

iDE Canada Donor Update

# GROW

Fall  
2020



iDE Canada

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“

90% of designers address the needs of the richest 10%. Before I die I want to see that silly ratio turned on its head!

– Paul Polak

# CEO Hello

**Stu Taylor**



On behalf of our board, staff and the clients we serve, thank you for being in this together.

“We’re all in this together” has been one of the common refrains over the past six months as we all grapple with what it means to live through a pandemic. The phrase speaks to the need for collective action and consideration for others – next door and around the world. We are so grateful that you are in this with us as we respond to the immediate challenges raised by COVID-19, and as we continue to work toward the broader vision of all people prospering on their own terms.

While we are all in this together, it is also true that everyone’s experience of the lockdowns, economic crises and health risks are very different. That requires us to be light on our feet – carefully listening, learning and quickly adapting to ensure we are providing solutions that meet people’s actual needs: solutions that really work for end-users and the businesses that serve them.

Thanks to your support, we are well-practiced with innovation – designing with and for those who still face some of the most basic challenges: accessing water for their homes and farms, finding markets for what they grow, getting reliable farming advice, having a clean and affordable toilet at their home. The pandemic has amplified these challenges – particularly for women, who bear the brunt of the crisis, as described in one of the articles in this issue of GROW. However, the starting point for real and lasting change is the same. Go to the people who have the problem. Listen to them and learn from them.

In this issue, you will read about some of the ways your support has helped us to tackle hard problems in new ways. The same principles that have helped millions increase their incomes with low-cost irrigation pumps are also bringing clean water to millions of Cambodians and marketing the lifesaving act of handwashing.

With your support, we continue to stay nimble so we can offer products and services that make a real and lasting difference for those who need it most. On behalf of our board, staff and the clients we serve, thank you for being in this together.

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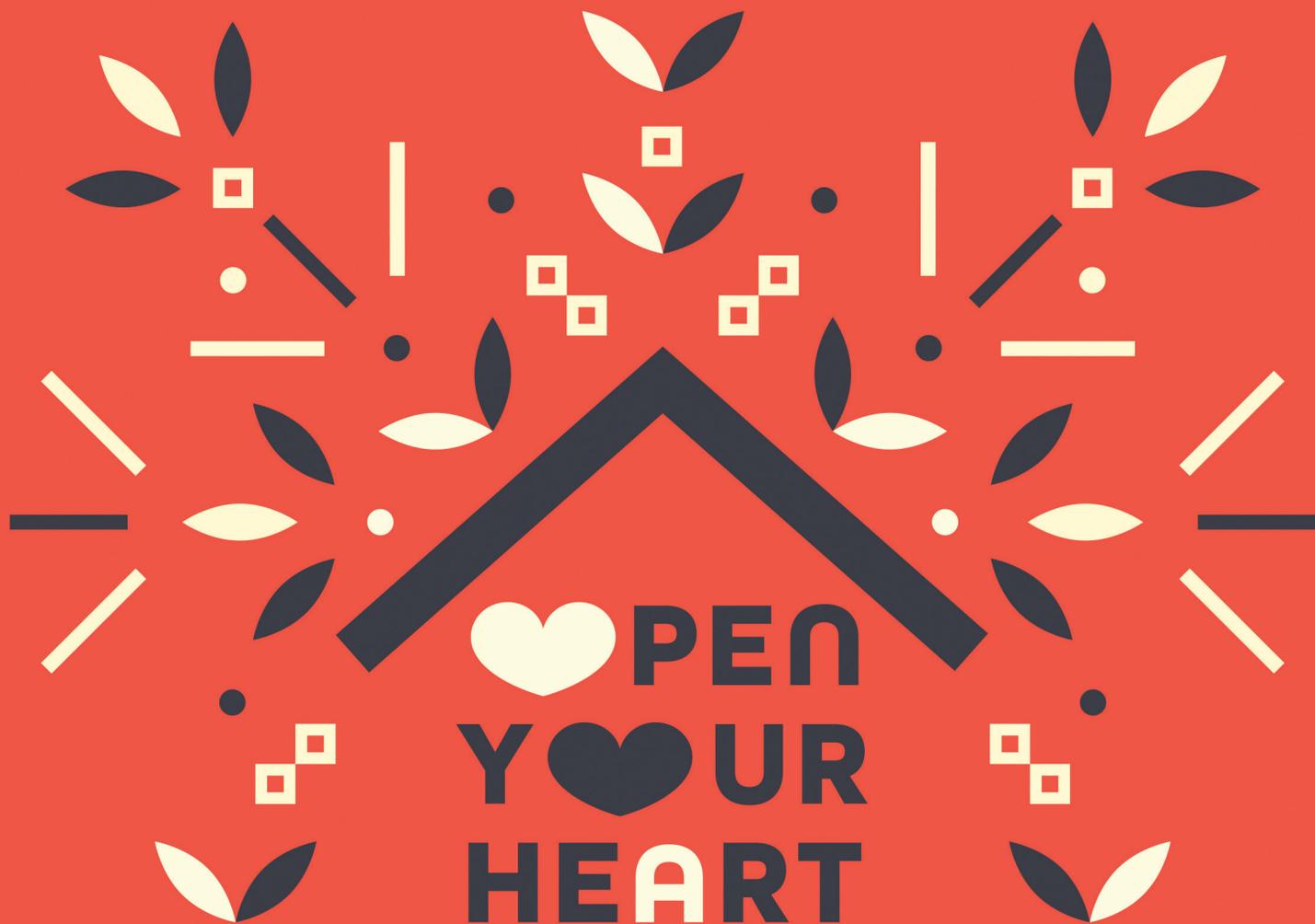
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Cover photo by David Graham  
—iDE's Hydrologic employee



**iDECanada**

**HOME VIRTUAL GALA**

**SAVE THE DATE**

**OCTOBER 27TH, 2020**

**TITLE SPONSOR**



We invite you to gather for a virtual gala to support real and lasting change for people living in poverty - particularly in these difficult times. Guests will receive a Zoom link to the live program with Valerie Labi, iDE Ghana Country Director, as well as a curated "gala-in-a-box" with local food, some surprises and everything you need to enjoy the evening. All delivered right to your home for a unique and interactive experience.

To be a sponsor or reserve tickets, call 204-786-1490 or register and pay online at [www.idecanada.org/virtualgala2020](http://www.idecanada.org/virtualgala2020)



Aubergines being grown using drip irrigation promoted by Farmer Business Advisors in Cambodia

iDE Photo by Sam Faulker

**SUCCESS**

**MADE**

**POSSIBLE**

**BY YOU!**

# A Healthy Business

## iDE's Hydrologic Social Enterprise celebrates 10 years of bringing clean water to everyday Cambodians

Imagine living in a rural village in Cambodia, miles away from the nearest road. From where do you obtain safe water to drink? You send your daughters to collect water from the local lake, pond, well, or rainwater tank, or you buy it from a local vendor who delivers it by pipe, truck, or wagon. These sources are often contaminated due to poor sanitation, unsafe storage, and fouling by animals. So you collect wood or charcoal and boil the water, spending up to 22 hours a week on this task: time that you could have better spent tending your crops, which provide for you and your family.

You sometimes wonder if the time is worth it, then remember how many people got sick and even died before everyone started boiling the water. In Cambodia alone, untreated water and poor sanitation cause an estimated 10 million cases of diarrhea and 10,000 deaths each year, mostly in rural areas among children under the age of five.



**Thanks to iDE donors' support for innovation, there is another way.**

Ten years ago, iDE launched Hydrologic as a “social enterprise”: a business whose primary purpose was to give people better access to clean water. Today, we celebrate over 500,000 units sold and nearly 3,000,000 people protected from waterborne disease.



The Super Tunsai is a healthy sign of new prosperity made possible

iDE Photo by David Graham

# A Simple Solution

Hydrologic manufactures and sells the Super Tunsai - a safe, effective and beautiful water filter designed for the Cambodian market using local materials. The core of the filter is a porous ceramic pot, rather like a large flower pot. This is coated with silver nitrate. When the pot is filled with untreated water, the water can pass through the microscopic pores but bacteria and other particles are physically blocked. The silver kills any bacteria that manage to penetrate the ceramic. The pot fits snugly into the top of a specially designed plastic container with a lid to protect against recontamination. Lab tests show that the filter removes 99.99% of harmful bacteria.

Sold for less than \$40, the filter provides 30 liters of clean water per day at a price that most Cambodians can afford. Hydrologic also offers financing for those who prefer to pay in instalments.



## Selling with Purpose

Hydrologic's sales teams use a process called "human centered sales", which has proven effective for selling a range of transformative products and services. Salespeople start with a conversation about the problem we are trying to solve, not the product we are trying to sell. This allows them to understand and connect with customers' concerns: safety, convenience and savings -- both time and money.

Because customers are no longer burning fuel to boil their drinking water, Hydrologic is also able to sell carbon credits to generate additional revenue to reinvest in the company's growth and impact.

What started as an innovative idea and developed with the support of visionary donors is now a healthy business that has in turn brought better health to 3,000,000 Cambodians and counting.



# Khorn Sokoan, Hydrologic,

## Clean Water Expert



Khorn is a 38-year-old salesperson providing for a family of six. She has been selling Hydrologic water filters for 2.5 years, making 20 to 30 sales per week. When she speaks with the villagers, they listen. She knows how to command a crowd, puts people at ease, and uses humour to connect with people. Before she joined Hydrologic, she was selling food and doing food delivery. However, this work wasn't enough to support her family.

iDE Photo by Dan Clark



Working for Hydrologic makes her happy. Every day she gets to speak with lots of people in a fun environment. Despite the serious subject matter, Hydrologic sales meetings typically involve a lot of stories and laughter. She now has enough money to feed her family, pay for her children's education, and paid off loans. She wants to make more sales and earn more income, recognizing that her success improves not only her own family's life, but her customers' lives as well.



A Hydrologic sales meeting, with new Super Tunsais at the ready to sell



“Grandma I washed my hands”

I can do it, you can do it too!



**Human Centered Design turns charity into lasting prosperity and health. iDE Cambodia’s design team recently tackled the hard challenge of promoting handwashing to counter the spread of diarrheal disease, and now COVID-19...**

Already connected with rural communities through their toilet and water filter sales activities, the iDE team gathered insights from villagers, concrete ring producers, masons and retailers. Their research showed that women and grandmothers play a huge role in educating the next generation. Based on this

insight, iDE’s Innovation Lab worked with Melon Rouge Agency to develop a marketing campaign that uses a grandmother to teach children about handwashing. “Yey Komru” is a grandmother who sets a good example for caregivers in rural Cambodia. She encourages them to teach good handwashing so children can grow up smart and have a better future. She demonstrates the practical steps along with her two superhero grandchildren, known as “Khmeng Chhlat”, or “Smart Kids”... Together, they form a powerful trio, promoting a brighter future through the simple act of washing hands.

Along with the campaign, Hydrologic, iDE’s clean water social enterprise in Cambodia, began selling handwashing kits to homes and vendors. The container comes with soap, has a tap, and is decorated with the superhero characters to remind everyone that healthy hands make smart children.

With your support, iDE’s teams continue to develop new and creative ways to boost the business of better health in challenging markets. Smart kids across Cambodia thank you!



# Pandemic Pivots

Since COVID-19 emerged as a global threat, the consistent support of our donors has allowed our teams to quickly adapt and innovate to safeguard the health and welfare of our clients and communities. Here are a few examples:

In Ghana, our “Sama Sama” sanitation team set up several hand washing stations for the public and started a radio program to broadcast accurate and reliable information about the virus. Our partners made this pivot possible: Global Affairs Canada, The Manitoba Council for International Cooperation and individual donors like you.



In Cambodia, our design team developed a handwashing campaign starring an amazing grandmother and her superhero grandchildren. As part of the campaign, our Hydologic social enterprise is distributing hand washing kits to promote hand hygiene and education about fighting coronavirus.

In Mozambique, the iDE team distributed 10-litre buckets and soap to Lead Farmers, trained them on precautionary measures, provided them with coronavirus fact sheets, and encouraged them to promote healthy practices with their families and farmers in their communities, through the Farmer Field Schools established by iDE with donor support.



# Fighting the

# “Shecession”

## iDE doubles down on women’s economic empowerment in the face of pandemic

Rita Rana provides for her four children through farming in Nepal.  
iDE photo by **Bimala Colavito**.

Several new words have joined our vocabulary, thanks to COVID-19. One of the most ominous is “shecession,” which describes women bearing the brunt of pandemic family care while trying to keep working. Experts fear the adverse economic impact of the virus on women might erase strides they have made in recent decades.

Since the pandemic forced people to stay home, many women everywhere have carried an extra load of jobs and childcare. In Canada, women’s participation in the workforce plunged to 55 per cent in April, according to RBC Economics.

The same pattern can be seen globally. The pandemic has deepened the inequality between women and men and reversed “decades of limited and fragile progress on gender equality and women’s rights,” said United Nations Secretary-General Antonio Guterres on Aug. 31. “We risk losing a generation or more of gains.”

In developing countries a majority of healthcare workers are women, who during the pandemic have been on the front lines of the response in medical support, teaching and as caregivers in their families and communities.



iDE asked female clients what has changed in their lives after COVID-19. Responses showed, not surprisingly, that many aspects of their lives had become more complex and difficult.

With schools closed, the burden of childcare increased. Worryingly, time confined at home brings an extra dose of family stress and increases the risk of domestic violence.



Woman uses iDE free handwashing station in Tamale Market in Ghana.

Basic tasks such as going to the market – a woman’s job in many cultures, aren’t made any easier with the additional need for masks, hygiene and social distancing. Since women in many developing countries are the ones who venture out in public, they are the most exposed.

Maintaining a job has become more precarious, especially when supervisors aren’t always sympathetic to the new reality. Many women face wage cuts of 30 to 70 percent or even losing jobs completely when businesses close or go bankrupt.

Using markets to create new opportunities with and for women was a priority for iDE long before the pandemic. Our staff are rapidly responding to COVID’s impact, using human-centered design - and more specifically women-centered design - to listen and support women as entrepreneurs, producers and customers through this crisis. And we are reviewing our own internal practices to address barriers that particularly affect female staff and leaders throughout the organization. Our teams know that women are disproportionately affected by most crises, but are also resilient problem solvers.

Your support enables us to more effectively address the cultural and structural challenges women face in business and in their everyday lives, and to close the gaps in women’s access to information, technology, services and opportunity.



Toilet Sales Agents in Ghana:  
(Left to Right) Apugi Dorcas, Patience Biah, and Mohammed Fati.  
Photo was taken before the COVID-19 pandemic.  
iDE Photo by **Alice Lee**.

iDE Canada creates income and livelihood opportunities in developing countries around the world. We invest in local entrepreneurship, building businesses with a focus on agriculture and sanitation. With access to the right products, services and advice, farmers can transform their small farms into small businesses. With access to research and development, sanitation business owners can produce the life-saving products their customers want. Over three decades ago, we recognized that those experiencing poverty were some of the savviest customers in the world, willing to invest in products and services that provide real benefits to their health and income. In partnership with iDE programs around the world—and with the crucial support of our donors — we have helped 30 million people so far.

# Help entrepreneurs grow

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Let us know at [info@idecanada.org](mailto:info@idecanada.org) or 204 786 1490.

If you have feedback on this issue or suggestions for future issues, we would love to hear from you.



iDE photo by  
David Graham

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