

## 🏆 SAG-SEED WINNER 2016 🏆

To improve access to safe drinking water, SPOUTS manufactures and supplies an affordable ceramic water filter, called the Purifaaya, which is made with local resources and materials easily found in Uganda. SPOUTS is the sole manufacturer of water filtration products in Uganda.



## SPOUTS of Water, Uganda

### BUSINESS MODEL

SPOUTS of Water manufactures, markets and sells affordable ceramic water filters using local materials and employing local labour. The enterprise targets all socio-economic classes in Uganda – from those who rely on expensive bottled water and those who boil their water, to the lowest-income 30% who usually consume untreated water.

SPOUTS takes advantage of numerous existing networks, such as savings groups and microfinance institutions, to deliver safe water across the entire market. It fills a void where other water treatment methods have failed to maintain sustainable production and cultural longevity.

### ENTERPRISE FAST FACTS:

Location	Kampala, Uganda
Year founded	2012
Sector	Manufacturing
Product/Service	Ceramic water filters

### CONTACT

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### Social impacts:

- Reducing the prevalence of water-borne illnesses, and improving household health.
- Freeing women and children from the burden of water boiling and related firewood collection or purchase.
- Providing WASH training to > 45,000 individuals and 4,500 students thus far.

### Environmental impacts:

- Avoiding over 96.4 million kg CO<sub>2</sub> emissions and reducing pressure on forests from firewood-based water boiling, by selling 5,000 filters to lower-middle income customers over the past two years.
- Reducing the use of plastic water bottles, which is currently consumed by the upper-income 10% of the population.

### Economic impacts:

- Providing the lowest-price water purification system (\$20) on the Ugandan market, freeing up economic resources of low-income households.
- Improving productivity by targeting widespread access to clean drinking water and reduction of waterborne diseases.
- Creating stable employment for more than 20 Ugandan staff so far.

” The Purifaaya eliminates the need to boil water, freeing up economic resources and reducing negative environmental impacts.

### Scaling up activities:

- Complete construction of a new factory to increase production from 1,000 to 2,000 filters per month.
- Expand marketing to new languages and channels, e.g. radio and taxi ads, to increase sales.
- Pilot premium filters with a modern and aesthetically pleasing design to appeal to the higher-income market segment.



### Partnership

• **SPOUTS of Water Inc.** develops, produces and markets “Purifaaya” ceramic water filters.

• **Prince of Peace Orphans and Widows Vision (POPOW)** is a local NGO that distributes SPOUTS filters in a district in Northern Uganda providing accessible financing options to women’s savings groups.

• **Living Goods** is an international NGO that provides door-to-door distribution of social-impact products, including SPOUTS water filters in Uganda.

• **Bead for Life** conducts campaigns and trainings to educate women on the need for safe water.



The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are supported by SWITCH-Africa Green, which is implemented by UNEP with the assistance of the European Union.

### About SEED

SEED is a global partnership for action on sustainable development that was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and the International Union for the Conservation of Nature at the 2002 World Summit on Sustainable Development. SEED is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are part of the multi-country project “Promoting Eco-Entrepreneurship in Africa” implemented by SEED under SWITCH-Africa Green (SAG). SAG is implemented by UNEP with the assistance of the European Union. Other project partners in SAG are UNDP and the United Nations Office for Project Services (UNOPS).

[www.seed.uno/sag](http://www.seed.uno/sag)

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