



Unlocking the
power of markets
through partnership



THE WORLD NEEDS NEW WAYS OF WORKING

Achieving the Sustainable Development Goals (SDGs) is ambitious, with aspirations to deliver a more inclusive, low-carbon and equitable economy by 2030. These are 'all in' agendas. Success requires engagement from everyone – every government, non-profit organisation, company and citizen.

It also requires an investment of \$3–4 trillion a year. Which means that, at current levels of funding, there's an annual shortfall of around \$2.5 trillion (United Nations).

Private sector investment has a critical role to play in meeting this need and in making markets deliver purposeful growth. These are markets that work for society as a whole, driving the move from the billions to the trillions of dollars needed to deliver the SDGs.

To get there, we must radically change the way business operates. Innovative multi-stakeholder partnerships – like TRANSFORM – are well placed to step in and bring together the resources, creativity and collaboration to unlock the power of markets and fill the gap.



THE BEST IDEAS & BOLDEST ACTIONS

Achieving the SDGs is a huge challenge but also the business opportunity of a lifetime. If we seize this, we can harness the power of markets to deliver not only exceptional growth, but also help our economies transition to a low-carbon, inclusive and healthier world.

Some of the best ideas and boldest actions are coming from entrepreneurs and start-ups. These disruptors are driving innovations and new business models to create the momentum the economy needs. TRANSFORM can unlock these opportunities and help to scale workable solutions, to build a brighter future for all.



Rebecca Marmot
Chief Sustainability Officer, Unilever





DOING DEVELOPMENT DIFFERENTLY

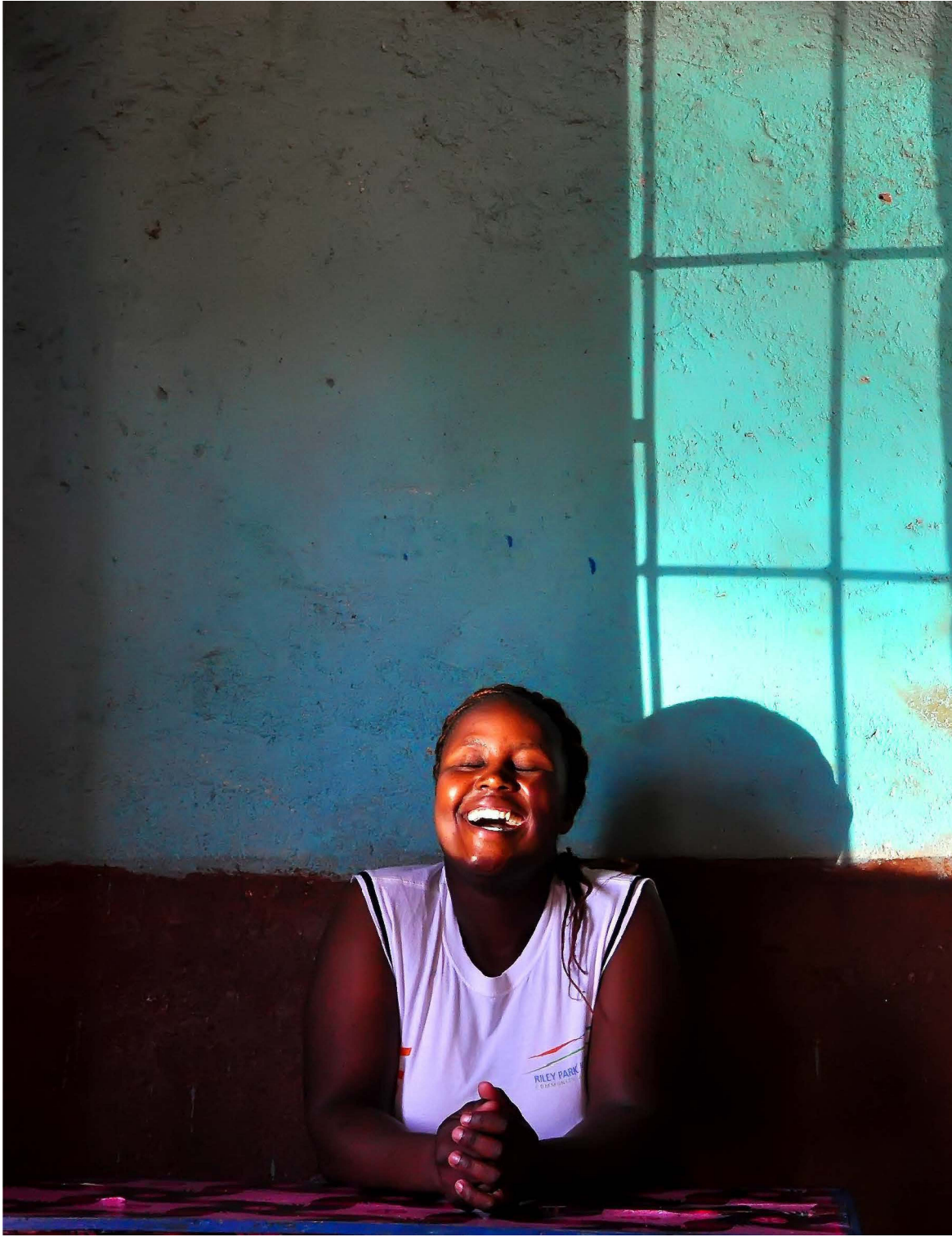
The Sustainable Development Goals are an inspiring, ambitious and far-reaching agenda for development. As a major development partner, we know that we cannot achieve these goals with aid alone. We need new types of finance, and to tap into expertise and innovation to turbo-charge inclusive development opportunities.

TRANSFORM represents a bold model of the kind of progressive public-private partnerships required to incubate, catalyse and scale life-enhancing solutions to persistent and pervasive challenges. By drawing upon the best of our resources, networks and know-how to support social enterprises across Africa and Asia, we hope to be able to boost employment and improve the lives of millions of people.



Charlotte Watts

Chief Scientific Adviser,
UK Department for International Development



ABOUT TRANSFORM

TRANSFORM is a partnership between business, government and civil society, leveraging their respective strengths to address the world's most pressing development challenges. Together, we aim to improve the lives of low-income households by unlocking the power of markets for the benefit of everyone.

Unilever and the UK's Department for International Development (DFID) founded TRANSFORM in 2015 with an ambition to combine public sector resources with private sector capabilities, know-how and networks to develop innovative and sustainable business models.

Through financial and business support for social enterprises, TRANSFORM's aim is to enable 100 million people in sub-Saharan Africa and South Asia to access products and services that improve their health, livelihoods, environment or well-being by 2025.

TRANSFORM now leverages the world-class capabilities and reach of additional partners who have joined us to find sustainable solutions to the world's greatest development challenges.

Programme-level



Project-level



WHAT WE STAND FOR



Scaling sustainable business

TRANSFORM identifies early-stage social businesses and helps them scale to transformative market-based solutions that will eventually become self-sustaining in a virtuous cycle of growth.



Unlocking potential through innovation

TRANSFORM partners with social enterprises to deliver innovative projects that unlock something unique that can have a catalytic impact on the business and the consumers it serves.



Leveraging technology to change behaviour at scale

With a focus on digital tools and behaviour change, TRANSFORM supports sustainable business solutions that have the potential to improve the lives of millions of people in developing countries.



Sharing insights with the world

The partnership is committed to research and learning, sharing insights from the programme and projects with other businesses, non-profit organisations and governments to encourage uptake by others.





COMBINING GRANT FUNDING WITH WORLD-CLASS BUSINESS SUPPORT

As well as grant funding of up to £300,000, TRANSFORM offers social enterprises a suite of business support that leverages our partners' world-leading brands, capabilities, expertise and networks.

We partner with social enterprises to deliver innovation projects that support them with:

- **Marketing**
Building ecosystems and connecting to consumers to allow social business models to thrive.
- **Distribution**
Improving access to affordable, high-impact products for the consumers in hard to reach locations.
- **Behaviour Change**
Removing barriers and opening channels for behaviour change, with a focus on digital tools.
- **Product Development**
Developing products and deploying technology to address needs and drive impact.
- **Entrepreneurship**
Strengthening livelihoods for microentrepreneurs and smallholder farmers through entrepreneurship.
- **Business Modelling**
Improving the financial and operational resilience of social businesses so they can prosper while serving communities.
- **Research**
Developing new knowledge and insights in how digital connectivity can promote positive behaviour change in low-income communities. Through our research, we will provide guidance to small businesses on how to deliver products and services that drive positive behaviour change.



WHAT WE'RE LOOKING FOR

TRANSFORM looks to partner with businesses that:

- are tackling a challenge in a genuinely innovative way and who are ready to test if their ideas can scale up.
- deliver products or services that target the poorest households in one of **TRANSFORM's priority countries** in sub-Saharan Africa and South Asia.
- can demonstrate clear plans for future financial sustainability and the potential to reach scale by 2025.
- offer something specific to test that's relevant to one of TRANSFORM's partners.
- have inspiring leadership and appropriate in-country resources.
- will happily share their learnings for the public good.

Find out more about our projects and how to apply at **transform.global**

BUSINESSES THAT EMPOWER CONSUMERS TO MEET THEIR NEEDS

We partner with social businesses that address a range of low-income household needs:



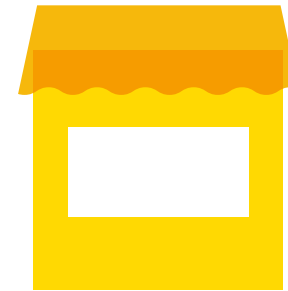
WATER



**SANITATION
& HYGIENE**



**HEALTH &
WELL-BEING**



**RURAL
LIVELIHOODS**



**ENERGY &
ENVIRONMENT**

SANITATION & HYGIENE

Developing sustainable sanitation solutions for the poor by improving marketing and demand creation.

RURAL LIVELIHOODS

Working across rural value chains to test new business models and generate insights to improve rural lives and livelihoods through entrepreneurship.

WATER

Supporting solutions that improve access to, and consumption of, safe water through brand reach, behaviour change and technology.

HEALTH & WELL-BEING

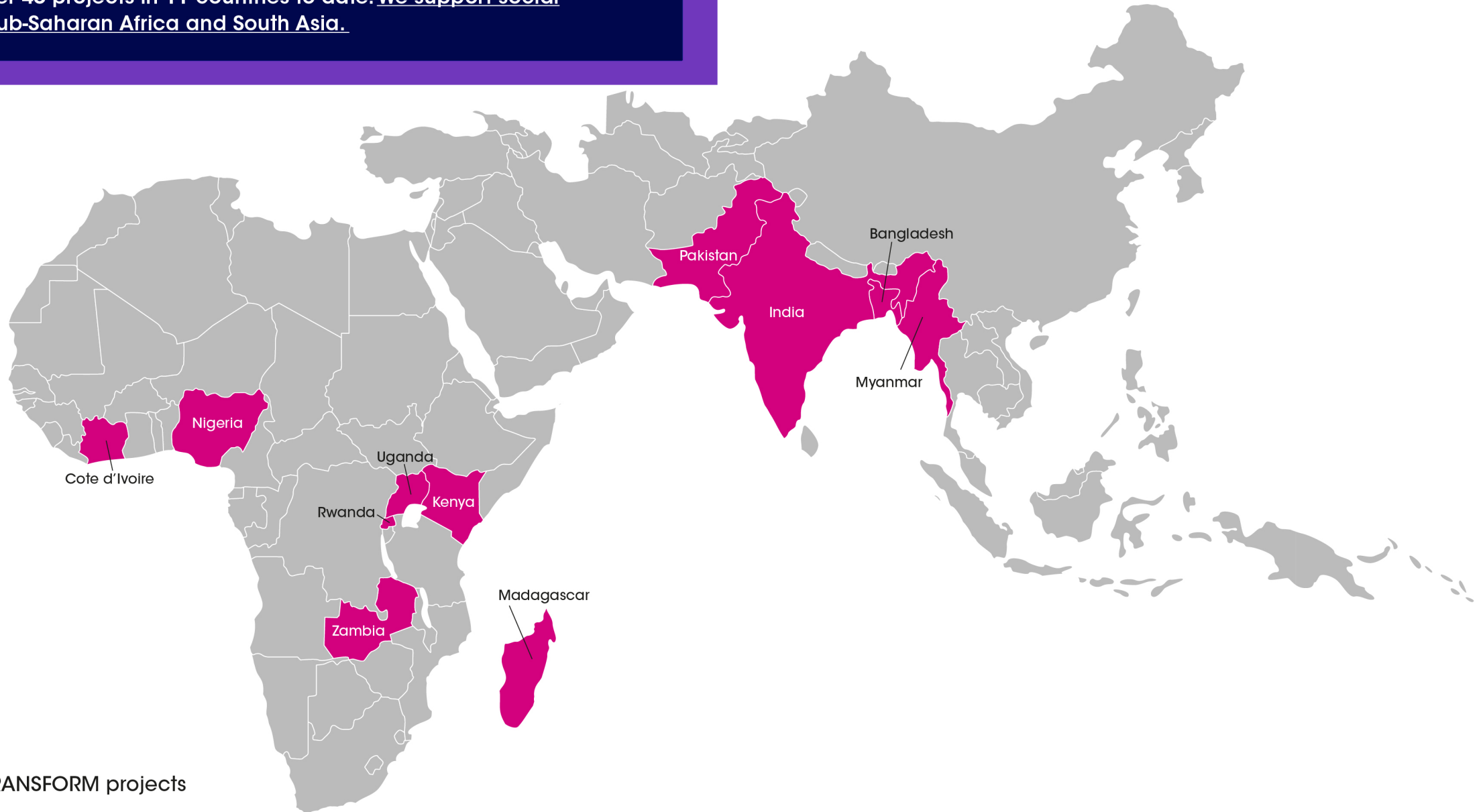
Supporting digitally-enabled businesses that address multiple health and well-being needs by promoting supply and demand, with a focus on women and youth.

ENERGY & ENVIRONMENT

Supporting businesses that improve the environment, health, and livelihoods of low-income communities.

OUR CURRENT REACH

We've supported over 45 projects in 11 countries to date. We support social enterprises across sub-Saharan Africa and South Asia.



HEALTH & WELL-BEING

case studies



EVERY1 MOBILE

Impacting health and livelihoods through innovative digital solutions

THE PROBLEM

In places like Nairobi, 'informal' FMCG shopkeepers (called dukas) are ideally positioned to serve low-income communities with essential health, hygiene and nutrition products. However, duka owners often lack the skills to promote and expand their offering.

THE SOCIAL ENTERPRISE

Every1Mobile helps develop these businesses through a digital platform where shopkeepers can access e-Learning on business skills and financial management, and their customers can find much-needed health information and access to product promotions.

THE PROJECT

There are two projects in Kenya and Nigeria – U Join in Nairobi targeting informal FMCG shopkeepers, and NaijaCare in Lagos targeting informal pharmacies, called unlicensed Proprietary and Patent Medicine Vendors (PPMVs). While around half of poor households go to PPMVs for a range of health issues, they are not well supported to provide quality healthcare advice and only 20% have some level of medical training. TRANSFORM is supporting U Join and Naijacare to design, develop and roll out their business models, incentive mechanisms and resources so they can become effective catalysts for health promotion and behaviour change in low-income communities.



**EVERY1
MOBILE**

Digital Solutions for Social Change



Country
Kenya
Nigeria



Website
every1mobile.com





KASHA

Empowering women to
access vital health products in
Rwanda and Kenya

THE PROBLEM

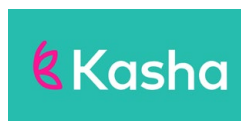
In many countries, women struggle to buy essential health, hygiene and personal care products – such as sanitary pads, contraceptives and soaps – because of social stigma, affordability and poor supply chains.

THE SOCIAL ENTERPRISE

Kasha is a confidential direct-to-consumer offline and online e-commerce platform – available on even a basic mobile phone through USSD – that sells these products through direct delivery, pick-up points and a network of agents.

THE PROJECT

TRANSFORM supported Kasha on product affordability, consumer acquisition and retention, e-commerce and how to optimise health promotion. By the end of 2018, Kasha had delivered to 34,000 consumers in Rwanda, 90% of whom were base of the pyramid. We are now helping integrate micro-credit services into the platform, expand the agent network across Kenya and optimise Kasha's digital content.





MUMSVILLAGE

Inspiring mothers to make more informed choices about family health

THE PROBLEM

New and expectant mothers need quality products, advice and support when it comes to maternal and child health. However, in many countries, these are often not available or reliable.

THE SOCIAL ENTERPRISE

The MumsVillage platform enables mothers to access and share localised content and products through peer-to-peer communities. With over 300,000 unique users in Kenya already, its aim is to empower African women to make more informed choices about the health and well-being of their families.

THE PROJECT

TRANSFORM is helping MumsVillage test the social e-commerce marketplace, with community members becoming micro-entrepreneurs selling products through the platform. This will improve the livelihoods and health of low-income households by increasing mothers' incomes, access to quality products, and knowledge of maternal and child health.



Country
Kenya



Website
mumsvillage.com





Transcending barriers to deliver affordable, quality healthcare for women



Country
Pakistan



Website
docthers.com

doctHERS

THE PROBLEM

With around 120 million people in rural Pakistan lacking access to affordable, quality healthcare, the country has one of the highest rates of infant and maternal mortality in South Asia. At the same time, there are many qualified female doctors who don't practise because of socio-cultural barriers.

THE SOCIAL ENTERPRISE THE PROJECT

doctHERs is a gender-inclusive social business that matches the under-utilised capacity of female doctors to the needs of underserved communities.

TRANSFORM is helping doctHERs upskill and deploy technology-enabled female health workers in Punjab and Sind states to provide health awareness, products and services, and connect patients to doctors via high definition video-consultation. The aim is reach over 1.15 million women and girls in low-income households across 1,750 villages.



WATER

case studies





FOLIAWATER

Ground-breaking water purifier
could mean universal access to safe
drinking water

THE PROBLEM

The barrier to universal access to safe drinking water is not a lack of technology, but rather a lack of a successful distribution model capable of achieving habit change at an affordable price.

THE SOCIAL ENTERPRISE

Folia Water produces innovative silver-infused filter papers that can eliminate bacteria, viruses and other pathogens at a price of a penny per litre of water. Their simple-to-use product design requires no electricity and works with any common household water container.

THE PROJECT

As Folia Water is a materials technology company, TRANSFORM is supporting with sales, marketing and distribution to optimise the consumer and retail proposition in Bangladesh. Folia Water's aim is to reach low-income consumers with a low barrier to entry consumer goods water filter product, making water purification as common as soap, snacks, and SIM cards.



Country
Bangladesh



Website
foliawater.com

6 CLEAN WATER
AND SANITATION





SHOBAR JONNO PANI

Redefining how the chronically underserved access essential services

THE PROBLEM

Almost 20% of Bangladeshis don't have access to a source of clean, safe drinking water and 44% don't have access to a functioning sanitation system. This results in poor health conditions and environmental degradation, with water contaminated by waste.

THE SOCIAL ENTERPRISE

Developed by the French NGO Eau et Vie, Shobar Jonno Pani – which means 'Water for All' – is a mini-utility in underserved informal settlements of Dhaka and Chittagong that provides paid services for water supply, primary solid waste collection and sanitation.

THE PROJECT

TRANSFORM is helping Shobar Jonno Pani roll-out its sanitation business to improve latrines and sewerage systems, supporting with expertise in marketing and behaviour change. The latrines use Biofil technology, whereby worms are used to decrease desludging frequency. The service already benefits 100 people in Dhaka's informal settlements. Its aim is to ultimately reach 15,000 people from low-income households.





DRINKWELL

Turning South Asia's water crisis into entrepreneurial opportunity



THE PROBLEM

Millions of people in India and Bangladesh consume unsafe drinking water impure with arsenic, fluoride, iron and other impurities that are drawn from contaminated groundwater sources. Thousands die every year in Bangladesh alone.

THE SOCIAL ENTERPRISE

Using a micro-franchise model to set up locally-run community water systems, Drinkwell provides access to affordable, safe drinking water through its novel filtration technology that significantly reduces energy costs and waste.

THE PROJECT

TRANSFORM is helping trial a new content-based platform that promotes safe practices in poor communities, driving the purchase of Drinkwell Water ATM cards. These RFID-enabled cards can be purchased through multiple retail channels including local pharmacies and bazaars. The pilot will test different content to assess uptake and adoption. The aim is to reach 100,000 users.



DHARMA LIFE

Ensuring underserved villagers have access to clean, safe drinking water

THE PROBLEM

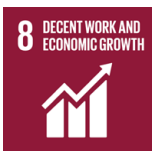
In India, over 63 million people living in rural areas don't have access to clean water – more than in any other country. Barriers include the availability of quality purification products and low adoption rates due to lack of awareness and behaviour change at the last mile.

THE SOCIAL ENTERPRISE

Dharma Life has created an innovative holistic model for promoting clean water solutions at the village level through women micro-entrepreneurs. They act as change-makers, improving the quality of life for people within their communities while, at the same time, increasing their incomes.

THE PROJECT

TRANSFORM is supporting Dharma Life's 'Clean and Connected Homes' initiative that's raising awareness of good health, hygiene and sanitation habits, and improving access to related products. We are helping develop targeted campaigns that drive long term sustained behaviour change. This includes leveraging partnerships in internet access, access to clean energy and financial inclusion.





SANITATION & HYGIENE

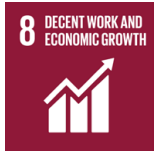
case studies





PIT VIDURA

Protecting communities, workers and the environment with safe sanitation



THE PROBLEM

In dense informal settlements, most toilets are pit latrines which are emptied by hand. The untreated waste is then dumped or re-buried elsewhere in the community. This is the only sanitation 'solution' available to over 90% of people living in Rwanda's capital Kigali.

THE SOCIAL ENTERPRISE THE PROJECT

Pit Vidura promotes safe, affordable waste management practices by providing emptying services to households in even the most inaccessible areas. It also employs previously marginalised waste workers, equipping them with professional tools and personal protective gear.

Pit Vidura has so far serviced over 1,200 of Kigali's poorest households. TRANSFORM is now helping the enterprise scale up by testing different business models to increase efficiency, and piloting ways to license its technologies to existing service providers.





SARAPLAST

Converting old buses into clean, safe
toilets for women



THE PROBLEM

A big challenge faced by women in urban areas of India is accessing safe, hygienic toilets outside the home, particularly when menstruating. Most public facilities are dirty and badly maintained.

THE SOCIAL ENTERPRISE THE PROJECT

Saraplast refurbishes scrapped buses to provide well-lit, fully-equipped restrooms for a small fee. Placed at popular locations across the city of Pune and powered by solar energy, the buses provide access to washbasins, soap and sanitary napkins, with spaces for diaper-changing and breastfeeding.

The twelve buses currently operational target lower-income women and are used by an average of 150 individuals per day. TRANSFORM is helping explore additional revenue streams – such as cafes – to ensure financial viability, and expand the services to include health information, diagnostics and advice.



HAPPY TAP

Saving lives by changing
handwashing behaviour

THE PROBLEM

Worldwide, diarrhoea remains a leading killer of children, accounting for approximately 8 per cent of all deaths among children under age five. Washing hands with soap at critical times is the easiest and cheapest way to prevent diarrhoea and infectious disease. In Bangladesh, despite a high level of awareness, few people practise the habit.

THE SOCIAL ENTERPRISE

HappyTap is tackling this problem with a mass manufactured portable sink purpose-built for low-income households, designed to encourage people – especially children and their caregivers – to wash their hands with soap.

THE PROJECT

TRANSFORM is helping HappyTap to set up its business in Bangladesh. This includes support with optimising the device for behaviour change, identifying manufacturing partners, and exploring sales and distribution opportunities. HappyTap's vision is to enable two million people to wash their hands consistently within five years.





RURAL LIVELIHOODS

case studies





ZAYOHUBS

Connecting and serving remote rural communities

THE PROBLEM

In Zambia, many remote rural communities remain marginalised because of the costs and inefficiencies of reaching them. Businesses stay away while non-profits tend to focus their attention on more accessible locations.

THE SOCIAL ENTERPRISE

ZayoHubs provide technology-enabled, solar powered community centres, that provide access to phone and internet connectivity. The hubs offer a range of support services generating livelihoods and delivering valuable social and educational content, and are sustained from revenues from multiple services.

THE PROJECT

TRANSFORM is helping establish a sustainable, scalable business model, refining what is a 'core' service and what may differ by location. We are also supporting the recruitment and training of entrepreneurs to run the facilities. The aim is to expand ZayoHubs to hard-to-reach, low-income communities within Zambia and beyond.



Country
Zambia



Website
zayohub.com





Unlocking the resources needed to
enable inclusive markets for the
benefit of everyone

[TRANSFORM.GLOBAL](https://www.transform.global)