



iziWasha : South Africa

Making clothes washing easy for women in low-income and water-scarce communities

Project description

iziWasha is a simple and affordable handheld laundry device aimed at improving the lives of women by easing the burden of hand-washing whilst saving water.



Business model

iziWasha will be manufactured in South Africa and sold and promoted through retailers as well as female micro entrepreneurs across the continent and in other emerging markets, where the majority of people do not have electric washing machines.

Scaling up activities in 2011

- Secure external funding to enable rapid scale-up in South Africa and elsewhere.
- Secure partnerships with major retailers serving low to mid income markets.
- Reach wholesalers distributing to informal retail outlets in rural areas.
- Establish a network of iziWasha brand ambassadors in target communities.

Immediate needs

- Funding to scale up production and distribution.
- Distribution partners: retailers, wholesalers or networks of micro-entrepreneurs/direct sales agents.
- Marketing expertise: bringing a new product to the base of the pyramid market.
- Environmental impact assessment expertise: measuring water-saving impact, converting the results to environmental ROI.





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Partnership

- ❶ **iziWasha (Pty) Ltd:** South African for-profit social enterprise owned and managed by a small team of social entrepreneurs.
- ❷ **The Lapdesk Company:** educational social enterprise aimed at addressing the desk shortages in schools across Africa and the developing world. Lapdesk intends to partner with iziWasha Ltd by offering incubation facilities during the company's start-up phase.
- ❸ **Kommunity Group Projects:** umbrella group of social enterprises which will provide strategic and IP support.



Social, environmental and economic impacts

Social impact: iziWasha Improves the lives of women in emerging markets and reduces health problems such as arthritis, back ache and skin problems.

Environmental impact: iziWasha uses at least 15 percent less water than a traditional hand wash and 40 percent less than a machine. It does not require electricity.

Economic impact: iziWasha creates jobs and empowers women through networks of community brand ambassadors. It saves time, which can be used for income generation. Explaining the advantages of disposing of water safely helps improve environmental education.

Contact

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SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

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