

IMPACT STORIES

Founded in 2015, the Toilet Board Coalition accelerates business solutions to the global sanitation crisis. The Coalition facilitates vital partnerships between small and medium-sized enterprises (SMEs), corporates, NGOs, investors and governments who share a commitment to achieve access to sanitation and hygiene for all by 2030 (SDG 6.2).

Through its world-renowned Accelerator, the Coalition provides business model design, corporate mentorship and access to investment to Sanitation Economy entrepreneurs serving low-income markets. To date, the Coalition has graduated over 50 SMEs, impacting more than 2.2 million people daily and unlocking US\$22 million in finance. Our 80+ Members' diverse approach to sanitation proudly leads to essential innovation in toilet design, circular recovery of biological resources, and smart digital technologies to ensure safe and sustainable sanitation for all.

The Toilet Board Coalition and its work is made possible by the generous support of its Membership. The contents are the responsibility of the Toilet Board Coalition and do not necessarily reflect the views of the Members.

See Membership options at www.toiletboard.org.

A PARTNERSHIP THAT IMPROVES LIVELIHOODS AND MOVES CUSTOMERS UP THE PYRAMID



"The mentorship through the Toilet Board Coalition Accelerator is a way to drive entrepreneurship to the much needed sanitation sector. The private sector has the opportunity and the potential to accelerate action. The Accelerator brings together multinationals with the most innovative and disruptive entrepreneurs. Where we can offer expertise and resources for scale, entrepreneurs are on the ground, offering real time insights and innovation."

Ishtpreet Singh, Global Brand Director for Domestos, Unilever and Toilet Board Coalition Chair 2021-2022

BACKGROUND

Unilever is a founding Member of the Toilet Board Coalition and is actively involved in mentoring SMEs in the Accelerator, including Bhumijo in 2020. Bhumijo designs, constructs, refurbishes and maintains public toilets across cities in Bangladesh, striving to solve the crisis of hygienic public toilets, specifically, for women. Bhumijo partners with the government and the private sector to increase scalability.

IMPACT

The Accelerator enhanced Bhumijo's growth and customer-centric solutions, leading to their new business model – combining sanitation with commerce, which was implemented at a Dhaka metro station. The engagement between Unilever and Bhumijo extended from the Accelerator mentorship to a business partnership. It started when Bhumijo's mentor, Ishtpreet, based in the UK, reached out to the Unilever brand Domex in Bangladesh, noticing the potential for collaboration. This led to funding from Unilever Bangladesh, allowing Bhumijo to establish community toilets in Dhaka's Kalyanpur slum. Such initiatives have a social impact, improving livelihoods as well as business impact by incentivising healthy habits, opening new markets and moving consumers up the pyramid.

BHUMIJO

COHORT YEAR:
2020

COUNTRY:
Bangladesh

OPERATIONS GROWTH:
560% – 5 to 33 toilets
from 2020 to date

MENTOR:
Unilever

SANITATION ECONOMY:
Toilet Marketplace



"When joining the Accelerator in 2020, we only had five toilets. Right now, we are operating 33 and have tested various different models to optimise our products – increasing both operations and revenue. We received a lot of support from the mentorship at the Toilet Board Coalition to develop our business case and design our services based on community needs – from toilets in parks, public places and hospitals."



Farhana Rashid, Entrepreneur at Bhumijo