



Supportive Environments for Healthy Communities

Issue 72 September 28, 2012 | Focus on Entrepreneurship in WASH and Household Energy

This issue contains some of the latest news and announcements about the role of entrepreneurs in providing water, sanitation, and hygiene (WASH) and household energy products and services. This includes several winners of the Social Entrepreneurs 2012 award by the Schwab Foundation and USAID support for commercializing hand washing and establishing markets for cookstoves in Haiti. Also included is a link to cookstove market assessments by the Global Alliance for Clean Cookstoves, which provide suggestions for removing barriers that prevent the creation of a cookstove market for more than 20 countries.

Please let WASHplus know at any time if you have resources to share for future issues of WASHplus Weekly or if you have suggestions for future topics. An [archive](#) of past Weekly issues is available on the WASHplus website.

ENTREPRENEURS & COOKSTOVES/HOUSEHOLD ENERGY

PROJECTS/ORGANIZATIONS

- **Entrepreneurs du Monde (EdM)**. ([Website](#))
EdM trains and supports cookstove entrepreneurs in Burkina Faso. Kiva provides an important source of flexible, risk-tolerant capital for several of EdM's stove-focused loan programs.
- **How Two Entrepreneurs Created an Environmentally Friendly Camp Stove**, *MSNBC.com, Aug 2012*. ([Blog post](#))
Rather than a charitable model based on fundraising, the founders—joined in 2009 by a third partner, Jonathan den Hartog—wanted to develop a market-based solution that would help even the poorest people buy the product, which they dubbed the BioLite HomeStove. The funds have been used for product development and early-stage testing of HomeStoves in India, Ghana, Uganda and Guatemala.
- **Malawi Conference Boosts Low-Pollution Stoves**, *US State Dept Magazine*,

July/Aug 2012. ([Full text, pdf](#))

Mission Malawi's cookstove entrepreneurship project has made improved cookstoves available in rural areas and boosted economic development. This project, which was initiated by U.S Peace Corps Volunteer Brian Smyser with U.S. African Development Foundation aid channeled through the Ambassador's Special Self-Help Fund, trained seven Malawians as cookstove entrepreneurs.

- **The Real Stove Men and Women of Kenya**, *Paradigm Project Blog*, Apr 2012. ([Blog post](#))

"Recently, I was able to tour around with a couple of our Business Development Executives in Kenya. They are the ones responsible for a large majority of our success in Kenya because they are the ones covering vast territory across Kenya from the coast near Mombasa to the Rift Valley and Mt. Kenya and all the way to the western border with Uganda..."

- **Selling Stoves in Burkina Faso: A Humble Field Guide**, *Lonely Planet*, Aug 2012. D Biggs. ([Blog post](#))

"Here, this March, four rural shopkeepers were given training in the Nafa Naana model—the product offering, environmental protection, stock management, cash management and sales techniques...."

- **Toyola Energy, Money Box Credit Scheme Brings Charcoal Stoves to All**, 2012. Ashden Awards. ([Video](#))

Five years ago two West African entrepreneurs started a stove business, and have since produced 154,000 efficient charcoal stoves that are cooking meals for around 940,000 people. One third of households in Ghana cook on charcoal stoves and spend a big slice of their income on charcoal. The stoves produced by 170 trained artisans for Toyola Energy are cleaner, more efficient and durable. They cook faster and cut charcoal use by about one third, yet sell for as little as US\$7 each.

- **Ugandan Entrepreneur Uses Briquettes to Address Gender and Development Issues**, *The Charcoal Project*, Mar 2012. J Chaix. ([Blog post](#))

Written by Joe Gurowsky—"Betty Ikalany, a Ugandan social worker and entrepreneur, believes her budding community-based, fuel briquette-making enterprise can generate income and also help families save money, especially the single mothers and women struggling with HIV/AIDS...."

- **USAID Promoting Affordable, Efficient Cookstoves**. ([Website](#))

The [Haiti Improved Cooking Technology](#) Program seeks to establish a commercial market for efficient household charcoal stoves, and convert commercial food vendors to liquid petroleum gas.

REPORTS

- **Cleaner Hearths, Better Homes New Stoves for India and the Developing World**, 2012. D Barnes, World Bank. ([Full text, pdf](#))

This publication may be of interest to policymakers and scientists across a broad spectrum of disciplines—from health, environment, and economics to sociology, anthropology, and physics. It notes that the hands of many specialists are required to ensure successful stove programs, which call for social marketing, stove engineering, development of standards, promotion of private and commercial enterprises, and appropriate subsidy schemes.

- **Cookstove Market Assessment Reports**, 2012. Global Alliance for Clean Cookstoves. ([Link to market assessments](#))

Market assessments were done for more than 20 countries. Each assessment is intended to provide a high level snapshot of the sector and provides suggestions for removing the many barriers that currently prevent the creation of a thriving market for clean cooking solutions.

- **Introducing Modern Energy Services into Developing Countries: The Role of Local Community Socio-Economic Structures**. *Sustainability* 4(3) 2012. O

Willington Ortiz, Wuppertal Institute for Climate, Environment and Energy. ([Full text](#)) In this paper experiences from implementing community-based projects are reviewed in order to identify the practical elements that are relevant to overcome socio-economic challenges. In order to systematise the findings, an analytical framework is proposed, which combines analytical tools from the socio-technical transition framework and insights from participative approaches to development.]

ENTREPRENEURS AND WASH UPCOMING EVENTS

- **Faecal Sludge Management Conference FSM2, Durban, 29-31 October 2012**. ([Announcement, pdf](#))

The second international Faecal Sludge Management conference is structured around the following themes: On-site Sanitation as a Business; Socio-political Aspects of On-site Sanitation; Understanding On-site Sanitation; Toilet Design for FSM Optimisation; Pit Emptying – What are the Options?; The How of Faecal Sludge Treatment; Waste Not Want Not - Beneficial Use of Faecal Sludges; Technology and Innovation; and Health Aspects of Faecal Sludge.

PROJECTS/ORGANIZATIONS

- **Ciudad Saludable** – Albina Ruiz. ([Website](#))

Through Ciudad Saludable (Healthy City), Albina Ruiz has turned waste collection in Peruvian urban slum areas into a profitable enterprise. Working in partnership with municipalities, Ciudad Saludable has organized over 1,500 waste collectors, creating employment and improving health and living conditions for the +6 million people living in these poorer areas. It was a winner of the Schwab Foundation 2012 Social Entrepreneurs Award.

- **EcoSan Entrepreneurs are Doing Better than Other Sanitation Providers in Nepal.** IRC website feature, July 2012. ([Link](#))

EcoSan entrepreneurs are getting more profits than other sanitation providers. This is shown in a recent study on the “value chain of toilet construction materials” conducted by IRC Young Professional, Md. Mahidul Islam.

- **Ecotact** – David Kuria. ([Website](#))

Founded in 2006, Ecotact improves the urban landscape for low-income communities in Kenya through environmentally responsible projects in sanitation like the Ikotoilet project, a sustainable sanitation service in urban centers where local municipalities cannot manage the rapid pace of urbanization. It was a winner of the Schwab Foundation 2012 Social Entrepreneurs Award.

- **Sanergy: The Business of Waste.** *USAID Frontlines, Sept/Oct 2012.* ([Link](#))

The company builds low-cost, bright-blue, concrete sanitation centers resembling “porta potties” that are each designed to serve 80 people per day with clean toilet services. The centers are sold to local entrepreneurs on a franchise model, which not only addresses the serious need for toilet facilities in Nairobi—a city of over 3 million people—but also creates jobs.

- **Sanitation as a Business Working Group. Sustainable Sanitation Alliance.** ([Link](#))

This working group tracks sound practices that raise awareness of sustainable sanitation options and illustrates ways various options have been made accessible and affordable in local and global markets, especially for the poor.

- **Waste Sanitation Window.** WASTE. ([Website](#))

The WASTE Sanitation Window website is for entrepreneurs who have great ideas and organisations looking for new initiatives. According to their website, “WASTE mobilizes and provides meaningful and effective support to transform waste into opportunity, as an entry point to reach our vision, by mobilizing networks, ideas, knowledge, and money.”

- **WaterSHED Receives USAID Grant to Commercialize Innovative Hand-washing Solutions in Southeast Asia.** WaterSHED website, July 2012. ([Link](#))

The U.S. Agency for International Development’s [Development Innovation Ventures](#) awarded WaterSHED, an NGO based in Cambodia, a \$100,000 Stage 1 grant to seed the commercial introduction of an innovative hand-washing solution in Vietnam.

REPORTS

- **Commercial Productive Use of Faecal Sludge in Bengaluru, India. Sanitation**

Updates, May 2012. ([Link](#))

During a webinar, which was organized on May 2, 2012, Joep Verhagen of the IRC International Water and Sanitation Centre presented the results of a case study that investigates a model based on the productive use of faecal sludge by farmers in and around Bengaluru (Bangalore), the capital of the Indian state of Karnataka. This particular service has emerged without any technical or financial support.

- **Entrepreneurship: Completing the Circle.** *Huffington Post, Sept 24, 2012.* S Dutia, Ewing Marion Kauffman Foundation. ([Link](#))

There is a pressing need to address some of the thorniest issues of the 21st century. This is where individual entrepreneurs can play a meaningful role. It is common knowledge that entrepreneurs create jobs and foster innovation. In this sense, they are already making a substantial social contribution.

- **Handling Customers' Objection as an Entrepreneurial Function: A Study of Sachet Water Industry in Cross River State, Nigeria.** *International Journal of Marketing Studies, Sept 2012.* ([Full text](#))

The study evaluated the association between consumers' objection and entrepreneurial function among selected entrepreneurs and customers of sachet water in Calabar, Cross River State, Nigeria. Specifically, the study hinges on determining the relationship between consumer's objection and long term customer loyalty, the extent to which price objection affect entrepreneur's profitability and whether entrepreneurs are responsive to price objection. The results showed that: there is a significant relationship between consumer's objection and entrepreneurial function; entrepreneurs were not responsive to consumers' price objection; and there was a relationship between consumer's objection and customer loyalty.

- **Lesson Learned from Sanitation Marketing in Timor-Leste,** 2012. WaterAid. ([Full text, pdf](#))

This report is on sanitation marketing initiative carried out by WaterAid in Liquiça district. Seven entrepreneurs were trained on sanitation marketing in Liquiça and Maubara sub-district on how to make cement pans at affordable prices.

- **On the Diffusion of Toilets as Bottom of the Pyramid Innovation: Lessons from Sanitation Entrepreneurs.** *Technol. Forecast. Soc. Change, 2011.* S Ramani, UN University. ([Full text, pdf](#))

There is an emerging body of literature on product innovations for the poor at the bottom of the income pyramid. However, there is little on why delivery systems succeed or fail in this context and the present paper attempts to fill this void by examining why and how sanitation entrepreneurs are succeeding in India to diffuse toilets — an innovation for rural households, which never had access to one before.

- **Sanitation as a Business: Factsheet of Working Group 9a,** 2012. K Grober, Sustainable Sanitation Alliance (SuSanA). ([Full text](#))

This factsheet discusses the role of different players in the sanitation sector, such as private businesses, governmental institutions and the non-profit sector with a focus on developing countries. Several project examples illustrate activities that can create revenues for investors and local entrepreneurs but also highlight some of the challenges in delivering sustainable sanitation services to the poor.

- **Start Your Sanitation Business**, 2012. WASTE. ([Full text](#))

The entrepreneurship guide "Start your Sanitation Business" is a training guide for masons, manual and mechanical emptiers of latrines. The guide aims to present to the reader the basic steps for him/her to create a small-scale business in the sanitation sector in four steps.

- **Start Your Waste Business**, 2011. WASTE. ([Full text](#))

The entrepreneurship guide "Start your Waste Business" is a training guide for waste recoverers, dealers and small-scale recyclers of recovered materials. The guide aims to present to the reader four basic steps to take to create a small-scale business in the sector of waste valorization.

Each WASHplus Weekly highlights topics such as Urban WASH, Indoor Air Pollution, Innovation, Household Water Treatment and Storage, Hand Washing, Integration, and more. If you would like to feature your organization's materials in upcoming issues, please send them to Dan Campbell, WASHplus knowledge resources specialist, at dacampbell@fhi360.org.



About WASHplus - WASHplus, a five-year project funded through USAID's Bureau for Global Health, creates supportive environments for healthy households and communities by delivering high-impact interventions in water, sanitation, hygiene (WASH) and indoor air pollution (IAP). WASHplus uses proven, at-scale interventions to reduce diarrheal diseases and acute respiratory infections, the two top killers of children under five years of age globally. For information, visit www.washplus.org or email: contact@washplus.org.

MailChimp

[unsubscribe from this list](#) | [update subscription preferences](#)