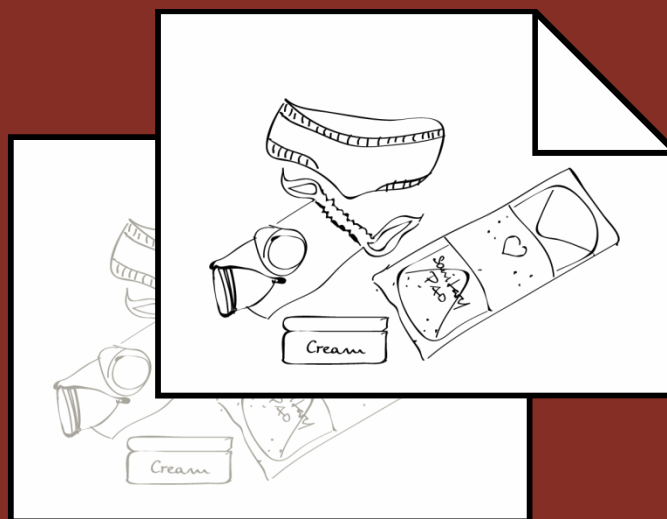


Green Products for Health and Sanitation Replicator Workbook Preview



What's it all about?




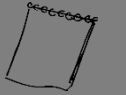


Do you want to learn from proven business models from eco-inclusive enterprises around the world to tackle some of the key challenges your country is facing?

Various entrepreneurs have already developed innovative business models that turned out to be successful and create relevant social, economic and environmental impacts. Replicating solutions that work can offer a fast and effective way to contribute to sustainable development and improve people's livelihoods.

The Replicator Workbook guides the process

We developed our SEED Replicator Workbooks to guide you through the process of transferring a business model to another geographic location. Our workbooks identify best practices and shed light on conditions under which eco-inclusive enterprises in your sector operate. They include exercises that will guide you to explore your market and adapt business models to your context.

Steps	 Detect Challenges & Opportunities	 Determine Customer Needs & Segments	 Discover Inspiring Success Stories	 Develop Innovative Business Models
Tools	Business Idea Tool	Customer Segmenting Empathy Map	Business Model Adaptation	Visual Prototyping Lean Enterprise Blueprint

How to use the Replicator Workbook?



In this workbook preview, click on **INSIGHTS** or **TOOLS** to discover more
Or simply scroll to the next page



Insights

into success stories & challenges of established eco-inclusive enterprises

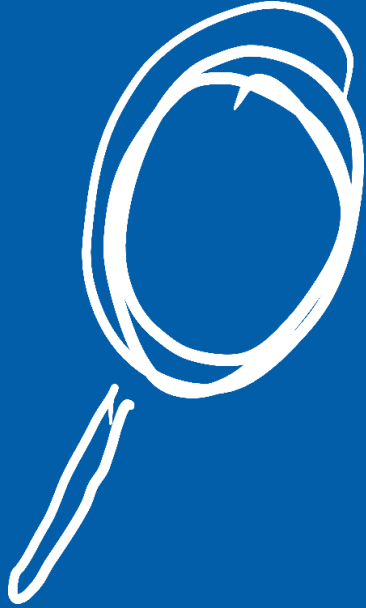
In our workbook, we include various **READINGS** on **proven models of eco-inclusive enterprises** around the globe, complemented by sets of best practices and explanations of conditions under which eco-inclusive enterprises operate. These readings are based on experiences of entrepreneurs active in the field of **green products for health and sanitation**.



Tools

to guide you step-by-step as you develop your own eco-inclusive enterprise

Each **TOOL** provides step-by-step guidance to arrive at key outcomes. The first page of each tool offers a short overview of **when** to use the tool, **what** you do in the tool, **how** the tool is best used and which **key outcomes** are expected. The workbooks explains in detail what to do and which questions to ask yourself at each step while using worksheets for you to document your outputs.



Detect sustainability challenges in your country and brainstorm solutions to tackle them. Learn about the potential of green products for health and sanitation and the social, environmental and economic impacts you could achieve.

Multiple Opportunities for Green Products for Health and Sanitation



Converting...

Herbs and plants

Essential oil herbs and plants have volatile, aromatic oils that are extracted through different techniques (steam distillation, chemical extraction). These oils can have healing, skin-soothing or anti-allergenic effects, for example.

Examples of essential oil plants include lavender, rose geranium, rosemary, basil, thyme, peppermint, chamomile, eucalyptus, buchu, and many more.²

Oils and fats

Vegetable oils, extracted from herbs and plants, have replaced a large portion of the traditionally used animal fats in soap making.

Beyond oils extracted from herbal plants, commonly used oils are coconut, palm and olive oils, and other materials such as castor, avocado, jojoba, apricot and almond oils or cocoa and shea butter.³

Lye

Lye is an essential ingredient in the soap-making process. Saponification, the reaction between the lye and the oils, produces soap. Once the saponification reaction is complete, there is no lye residue in the finished soap bar. There are two types of lye: sodium hydroxide is used to make solid soap; potassium hydroxide is used to make liquid soap.³

Locally sourced input material

Different inputs are used in the production of menstrual hygiene pads and accessories.

- flannel fabric
- cotton fabric
- plastic fabric
- thread
- plastic snaps

...into

Liquid and solid soaps and shampoos

Soaps in their liquid and solid form can be used for personal care to wash the hands, body and face, and shampoos clean and condition the hair.

They contribute to upholding daily personal hygiene and prevent illnesses.

Lotions and moisturisers

Lotions and moisturisers are designed to help keep water in the skin and to avoid having dry skin and cells being shed. They provide momentary moisture to the skin.

They can specifically target skin infections and allergies.

Body butter and oils

Body butter conditions and nurtures the skin. With a texture thicker than lotion, it locks the moisture into the skin. It is designed to moisturise, soften, protect and nourish the skin.

Oils can also moisturise or more specifically heal sores, cuts or burns.

Washable menstrual hygiene pads

The inputs are assembled into different components for washable menstrual hygiene products. A complete menstrual hygiene kit can be composed of a shield, a washable liner and containing bags.

Multiple Opportunities for Green Products for Health and Sanitation



Participate in an upcoming Replicator Workshop to discover more about Green Products for Health and Sanitation!



Discover proven business models and adapt them to your local market. Identify key business model features.

The Originators: Cleanstar

Successful examples of eco-inclusive enterprises



Cleanstar promotes household and personal hygiene for low-income communities in rural areas and informal settlements by offering environmentally friendly multipurpose soap bars at an affordable price. Through their product, Cleanstar contributes to tackling health and sanitation challenges in rural settlements that can cause diarrhoea and other illnesses. The product is innovative in its special manufacturing process and composition that enables foam creation even in hard water areas. The enterprise recycles waste oils from restaurants and hotels as a cheap input, which prevents water and soil pollution.

Value Proposition: The end customer benefits from affordable, long-lasting, foaming soap, usable in hard water areas. The soap can be used for body hygiene as well as for household purposes.

Key Facts

Founded: July 2015

Headquarters: Kenya

Operates in: Kenya

Employee size (2016): 4 permanent employees; additional part-time workers hired on a casual basis

Revenue (2016): 1,000 USD; 10,000 units sold

Website: www.cleanstarcoltd.weebly.com

The Originators: Days for Girls Uganda

Successful examples of eco-inclusive enterprises



Days for Girls (DfG) gives girls and women access to lasting menstrual hygiene solutions by producing a washable menstrual hygiene kit (DfG Kit) that utilises local quality material. This menstrual hygiene solution contributes to preventing health issues caused by the use of alternative solutions, as well as being environmentally friendly thanks to the washable pads. Through their women-led enterprise development program, DfG provides groups of women with skills, knowledge and resources to build their own DfG Kit-assembling enterprise and generate a sustainable income source. DfG also promotes women's health education with the fee-for-services educational programs about hygiene practises and the use of the DfG Kit.

Value Proposition: The end customers are provided with washable, quick-dry, and discrete menstrual hygiene kits (DfG Kits). Groups of women are given the support to create their own Micro-Enterprise.

Key Facts

Founded: 2008

Headquarters: Washington DC, United States

Operates in: USA, Canada, Guyana, Nepal, Ghana, Uganda

Employees: 33 global employees, 10 in Uganda office

Revenue (2016): 66,428 USD; 16,375 DfG Kits sold

Website: <https://www.daysforgirls.org/>

Insights

The Originators

Successful examples of eco-inclusive enterprises



Participate in an upcoming Replicator Workshop
to discover **more exemplary eco-inclusive enterprises!**



Determine your target customer and the benefits you want to create for your stakeholders. Map out why your solution is unique and why your customers will love it!

Your Customer Tool



When?

To refine your business idea, you need to identify your potential customers. Therefore, this tool is best applied in the elaboration process of your business idea.

What?

Customers stand in the centre of any business. Even the best idea is worthless if no one buys the product. Most enterprises serve different groups of customers (customer segments) that share certain characteristics. Identifying the different segments in the first step helps you to learn more about each of them. Once you have stepped into your customers' shoes, you can target your product and marketing activities better.

How?

Sit down to think about which customer groups you would like to serve. Once you have identified the customer segments, it's time to go out and speak with your potential customers to gain a better understanding of their needs.

Steps?

Step 1 → Identify Customer Segments

Step 2 → Understand Your Customers



Key outcomes

- Get to know potential customer segments for your product
- Set the basis to build a customer-centric business model

Your Customer Tool



Step 1

Identify Customer Segments

The first step is to divide the large pool of potential customers into customer segments. Customer segments are groups of customers who share certain characteristics or behave in a similar way.

- What will influence the preferences of potential customers towards your product or service?
- Will individual buyers have different expectations and needs from small stores? What about government institutions, NGOs or businesses?
- Will grandchildren have different expectations and needs than their grandparents for example? What about men and women, people with different religions, incomes, education levels or professions?
- Will people in rural areas have different expectations and needs from urban citizens? What about people in City X and City Y?
- Will people who have different knowledge about your product or service have different purchasing and usage patterns? Buy it more or less often, use it more or less often or use it in different ways?

Complete the information you gathered in the *Your Customer Segments* WORKSHEET on the following page. We have left space for up to five customer segments; you should identify at least two.

Step 2

Understand Your Customers

- Out of the customer segments you identified in Step 1, select the ones that appear most important for you, for example because of their size, because they are most likely to buy your product or because they are the easiest ones for you to reach.
- For each of your key customer segments complete the WORKSHEET *Your Empathy Map*.
- The *Empathy Maps* ask you to step into your customers' shoes: What does he/she think, say, see, do, feel, and hear? You can answer the questions in discussions with your team, through internet research, interviewing or observing potential customers etc.
- It's easier to answer the questions if you imagine one representative person of each segment, and add their name and age in the middle of the *Empathy Map*, in addition to the title of the customer segment.

You will find relevant key questions for your EMPATHY MAP on the next page!

Your Customer



→ What does she/he think?

- What matters most to her/him? What moves her/him? What are her/his dreams? Which may be her/his worries?

→ What does she/he say?

- What does she/he tell others? What is his/her attitude? Does she/he influence others?

→ What does she/he see?

- What kind of products/services does your customer see in the market? What attempt is being made to influence her/him?

→ What does she/he do?

- What is she/he constantly trying to improve? What activities does she/he cherish doing? How does she/he spend their time?

→ How does she/he feel?

- What does she/he experience in relation to your product or service domain? This experience can be negative or positive.

→ What does she/he hear?

- What do friends say? What do her/his influencers say? What media channels influence her/his opinions on products and services?

- Keeping the following questions in mind will prove useful during the refinement process of your business idea:
 - How can you fulfill the needs of your customers, and provide them with more benefits?
 - Should the product or service be targeted towards different market segments?
 - Is there anything else you still want to learn about your customers?

Your Customer



WORKSHEET Your Customer Segments

Step 1

Customer Segments					
Title	Working women	Teenage girls	Educators	Mothers	
Description	Seeking clean affordable hygiene products	Attending school, experiencing puberty...	Interested in educational material for sanitation	Guide daughters about personal hygiene	

Your Customer



WORKSHEET Empathy Map

Step 2

<p>What does she/he think?</p> <p>Unsure about hygiene products available</p>	<p>What does she/he say?</p> <p>I need help with sanitary products so I can go to school.</p> <p>My body is changing & I am scared.</p>	<p>What does she/he see?</p> <p>Friends dropping out of school</p> <p>Expensive sanitary products.</p>
<p>What does she/he hear?</p> <p>You are growing, your body is changing</p> <p>Your body looks weird</p>	<p>Who is he/she?</p> <p>Teenage girl</p>	<p>What does she/he do?</p> <p>Helps in the household</p> <p>Goes to school, shy about making new friends.</p>
<p>What does she/he feel?</p> <p>Nervous about body changes.</p> <p>Shy & unsure how to deal with social stigma</p>		
<p>How did you learn about your customer?</p> <p>Asking family members, friends, relatives and interviewing other locals.</p>		

SEED Replicator Tools

A light gray world map with small flag icons placed on various continents. Thin white lines connect these flags, creating a global network pattern. A large, light green diagonal banner is overlaid on the map, containing the main text.

Participate in an upcoming Replicator Workshop
to discover **more business planning tools!**



Let's replicate the success of **eco-inclusive enterprises** together!

Learn more about the SEED Replicator and how to apply to an upcoming workshop near you:

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- 🌐 seed.uno
- 📘 facebook.com/seed.uno
- 🐦 [@seed_sustdev](https://twitter.com/seed_sustdev)

