaeth Gydgordiol:

“gweledigaeth ar gyfer y dyfodol sydd wedi'i gwreiddio mewn arloesi moesegol sy'n arwain at newid a gwelliannau yn yr economi a'r gymdeithas, a hynny heb wneud niwed na difrod i bobl na'r amgylchedd. Yn ddefnyddiol, mae'n eu gwella ac yn eu hadnewyddu ac yn arwain at ddatblygiadau sy'n hirdymor ac yn gynaliadwy”.

FLAWSOME!

Mae Flawsome yn trawsnewid ffrwythau amherffaith yn suddion blasus, gan leihau gwastraff bwyd a chefnogi elusennau. Cenhadaeth i achub y blaned a chael effaith gadarnhaol ar yr un pryd.



CIPOLWG

HERIAU

- Colli 80% o'u busnes yn ystod pandemig COVID-19
- Newid o werthu i fanwerthwyr i werthu'n uniongyrchol i gwsmeriaid
- Chwilio am sianeli dosbarthu gwahanol

MANTEISION

- Lleihau gwastraff bwyd drwy drawsnewid ffrwythau amherffaith
- Cefnogi ffermwyr lleol a chymunedau bregus
- Carbon bositif, yn anelu am Sero Net erbyn 2030



TARFU CADARNHAOL

Wrth wynebu rhwystrau COVID-19, addasodd Flawsome! ei fodel busnes, gan werthu'n uniongyrchol ar Amazon a mynd yn bartner i Oddbox, gwasanaeth cyflenwi gyda cherbydau allyriadau isel ar gyfer ffrwythau a llysiau amherffaith. Yn y cydweithrediad hwn, mae Flawsome! yn darparu'i diodydd pefriog fel eitemau ychwanegol, a chaiff cwsmeriaid Flawsome! ddisgownt ar eu harcheb gyntaf i Oddbox.

AMDANYNT

Sefydlwyd y fenter yn 2016 gan Karina Sudenyte a Maciek Kacprzyk, myfyrwyr ym Mhrifysgol De Cymru, ar ôl gweld gwastraff oherwydd safonau esthetig.

Maent yn talu ffermwyr 70% o werth ffrwythau perffaith ac yn eu gwasgu'n oer i greu sudd heb ychwanegion. Gydag o leiaf 2 ffrwyth ymhob potel, maent wedi arbed dros 33 miliwn eitem o ffrwythau. Yn 2017, fe enillon nhw Wobrau “Entrepreneur Ifanc y Flwyddyn” Cymru a'r DU.

TRYSORAU ENTREPRENEURIAETH GYDGORDIOL



Ysbrydoli cenedlaethau'r dyfodol:

Mae Flawsome! yn addysgu ac yn grymuso drwy'i genhadaeth, gan ysbrydoli pobl eraill i fynd i'r afael â gwastraff bwyd a chroesawu arferion cynaliadwy.

Arloeswyr cynaliadwy:

Drwy ddod o hyd i ffrwythau lleol, tymhorol a defnyddio deunydd pecynnu y gellir ei ailgylchu, mae Flawsome! yn lleihau ei ôl troed carbon ac yn lliniaru newid yn yr hinsawdd gan greu diodydd blasus.

MYND I'R AFAEL Â NODAU DATBLYGU CYNALIADWY

- 2 Dim Newyn
- 3 Iechyd & Llesiant Da
- 8 Gwaith Teilwng & Thwf Economaidd
- 10 Llai o Anghydraddoldeb
- 12 Defnyddio & Chynhyrchu'n Gyfrifol
- 13 Gweithredu ar y Newid yn yr Hinsawdd
- 15 Bywyd ar y Tir
- 17 Gweithio mewn Partneriaeth i gyflawni'r Nodau



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FLAWSOME!

Flawsome transforms imperfect fruits into delicious juices, reducing food waste and supporting charities. A mission to save the planet while making a positive impact.



AT A GLANCE

CHALLENGES

- Loss of 80% business during COVID-19 pandemic
- Transition from retailer sales to direct customer sales
- Search for alternative distribution channels

BENEFITS

- Reducing food waste by transforming imperfect fruits
- Supporting local farmers and vulnerable communities
- Carbon-positive, aiming for Net Zero by 2030

POSITIVE DISRUPTION



Facing the COVID-19 setback, Flawsome! adapted its business model, selling directly on Amazon and partnering with Oddbox, a low-emission vehicle delivery service for imperfect fruits and vegetables. In this collaboration they provide sparkling drinks as add-ons, while Flawsome! customers receive a discount on their first Oddbox order.

ABOUT

Founded in 2016 by Karina Sudenyte and Maciek Kacprzyk, students at the University of South Wales after witnessing wastage due to aesthetic standards.

They pay farmers 70% of perfect fruit value and cold press the fruit into additive-free juice. With at least 2 fruits per bottle, they have saved over 33 million pieces of fruit. In 2017, they won the Welsh and the UK “Young Entrepreneur of the Year” Awards.

HARMONIOUS ENTREPRENEURSHIP TREASURES



Inspiring future generations:

Flawsome! educates and empowers through its mission, inspiring others to tackle food waste and embrace sustainable practices.

Sustainable pioneers:

By sourcing local, seasonal fruits and using recyclable packaging, Flawsome! reduces its carbon footprint and mitigates climate change while crafting delicious drinks.

SDGS TACKLED

- 2 Zero Hunger
- 3 Good Health & Well-being
- 8 Decent Work & Economic Growth
- 10 Reduced Inequalities
- 12 Responsible Consumption & Production
- 13 Climate Action
- 15 Life on Land
- 17 Partnerships for the Goals



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GWINLLAN HEBRON

Gwinllan deuluol sy'n cydweithio gyda'r gwneuthurwr gwin enwog David Morris i gynhyrchu gwin o Gymru heb ymyrraeth a thrwy eplesu naturiol. Gan fanteisio ar yr hinsawdd arfordirol led oer, maent yn tyfu grawnwin Solaris i greu gwinoedd eithriadol, yn cynnwys y gwin pefriog enwog “Silver Lining”.



CIPOLWG

HERIAU

- Goresgyn tyfiant gwair a chadw a chynnal gwinllannoedd â llaw
- Sefydlu fferm a gwinllan organig yng ngorllewin Cymru
- Wynebu heriau drwy'r flwyddyn o ran yr hinsawdd a diogelu ansawdd y grawnwin

MANTEISION

- Cynnal gwinllannoedd heb wenwynau petrocemegol
- Dyfarnwyd statws Dynodiad Daaryddol Gwarchoddedig iddynt am eu gwin pefriog “Silver Lining”
- Hyrwyddo blas anllygredig y brynau wrth odre'r Preseli a'r hinsawdd arfordirol led-oer
- Darparu profiad gwyliau unigryw drwy'u bwthyn hunanarlwyo a theithiau gwin

TARFU CADARNHAOL

Herio arferion confensiynol gwneud gwin drwy fanteisio ar yr ymyrraeth leiaf bosibl a dulliau organig.

Trawsnewid y canfyddiad o winoedd o Gymru drwy gynhyrchu gwinoedd pefriog eithriadol.



AMDANYNT

Lleolir Gwinllan Hebron ar y ffin rhwng Sir Benfro a Sir Gaerfyrddin ym mynyddoedd y Preseli yng ngorllewin Cymru, ac mae'n fenter deuluol a sefydlwyd gan Jemma Vickers a Paul Rolt. Yn eu gwinllan flaenrol yn Andalucia, roeddynt wedi'i throï'n winllan organig a enillodd wobrau, sy'n dangos eu brwdfrydedd dros gynaliadwyedd.

Er mwyn cyfoethogi profiadau'r ymwelydd, mae Gwinllan Hebron yn cynnig teithiau gwin a bwthyn gwyliau hunanarlwyo swynol, sy'n gwahodd gwesteion i'w trochi'u hun ym mhrydferthwch syfrdanol cefn gwlad Cymru.

TRYSORAU ENTREPREURIAETH GYDGORDIOL

Mae Gwinllan Hebron yn ymgorffori Entrepreneuriaeth Gydgordiol trwy:



Parchu a gweithio mewn cytgord â'r ecosystem.

Brwdfrydedd at ansawdd a phurdeb gwinoedd.

Diogelu'r amgylchedd naturiol a chydbwysedd yr ecosystem.

MYND I'R AFAEL Â NODAU DATBLYGU CYNALIADWY

- 8 Gwaith Teilwng & Thwf Economaidd
- 9 Diwydiant, Arloesi, & Seilwaith
- 11 Dinasoedd & Chymunedau Cynaliadwy
- 12 Defnyddio & Chynhyrchu'n Gyfrifol
- 15 Bywyd ar y Tir
- 17 Gweithio mewn Partneriaeth i gyflawni'r Nodau



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HEBRON VINEYARD

A family-run vineyard which collaborates with renowned winemaker David Morris to produce non-intervention Welsh wine through natural fermentation. Embracing the cool coastal climate, they cultivate Solaris grapes to craft exceptional wines, including the renowned sparkling "Silver Lining"



AT A GLANCE

CHALLENGES

- Overcoming grass growth and maintaining vineyards manually
- Establishing an organic farm and vineyard in West Wales
- Countering year-round challenges of climate and preserving grape quality

BENEFITS

- Maintains vineyards without petrochemical-based poisons
- Awarded Protected Geographical Indication status for their "Silver Lining" sparkling wine
- Promoting the unadulterated taste of the Preseli foothills and cool coastal climate
- Providing a unique holiday experience through their self-catering cottage and wine tours



POSITIVE DISRUPTION

Challenging conventional winemaking practices by embracing minimal intervention and organic methods.

Transforming the perception of Welsh wines through the production of exceptional sparkling wines.

ABOUT

Located on the border of Pembrokeshire and Carmarthenshire in the Preseli mountains of West Wales, Hebron Vineyard is a family-run venture established by Jemma Vickers and Paul Rolt. Formerly an Andalusian vineyard, their conversion to an award-winning organic vineyard demonstrates their passion for sustainability.

To enhance the visitor experience, Hebron Vineyard offers wine tours and a charming self-catering holiday cottage, inviting guests to immerse themselves in the awe-inspiring beauty of rural Wales.

HARMONIOUS ENTREPRENEURSHIP TREASURES



Hebron Vineyard embodies Harmonious Entrepreneurship through:

Respecting and working in harmony with the ecosystem.

Passion for quality and purity of wines.

Preservation of the natural environment and ecosystem balance.

SDGS TACKLED

- 8 Decent Work & Economic Growth
- 9 Industry, Innovation, & Infrastructure
- 11 Sustainable Cities & Communities
- 12 Responsible Consumption & Production
- 15 Life on Land
- 17 Partnerships for the Goals



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MÈL TIR GLAS

Mae Mèl Tir Glas yn brosiect mèl cynaliadwy sydd wedi'i leoli ar gampws Llambod Prifysgol Cymru Y Drindod Dewi Sant. Mae'r wenyfa'n cefnogi peillio naturiol a chynhyrchu mèl, gan gyfrannu at ddiogelu gwenyn Cymreig a bod o fudd i'r gymuned leol.



CIPOLWG

HERIAU

- Sicrhau datblygiad economaidd cynaliadwy heb wneud difrod i'r amgylchedd
- Cefnogi diogelu ac adfer y gwenyn tywyll Ewropeaidd
- Hyrwyddo defnyddio a chynhyrchu'n gyfrifol

MANTEISION

- Cyfoethogi peillio naturiol a bioamrywiaeth
- Cefnogi'r gymuned leol
- Annog twf economaidd cynaliadwy
- Gosod esiampl i fyfyrwyr



TARFU CADARNHAOL

Mae sefydlu'r wenyfa ar gampws y brifysgol yn tarfu ar arferion confensiynol drwy hyrwyddo cadw gwenyn mewn modd cynaliadwy a chyfrannu at ddiogelu gwenyn Cymreig. Mae pwyslais y prosiect ar ddefnyddio a chynhyrchu'n gyfrifol gan herio modelau traddodiadol datblygu economaidd, ac arddangos y potensial ar gyfer arferion cynaliadwy wrth greu cymunedau ffyniannus a chryf.

AMDANYNT

Hyrwyddwyd y syniad am y wenyfa gan Hazel Thomas, sef cydlynnydd prosiectau Tir Glas. Cafodd y prosiect gymorth gan Glwstwr Mèl Cymru a'r tîm Ystadau, gyda chyfarwyddyd gan Peter Jenkins, un o'r trigolion lleol a gwenynwr profiadol sydd bellach yn rheoli'r wenyfa.

Mae Peter a Selwyn Runnett o Gwenyn Coedtir yn rhoi anerchiadau a darlithoedd ar wenyfa a chadw gwenyn i fyfyrwyr a'r cyhoedd yn gyffredinol, gan feithrin addysg ac ymwybyddiaeth.

TRYSORAU ENTREPRENEURIAETH GYDGORDIOL



Ysbrydoli cenedlaethau'r dyfodol:

Mae prosiect Tir Glas yn cydweithio gydag ysgolion ac yn trefnu cynadleddau i athrawon, gan hyrwyddo addysg drwy natur a meithrin perthynas sydd mewn cytgod â'r amgylchedd.

Arloeswyr cynaliadwy:

Drwy flaenoriaethu datblygiad economaidd cynaliadwy a defnyddio a chynhyrchu'n gyfrifol, mae'r prosiect yn enghreifftio egwyddorion Entrepreneuriaeth Gydgordiol, gan greu effaith gadarnhaol ar y gymuned a'r amgylchedd.

MYND I'R AFAEL Â NODAU DATBLYGU CYNALIADWY

- 4 Addysg o Ansawdd
- 11 Dinasoedd a Chymunedau Cynaliadwy
- 12 Defnyddio a Chynhyrchu'n Gyfrifol
- 13 Gweithredu ar y Newid yn yr Hinsawdd
- 15 Bywyd ar y Tir



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MÊL TIR GLAS

A sustainable honey project located on the University of Wales Trinity Saint David's Lampeter campus. The apiary supports natural pollination and the production of honey, contributing to the conservation of Welsh bees and benefiting the local community.



AT A GLANCE

CHALLENGES

- Ensuring sustainable economic development without damaging the environment
- Supporting the conservation and restoration of the European dark bee
- Promoting responsible consumption and production

BENEFITS

- Enhancing natural pollination and biodiversity
- Supporting the local community
- Encouraging sustainable economic growth
- Setting example to students



POSITIVE DISRUPTION

The establishment of the apiary on the university campus disrupts conventional practices by promoting sustainable beekeeping and contributing to the conservation of Welsh bees. The project's emphasis on responsible consumption and production challenges traditional models of economic development, showcasing the potential for sustainable practices in creating thriving and resilient communities.

ABOUT

The idea for the apiary was championed by Hazel Thomas, who is the project coordinator for Tir Glas. The project received support from the Welsh Honey Cluster and the Estates' team, with guidance from Peter Jenkins, a local resident and experienced beekeeper who now manages the apiary.

Peter and Selwyn Runnett from Woodland Bees deliver talks and lectures on bees and beekeeping to students and the general public, fostering education and awareness.

HARMONIOUS ENTREPRENEURSHIP TREASURES



Inspiring future generations:

The Tir Glas project collaborates with schools and organises conferences for teachers, promoting education through nature and fostering a harmonious relationship with the environment.

Sustainable pioneers:

By prioritising sustainable economic development and responsible consumption and production, the project exemplifies the principles of Harmonious Entrepreneurship, creating a positive impact on the community and the environment.

SDGS TACKLED

- 4 Quality Education
- 11 Sustainable Cities and Communities
- 12 Responsible Consumption & Production
- 13 Climate Action
- 15 Life on Land



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THE WARREN A CHEGIN HEDYN

A sefydlwyd gan y cogydd o Gymru Deri Reed sydd wedi ennill gwobrau. Mae'n gweini bwyd maethlon traddodiadol wedi'i seilio ar gynnyrch organig lleol, gan gefnogi busnesau lleol a'r gymuned. Mae Cegin Hedyn yn gegin a chantŷn cymunedol lle caiff prydau bwyd tymhorol, organig o ansawdd uchel eu darparu ar sail “talu faint gallwch chi”.



CIPOLWG

HERIAU

- Effaith pandemig Covid-19 a'r argyfwng costau byw dilynol ar y diwydiant arlwyo.
- Cynnal proffidioldeb gan flaenoriaethu cynaliadwyedd ac effaith gymdeithasol.
- Goresgyn modelau dosbarthu traddodiadol a mynediad cyfyngedig at gwsmeriaid

MANTEISION

- Hyrwyddo cynhyrchwyr lleol a dod o hyd i gynnyrch lleol, tymhorol ac organig
- Hyrwyddo cynaliadwyedd amgylcheddol drwy systemau ynni adnewyddadwy
- Creu cyfleoedd amgen am gyflogaeth yn ystod amseroedd heriol
- Lleihau gwastraff bwyd a sicrhau mynediad at brydau bwyd maethlon drwy Gegin Hedyn

AMDANYNT

Mae Deri Reed yn hanu o Gaerfyrddin, ac agorodd The Warren yn 2016 gyda ffocws ar gynaliadwyedd a chymorth cymunedol. Mae'r bwyty'n dod o hyd i gynnyrch lleol, tymhorol ac organig, gan weithio'n agos â chyflenwyr megis Coaltown Roastery a Cwm Farm Dairy. Ym mis Hydref 2022, lansiodd Deri Gegin Hedyn i sicrhau y gall pobl gael prydau bwyd organig, fforddiadwy o ansawdd uchel gan ddefnyddio bwyd dros ben oddi wrth FareShare Cymru a ffermwyr lleol. Bydd gwirfoddolwyr, gyda chymorth tîm The Warren, yn coginio'r prydau bwyd, gan leihau gwastraff bwyd a mynd i'r afael â diffyg diogeledd bwyd.

TRYSORAU ENTREPREURIAETH GYDGORDIOL



Ysbrydoli cenedlaethau'r dyfodol:

Mae ymrwymiad Deri Reed i gynhyrchwyr lleol ac arferion cynaliadwy yn ysbrydoli entrepreneuriaid i flaenoriaethu modelau busnes moesegol sydd ag ymwybyddiaeth amgylcheddol.

Arloeswyr cynaliadwy:

Mae The Warren a Cegin Hedyn yn blaenoriaethu nid yn unig elw ond llesiant hefyd.

TARFU CADARNHAOL

Daeth Deri Reed o hyd i ffyrdd arloesol o gefnogi ei staff yn ystod y pandemig drwy ddarparu cyfleoedd gwaith amgen, megis coginio mewn gwyliau a chreu gwaith celf i'r bwyty. Hefyd comisiynodd un o'i aelodau staff rhan amser i greu cawell tân, gan hyrwyddo ei busnes gwaith haearn hithau.



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- 2 Dim Newyn
- 10 Llai o Anghydraddoldeb
- 11 Dinasoedd & Chymunedau Cynaliadwy
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Er Pobl, Er y Blaned, Er Elw

WELSH HARMONIOUS TREASURES



INSPIRE

Sefydliad Arfer Cynaliadwy,
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The Institute for Sustainable Practice,
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Harmonious Entrepreneurship:

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THE WARREN AND CEGIN HEDYN

A sustainable family-run restaurant in Carmarthen founded by award-winning Welsh chef Deri Reed. It serves traditional wholesome food based on local organic produce, supporting local businesses and the community. Cegin Hedyn is a community kitchen and canteen where high-quality seasonal organic meals are provided on a "pay what you can" basis.



AT A GLANCE

CHALLENGES

- Impact of the Covid-19 pandemic and the subsequent cost of living crisis on the catering industry.
- Maintaining profitability while prioritising sustainability and social impact.
- Overcoming traditional distribution models and limited consumer access.

BENEFITS

- Championing local producers and sourcing local, seasonal, and organic produce.
- Promoting environmental sustainability through renewable energy systems.
- Creating alternative employment opportunities during challenging times.
- Reducing food waste and ensuring access to nutritious meals through Cegin Hedyn

ABOUT

Deri Reed, originally from Carmarthen, opened The Warren in 2016 with a focus on sustainability and community support. The restaurant sources local, seasonal, and organic produce, working closely with suppliers like Coaltown Roastery and Cwm Farm Dairy. In October 2022, Deri launched Cegin Hedyn to ensure affordable access to high-quality organic meals using surplus food from FareShare Cymru and local farmers. Volunteers, supported by The Warren's team, cook the meals, reducing food waste and addressing food insecurity.

HARMONIOUS ENTREPRENEURSHIP TREASURES



Inspiring future generations:

Deri Reed's commitment to local producers and sustainable practices inspires aspiring entrepreneurs to prioritise ethical and environmentally conscious business models.

Holistic sustainability:

The Warren and Cegin Hedyn prioritise not only profit but also well-being.

POSITIVE DISRUPTION

Deri Reed found innovative ways to support his staff during the pandemic by providing alternative work opportunities, such as cooking at festivals and creating artwork for the restaurant. He also commissioned one of his part-time staff members to create a fire cage, promoting her own ironworks business.



SDGS TACKLED

- 2 Zero Hunger
- 10 Reduced Inequalities
- 11 Sustainable Cities and Communities
- 12 Responsible Consumption & Production
- 15 Life on Land
- 17 Partnerships for the Goals



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TRYSORAU CYTŪN CYMREIG



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Entrepreneuriaeth Gydgordiol:

"gweledigaeth ar gyfer y dyfodol sydd wedi'i gwreiddio mewn arloesi moesegol sy'n arwain at newid a gwelliannau yn yr economi a'r gymdeithas, a hynny heb wneud niwed na difrod i bobl na'r amgylchedd. Yn ddelfrydol, mae'n eu gwella ac yn eu hadnewyddu ac yn arwain at ddatblygiadau sy'n hirdymor ac yn gynaliadwy".

WATSON & PRATT'S

Busnes ffyniannus yn Llambod sy'n cynnig cynnyrch lleol, ffres drwy safle manwerthu, platform ar-lein, a gwasanaeth danfon i'r cartref. Gan fynd y tu hwnt i fanwerthu traddodiadol, maent yn arfer ymagwedd gynhwysfawr ac arloesol tuag at gynhyrchu bwyd organig mewn modd cynaliadwy.



CIPOLWG

HERIAU

- Adfywio busnes simsan a'i adleoli yn y farchnad
- Llywio drwy effaith pandemig COVID-19 ar y sector manwerthu
- Cydbwyso nodau cynaliadwyedd â hyfywedd economaidd

MANTEISION

- Trawsnewid busnes simsan yn fenter ffyniannus
- Diogelu a hyrwyddo cynhyrchwyr organig a chyflenwyr yng Nghymru
- Ffocws ar gynaliadwyedd drwy arferion effeithlon o ran ynni a lleihau gwastraff plastig
- Creu cyfleoedd am gyflogaeth yn lleol a chymorth i economi cefn gwlad



TARFU CADARNHAOL

Drwy newid i ddulliau ffermio organig, gweithredu technolegau effeithlon o ran ynni, a chefnogi cynhyrchwyr lleol, maent yn ail-lunio'r ffordd y mae bwyd yn cael ei gynhyrchu, ei ddefnyddio a'i ddosbarthu. Mae'u hymrwymiad i leihau gwastraff plastig a chynnig ystod amrywiol o gynnyrch yn herio'r status quo.

AMDANYNT

Cymerodd Lucy Watson a Ben Pratt yr Organic Fresh Food Company drosodd yn 2011, gan ei newid o fenter mewn trafferth i stori o lwyddiant.

Ehangon nhw eu harlwy i gynnwys ystod eang o gynnyrch gan sefydlu eu fferm eu hun, ac arddangos ymrwymiad i fwyd organig cynaliadwy.

TRYSORAU ENTREPRENEURIAETH GYDGORDIOL

Ysbrydoli cenedlaethau'r dyfodol:

Mae Watson a Pratt yn fodel rôl i ddarpar entrepreneuriaid, gan arddangos posibiliadau arferion manwerthu a ffermio sy'n gynaliadwy ac yn organig. Mae'u stori o lwyddiant yn ysbrydoli pobl eraill i ddilyn mentrau busnes sy'n ymwybodol yn amgylcheddol.

Arloeswyr cynaliadwy:

Mae Lucy a Ben yn blaenoriaethu cynaliadwyedd ymhob agwedd ar eu busnes, o ddod o hyd i gynnyrch lleol i weithredu'n effeithlon o ran ynni. Drwy integreiddio popty a fferm yn eu model manwerthu, maent yn cyfuno hyfywedd economaidd gyda stiwardiaeth amgylcheddol.



MYND I'R AFAEL Â NODAU DATBLYGU CYNALIADWY

- 3 Iechyd & Llesiant Da
- 7 Ynni Fforddiadwy & Glân
- 8 Gwaith Teilwng & Thwf Economaidd
- 11 Dinasoedd & Chymunedau Cynaliadwy
- 12 Defnyddio & Chynhyrchu'n Gyfrifol
- 13 Gweithredu ar y Newid yn yr Hinsawdd
- 15 Bywyd ar y Tir
- 17 Gweithio mewn Partneriaeth i gyflawni'r Nodau



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WATSON & PRATT'S

A thriving business based in Lampeter offering fresh, locally sourced products through a retail outlet, online platform, and home delivery service. Going beyond traditional retail, they embrace a comprehensive and innovative approach to sustainable organic food production.



AT A GLANCE

CHALLENGES

- Revitalising an ailing business and repositioning it in the market
- Navigating the impact of the COVID-19 pandemic on the retail sector
- Balancing sustainability goals with economic viability

BENEFITS

- Transformation of a struggling business into a thriving enterprise
- Preservation and promotion of organic producers and Welsh suppliers
- Focus on sustainability through energy-efficient practices and reducing plastic waste
- Creation of local employment opportunities and support for the rural economy



POSITIVE DISRUPTION

By transitioning to organic farming methods, implementing energy-efficient technologies, and supporting local producers, they are reshaping the way food is produced, consumed, and distributed. Their commitment to reducing plastic waste and offering a diverse range of products challenges the status quo.

ABOUT

Lucy Watson and Ben Pratt took over The Organic Fresh Food Company in 2011, turning it around from a struggling enterprise into a success story.

They expanded their offerings to include a wide range of products and established their own farm, exemplifying a commitment to sustainable organic food production.

HARMONIOUS ENTREPRENEURSHIP TREASURES



Inspiring future generations:

Watson and Pratt's serves as a role model for aspiring entrepreneurs, showcasing the possibilities of sustainable organic retail and farming practices. Their success story inspires others to pursue environmentally conscious business ventures.

Sustainable pioneers:

Lucy and Ben prioritise sustainability in all aspects of their business, from sourcing local products to energy-efficient operations. By integrating a bakery and farm into their retail model, they combine economic viability with environmental stewardship.

SDGS TACKLED

- 3 Good Health & Well-being
- 7 Affordable & Clean Energy
- 8 Decent Work & Economic Growth
- 11 Sustainable Cities & Communities
- 12 Responsible Consumption & Production
- 13 Climate Action
- 15 Life on Land
- 17 Partnerships for the Goals



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WELSH LUXURY HAMPER CO.

Yn arddangos blasau a chreffftwaith amrywiol Cymru tra'n meithrin agwedd gynaliadwy a moesegol. Gyda phob hamper, mae'r cwmni'n cyfrannu at dwf a ffyniant busnesau lleol, gan gael effaith sylweddol ar y gymuned ac economi Cymru.



CIPOLWG

HERIAU

- Sefydlu busnes gydag adnoddau a chymorth cyfyngedig
- Addasu i bandemig COVID-19 a'i effaith ar yr economi
- Goresgyn anghydraddoldeb rhywiol mewn entrepreneuriaeth

MANTEISION

- Arddangos rhagoriaeth cynnyrch bwyd a diod o Gymru drwy hamperi moethus
- Cefnogi busnesau lleol, annibynnol a chreu cyfleoedd am swyddi
- Hyrwyddo defnyddio a chynhyrchu'n gyfrifol drwy gynnig cynnyrch ansawdd uchel a chynaliadwy

AMDANYNT

Sefydlodd Abigail Chamberlain, entrepreneur 20 oed dyslecsig, y Welsh Luxury Hamper Co. yn 2019. Gyda chymorth Tafflab, mae'n blaenoriaethu cynaliadwyedd, creu swyddi, a bodloni'r galw am gynnyrch ansawdd uchel o Gymru.

Arweiniodd cyflawniadau Abigail at gael ei henwebu am Entrepreneur Ifanc y Flwyddyn a mentora gyda Tafflab. Addawodd 20% o hamperi elusennol i Ymddiriedolaeth y Tywysog, gan anelu at ysbrydoli entrepreneuriaid ifanc.

TRYSORAU ENTREPRENEURIAETH GYDGORDIOL



Mae'r Welsh Luxury Hamper Co. yn creu swyddi, yn cefnogi busnesau lleol, ac yn gyrru twf economaidd gan hyrwyddo cynnyrch ansawdd uchel o Gymru a chadwyni cyflenwi cynaliadwy.

Ysbrydoli cenedlaethau'r dyfodol:

Maent yn meithrin arloesedd ac entrepreneuriaeth ymhlith pobl ifanc.

Arloeswyr cynaliadwy:

Maent yn enghraifft o arferion cynaliadwy, sy'n cael effaith gadarnhaol ar y gymuned a'r amgylchedd.



TARFU CADARNHAOL

Mae ymrwymiad y cwmni at ddefnyddio a chynhyrchu'n gyfrifol yn herio dulliau confensiynol o roi arhegion drwy gynnig hamperi sy'n cydweddu â gwerthoedd moesegol ac amgylcheddol.

MYND I'R AFAEL Â NODAU DATBLYGU CYNALIADWY

- 5 Cydraddoldeb Rhywiol
- 8 Gwaith Teilwng & Thwf Economaidd
- 10 Llai o Anghydraddoldeb
- 11 Dinasoedd & Chymunedau Cynaliadwy
- 12 Defnyddio & Chynhyrchu'n Gyfrifol
- 15 Bywyd ar y Tir



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WELSH LUXURY HAMPER CO.

Showcasing the diverse flavours and craftsmanship of Wales while fostering a sustainable and ethical approach. With each hamper, the company contributes to the growth and prosperity of local businesses, having a significant impact on the community and the Welsh economy.



AT A GLANCE

CHALLENGES

- Establishing a business with limited resources and support
- Adapting to the COVID-19 pandemic and its impact on the economy
- Overcoming gender inequality in entrepreneurship

BENEFITS

- Showcasing the excellence of Welsh food and drink products through luxury hampers
- Supporting local, independent businesses and creating job opportunities
- Promoting responsible consumption and production by offering sustainable and high-quality products

ABOUT

Abigail Chamberlain, a 20-year-old dyslexic entrepreneur, founded the Welsh Luxury Hamper Co. in 2019. With the help of Tafflab, it prioritises sustainability, creating jobs, and meeting the demand for high quality produce from Wales.

Abigail's achievements led to her being nominated for Young Entrepreneur of the Year and mentoring with Tafflab. She pledged 20% of charity hampers to the Prince's Trust, aiming to inspire young entrepreneurs.

HARMONIOUS ENTREPRENEURSHIP TREASURES



The Welsh Hamper Co. creates jobs, supports local businesses, and drives economic growth whilst promoting high-quality Welsh products and sustainable supply chains.

Through their activities they also address gender inequality, supporting communities, and fostering sustainability whilst prioritising quality and sustainability, preserving natural resources and biodiversity.

Inspiring future generations, they foster innovation and entrepreneurship among young people. As sustainable pioneers they exemplify sustainable practices, positively impacting the community and environment.

POSITIVE DISRUPTION

The company's commitment to responsible consumption and production challenges conventional approaches to gift-giving by offering hampers that align with ethical and environmental values.



SDGS TACKLED

- 5 Gender Equality
- 8 Decent Work & Economic Growth
- 10 Reduced Inequalities
- 11 Sustainable Cities and Communities
- 12 Responsible Consumption & Production
- 15 Life on Land



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Y PROSIECT CINIO SYRIAIDD

Dan arweiniad tair menyw o Syria sy'n ffoaduriaid, mae'r prosiect yn meithrin integreiddio, cyfnewid diwylliannol, a chymorth i'r rheini sydd mewn angen. Drwy'u sgiliau coginio, maent yn arddangos cyfraniadau gwerthfawr ffoaduriaid a'u diolchgarwch i'w hail gartref. Gan ddechrau'n fach, maent bellach yn cynnal cynulliadau mwy o faint ac maent yn bwriadu ehangu gyda bwytaï dros dro ar draws Cymru a'r DU.



CIPOLWG

HERIAU

- Goresgyn y trallod sy'n wynebu ffoaduriaid mewn gwlad newydd
- Sefydlu busnes mewn diwydiant bwyd cystadleuol
- Llywio'u ffordd drwy wahaniaethau diwylliannol a rhwystrau iaith

MANTEISION

- Trefnu digwyddiadau mawr sy'n codi arian i deuluoedd o Syria yn llwyddiannus
- Grymuso menywod sy'n ffoaduriaid fel entrepreneuriaid medrus a llysgenhadon eu diwylliant
- Cynlluniau ehangu i greu bwytaï dros dro, gan hwyluso ymgysylltu cymunedol pellach

AMDANYNT

Wedi'i leoli yn Aberystwyth, tref brifysgol ar lan y môr yng nghanolbarth Cymru, mae'r Prosiect Cinio Syriaidd yn dod â thair menyw o Syria sy'n rhannu brwdfrydedd am goginio at ei gilydd. Gyda chefnogaeth y Groes Goch Brydeinig, maent yn gweithio mewn cytgordd i annog integreiddio a chyfnewid diwylliannol, darparu cymorth ar gyfer pobl mewn angen, herio'r canfyddiad bod ffoaduriaid yn faich ar y gymdeithas, a rhoi yn ôl drwy gariad at fwyd.

TRYSORAU ENTREPRENEURIAETH GYDGORDIOL



Ysbrydoli cenedlaethau'r dyfodol:

Mae'r Prosiect Cinio Syriaidd yn ysbrydoliaeth ac yn arddangos ysbryd entrepreneuraidd a gwytnwch ffoaduriaid, ar yr un pryd â hyrwyddo dealltwriaeth a gwerthfawrogiad diwylliannol.

Arloeswyr cynaliadwy:

Drwy ddefnyddio adnoddau lleol a phwysleisio defnyddio'n gyfrifol, mae'r prosiect yn ymgorffori arferion cynaliadwy, gan gefnogi perthynas o gytgordd gyda'r gymuned a'r amgylchedd.

MYND I'R AFAEL Â NODAU DATBLYGU CYNALIADWY

- 1 Dim Tlodi
- 2 Dim Newyn
- 5 Cydraddoldeb Rhywiol
- 8 Gwaith Teilwng & Thwf Economaidd
- 10 Llai o Anghydraddoldeb
- 11 Dinasoedd & Chymunedau Cynaliadwy
- 12 Defnyddio & Chynhyrchu'n Gyfrifol
- 16 Heddwch, Cyfiawnder, & Sefydliadau Cadarn



TARFU CADARNHAOL

Mae'r Prosiect Cinio Syriaidd yn herio naratifau traddodiadol drwy ddathlu sgiliau a chyfraniadau menywod sy'n ffoaduriaid, gan eu trawsnewid o ddiodefwyr i unigolion wedi'u grymuso sydd â chyfraniadau gwerthfawr i'w cynnig.



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SYRIAN DINNER PROJECT

Led by three Syrian women refugees the project fosters integration, cultural exchange, and support for those in need. Through their culinary skills, they showcase refugees' valuable contributions and gratitude to their second home. Starting small, they now host larger gatherings and plan to expand with pop-up restaurants across Wales and the UK.



AT A GLANCE

CHALLENGES

- Overcoming the adversity faced by refugees in a new country
- Establishing a business in a competitive food industry
- Navigating cultural differences and language barriers

BENEFITS

- Successful organisation of large-scale events raising funds for Syrian families
- Empowerment of refugee women as skilled entrepreneurs and ambassadors of their culture
- Expansion plans to create pop-up restaurants, facilitating further community engagement



POSITIVE DISRUPTION

The Syrian Dinner Project challenges traditional narratives by celebrating the skills and contributions of refugee women, transforming them from victims to empowered individuals with valuable contributions to offer.

ABOUT

Located in Aberystwyth, a coastal university town in Mid Wales, the Syrian Dinner Project brings together three Syrian women who share a passion for cooking. Supported by the British Red Cross, they work harmoniously to encourage integration and cultural exchange, provide support to people in need, challenge the perception that refugees are burdens on society, and give back through the love of food.

HARMONIOUS ENTREPRENEURSHIP TREASURES



Inspiring future generations:

The Syrian Dinner Project serves as an inspiration, showcasing the entrepreneurial spirit and resilience of refugees, while promoting cultural understanding and appreciation.

Sustainable pioneers:

By utilising local resources and emphasising responsible consumption, the project embodies sustainable practices, supporting a harmonious relationship with the community and environment.

SDGS TACKLED

- 1 No Poverty
- 2 Zero Hunger
- 5 Gender Equality
- 8 Decent Work & Economic Growth
- 10 Reduced Inequalities
- 11 Sustainable Cities & Communities
- 12 Responsible Consumption & Production
- 16 Peace, Justice, & Strong Institutions



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