



HEALTH AND HYGIENE: IMPROVING ACCESS TO CLIMATE-SMART WASH PRODUCTS

SEED Replicator Workbook

Preview



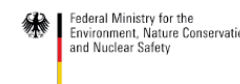
SEED

promoting entrepreneurship
for sustainable development

Established by

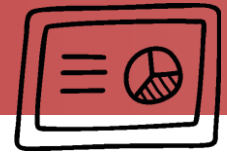


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Eco-inclusive role models

When talking about “**eco-inclusive**” – or the “Triple Bottom Line” – we refer to the integration of social, environmental and economic goals into the business model. Various entrepreneurs have already developed innovative, eco-inclusive business models that turned out to be successful and create relevant social, economic and environmental impacts, while at the same time are simple and require relatively low upfront investments. Some of the SEED Award Winners have agreed to share their methods and experiences with you in this Workbook.

Existing business models can guide the way

Replicating solutions that work can offer a fast and effective way to contribute to sustainable development and improve people's livelihoods. The idea of replication is that you can learn from existing eco-inclusive enterprises. Elements of successful business models can be replicated to your own idea and adapted to another geographic location. The workbook explains a set of business models and its replicable elements to you. It identifies best practices and sheds light on conditions under which eco-inclusive enterprises of a specific sector operate. At the end of the two days, you will have a clearer picture how a successful business model looks like and will have thought through the details of your idea or business. After the workshop, you can connect with others in the SEED Community, including the presented SEED Award Winners, to team up for sustainable development.

What to expect – and what not to expect

The SEED Replicator Workbook will inspire you with examples of business models that are proven to work. It provides you with information on replicable **elements** of these business models and a range of **success factors**. By asking the right questions, it guides you through the process of taking these elements and tailoring a business idea to your local market. What it does not do is offer ready-made solutions and comprehensive business models to simply copy and paste. With a bit of guidance you are about to modify the best solutions without having to re-invent the wheel!

WELCOME TO OUR COMMUNITY OF SEED ENTERPRISES!

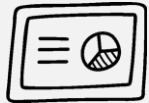
How to use the Replicator Workbook



This workbook includes two different components

01 Readings provide insights into the sector, proven business models and best practices.

02 Tools provide step-by-step guidance to adapt proven business models to your local and individual context.



01 READINGS

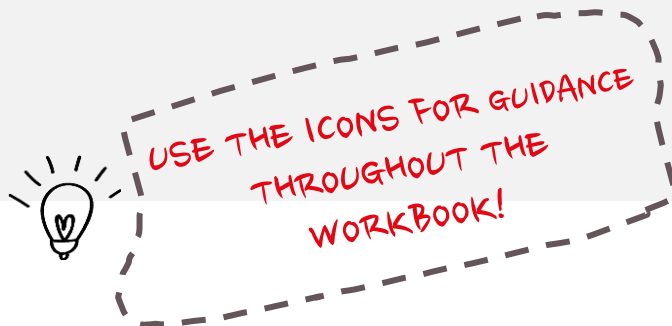
We included various READINGS. This includes **proven models of eco-inclusive enterprises** around the globe, complemented by sets of best practices and explanations of conditions under which eco-inclusive enterprises operate. These readings are based on experiences of SEED entrepreneurs.

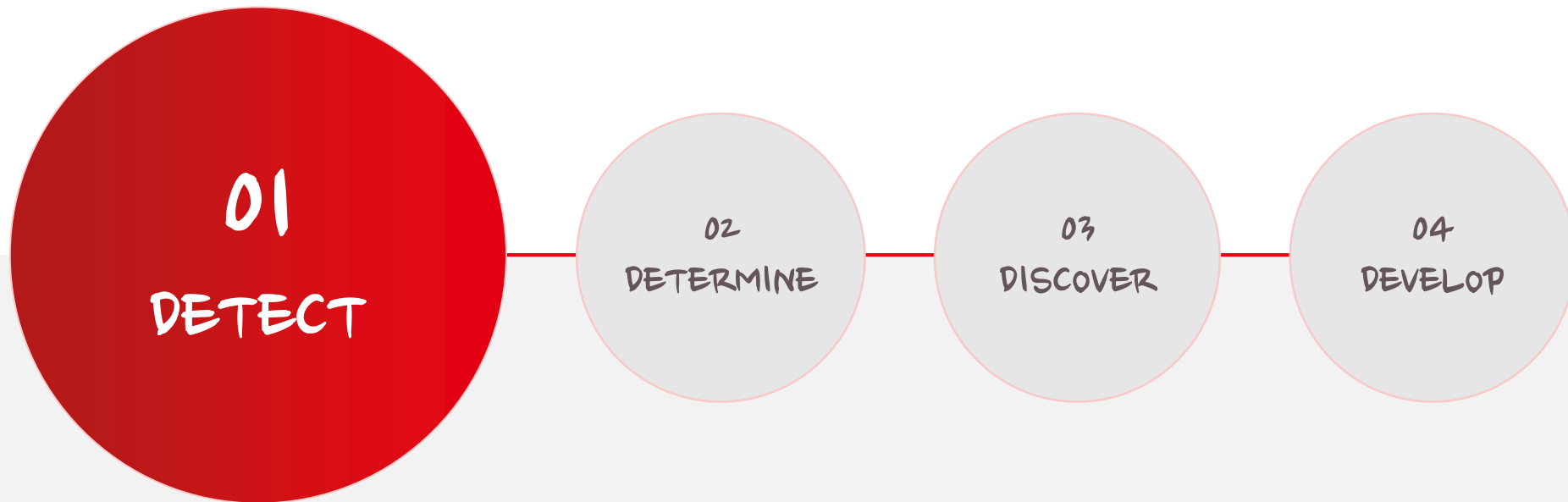


02 TOOLS

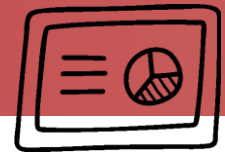
Each of the tools provides step-by-step guidance to arrive at key outcomes. The first page of each tool offers a short overview of when to use the tool, what you do in the tool, how the tool is best used and which key outcomes are expected. The following pages explain in detail what to do and which questions to ask yourself at each step.

At the end of each tool, you can find worksheets to document the outputs you create during the process of working your way through each tool.





Detect sustainability challenges in your country and brainstorm solutions to tackle them. Learn about the potential of eco-inclusive enterprises and which social, environmental and economic impacts you could achieve.



FROM...

WATER SCARCITY

- Physical water shortage or scarcity in water access due to failure to ensure supply and infrastructure
- Nearly half the global population live in potential waterscarce areas (at least one month/year)¹

LACK OF WATER SAFETY

- Transmission of waterborne diseases through unsafe water, for instance among students, which influences students' performance
- Unsafe water chains from the source up to the point of use at the household level
- Costly water purification systems

SINGLE-USE, NON-RECYCLABLE HYGIENE PRODUCTS

- Sanitary waste is mostly not biodegradable or compostable
- Single-use products are common and lead to high amounts of waste
- Example: India needs to manage around 12.3 billion disposable sanitary napkins per year²

...TO POSSIBLE MARKET SOLUTIONS

WATER SOLUTIONS FOR AREAS WITH LIMITED WATER RESOURCES

- Provide affordable clean and drinking water for villagers in remote areas
- Improve water storage capacities, management and sustainable usage
- Power water filters by sustainable and local alternatives such as sand, wood and coconut
- Save energy due to less water boiling
- Less open storing of water which prevents mosquitoes from breeding

WATER FILTERS FOR INSTITUTIONS AND HOUSEHOLDS

- Provide safe water to both institutions and households
- Preserve the environment by using biological filters built with activated carbon filtration for waste water treatment
- Train communities on the technology and construction of their own filter using locally available materials
- Positive effect of water filters installed at schools include e.g. higher school attendance rates of students

SUSTAINABLE PRODUCTS FOR PERSONAL CARE

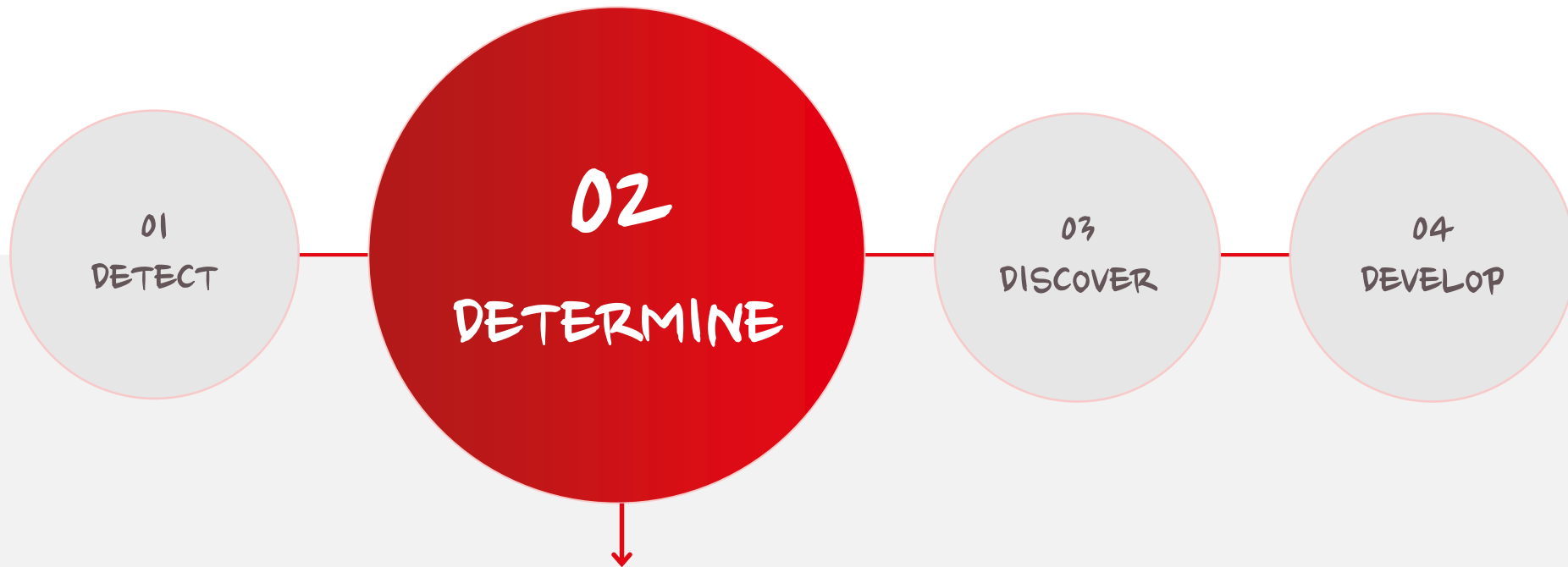
- Reusable products e.g. cloth pads and menstrual cups for menstrual hygiene and cloth diapers for infants
- Waste-free products e.g. soap, herbal cleaners, natural oils and creams, menstrual pads
- Easy and convenient solutions for everyone who wishes to go green
- Contribute to a more circular economy and promoting zero waste lifestyles

¹ Burek et al., 2016

² Malaviya, 2019

A world map in light gray with several red lightbulb icons placed across different continents. Dotted lines connect these lightbulbs, forming a network. In the center of the map, there is a yellow dashed-line box containing text.

**Participate in an upcoming
Replicator Workshop to
discover more about climate-
smart innovation in
agricultural distribution and
production!**



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! Work on your key activities, processes and resources.

Your Customer Tool

When

To refine your business idea, you need to identify your potential customers.

What

The customer is the focus of every 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 what 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

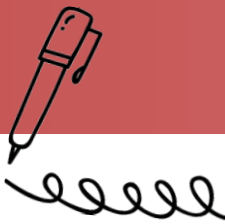
- 01 Identify Customer Segments
- 02 Understand your Customers



KEY OUTCOMES

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

This tool is an example for one of many SEED business tools which you can find in the regular Replicator Workbook!



Step 01 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 worksheet page. We have left space for up to five customer segments; you should identify at least two.

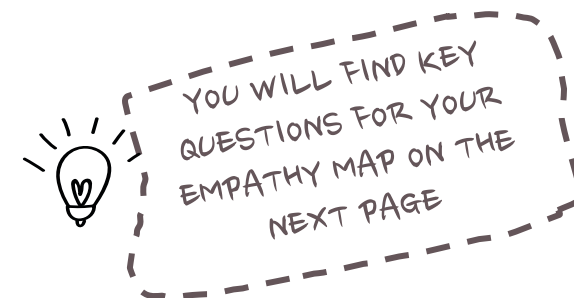
Step 02 Understand Your Customers

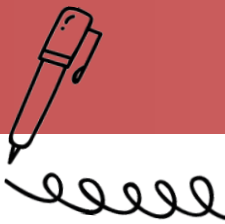
Out of the customer segments you identified in Step 1, select the ones that appear most important for you, for example because of their size, because they are most likely to buy your product or because they are the easiest ones for you to reach.

For each of your key customer segments complete the *Empathy Maps* on the pages after the first worksheet.

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.





→ **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?

Based on the results from Step 2, you are now all set to go to the next tool, to work on your solution. Keeping the following questions in mind will prove useful:

→ **How can you fulfil 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

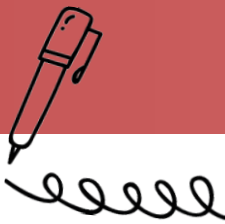


Customer Segments

Title					
Description	PLEASE WRITE DOWN...				

Step 01

Your Customer: Empathy Map



Step 02

What does she/he **think**?

PLEASE WRITE DOWN...

What does she/he **say**?

What does she/he **see**?



Who is he/she?

What does she/he **hear**?

What does she/he **do**?

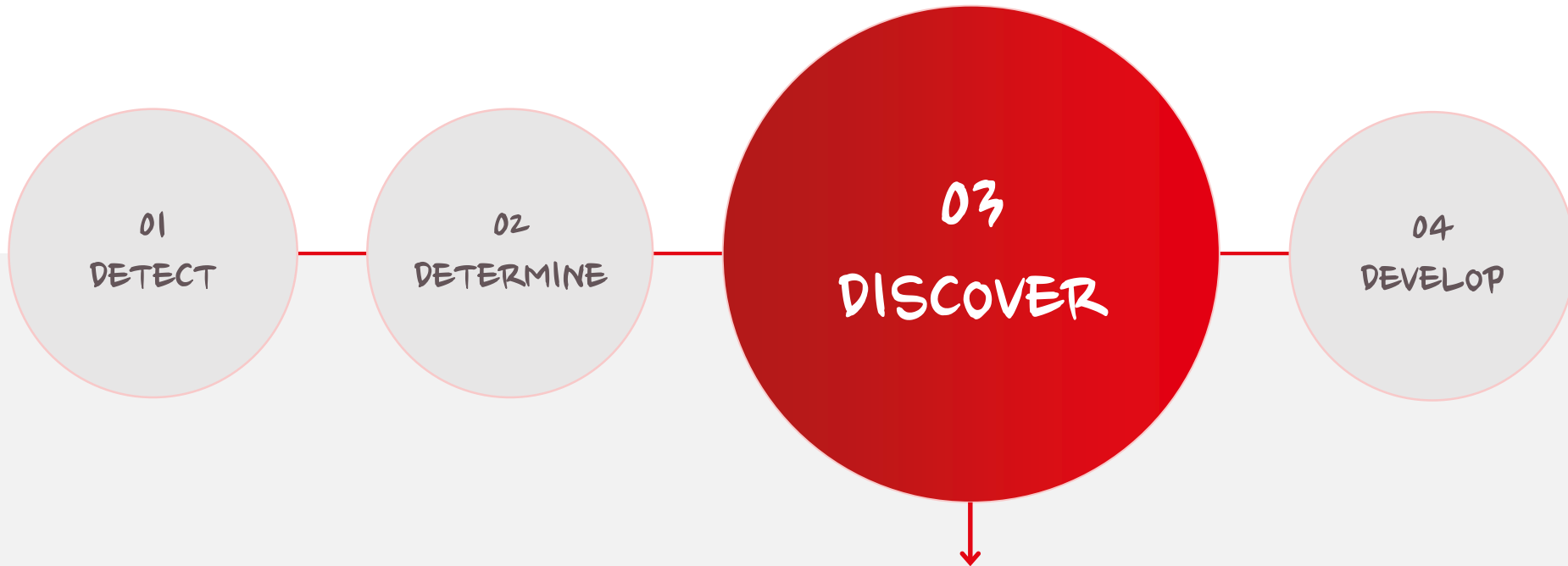
What does she/he **feel**?

How did you learn about your customer?

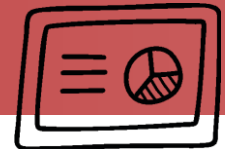
A world map with a light gray background. Numerous red lightbulb icons are scattered across the map, connected by thin, dotted lines. A large, yellow dashed-line box is centered over the map, containing the text. The text is in a bold, yellow, sans-serif font.

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

Chapter 03



Discover proven business models and identify key business elements. Try to replicate existing features and adapt them to your own business idea and local market.



Komodo Water

Komodo Water is a social enterprise providing universal access to decent water and sustainable water management solutions for small islands and coastal communities. Komodo Water produces and sells water and ice flakes to fishermen, fish sellers, and tourist boats which diminishes the use of plastic packs for ice. They use efficient reverse osmosis machines and icemakers powered by solar technology. The company purifies brackish water of TDS 9000 ppm into water with drinking quality of TDS 11-13 ppm certified by the National Health Department in Indonesia.

Value Proposition: Komodo Water solutions seek to answer the problem of scarce fresh water supply in small island communities and high numbers of rotten fish due to shortage of ice supplies for fishermen. Komodo Water targets the water and ice flakes supply for fishermen, fish sellers, and tourist boats. Drinking-water is distributed in 20 litres jerry-cans or gallons, and the ice in the form of ice flakes. The production facility is located on Papagarang Island, where most customers reside. Komodo Water's location outperforms its competitors who mostly reside in the main town, requiring a 2-hours boat ride from Papagarang Island.



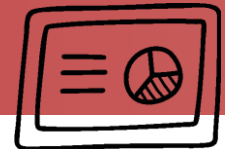
KEY FACTS

- **Full enterprise name:** Komodo Water
- **Country of headquarters:** Indonesia
- **Founded in:** 2012
- **Sector:** Water, Renewable Energy
- **Employee size:** 5 (2020)
- **Operating in:** Labuan Bajo, Flores, Indonesia
- **Website:** <http://www.komodowater.org/>

Preview

Participate in an upcoming Replicator Workshop to discover more about Komodo Water and other eco-inclusive enterprises!

Get inspired from their business elements and learn about the enterprises' local conditions and success factors.



Tusafishe

Tusafishe produces, advertises, sells, and installs automated low-cost filters that eliminate the use of solid fuels to provide safe drinking water for large communities. Together with Finance Trust Bank, customers such as schools have access to flexible loans to acquire the filters. Tusafishe also supplies water filters to non-profit organisations involved in WASH activities, providing installation services and training for the beneficiaries.

Value Proposition: Tusafishe is an eco-inclusive enterprise that builds water filters using locally available materials. These filters are easy to maintain which makes them cheap and affordable for the Ugandan population. The filters have been proven over the years as a method of water purification. Tusafishe installs these filters for institutions and communities where they take time to train the women and the youth on the operations of the system. The filters provide “in the glass” ready to drink water which reduces the risk of contamination.



KEY FACTS

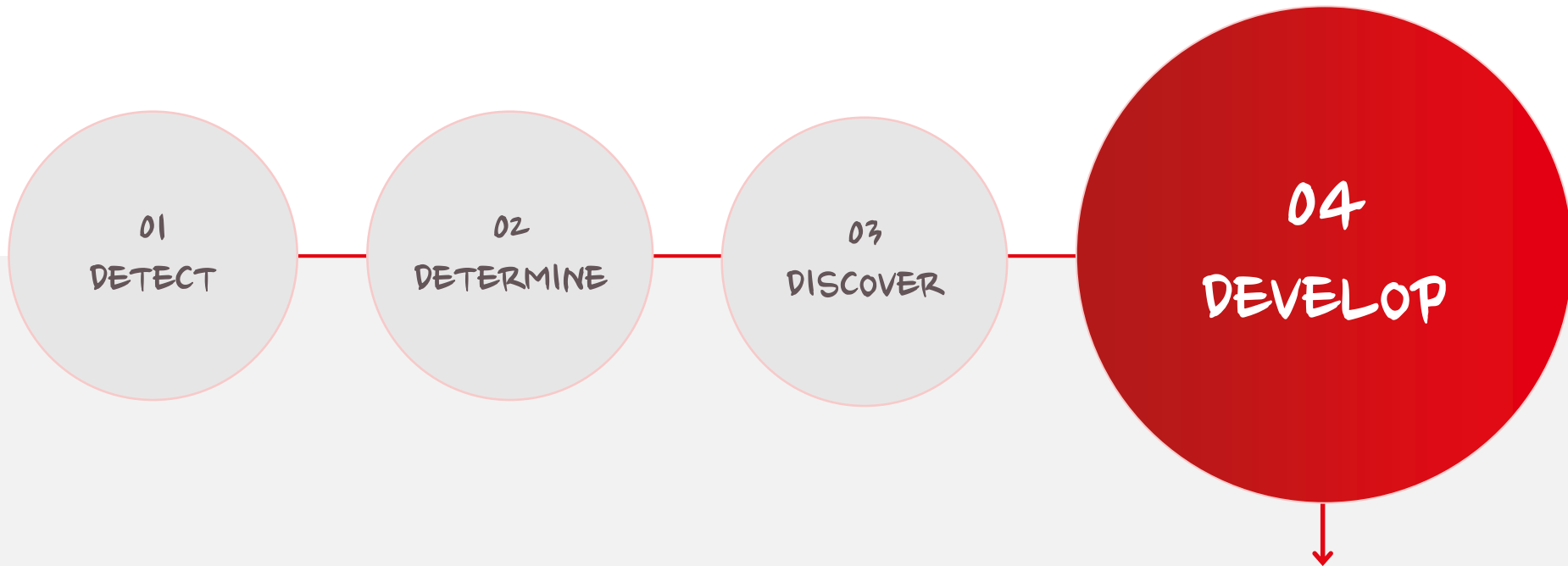
- **Full enterprise name:** Tusafishe
- **Country of headquarters:** Uganda
- **Founded in:** 2017
- **Sector:** Health
- **Employee size:** 8 (2020)
- **Operating in:** Uganda
- **Website:** www.tusafishe.com

Preview

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Get inspired from their business elements and learn about the enterprises' local conditions and success factors.

Chapter 04



Develop an idea for replication and how you can adapt existing elements to your local context. Learn about forms of replication, practice pitching and prepare for reaching out to potential partners.

A world map with a light gray background. Overlaid on the map are several red lightbulb icons connected by thin, dotted lines, forming a network across various continents. In the center of the map, there is a yellow dashed-line box containing text.

**Participate in an upcoming
Replicator Workshop to
develop your own Replication
idea!**



Contact: SEED c/o adelphi gGmbH | Alt-Moabit 91 | 10559 Berlin, Germany | info@seed.uno



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