



TRANSFORM

OUR PORTFOLIO



Unilever



UKaid

from the British people



EY

Building a better
working world



AN OVERVIEW OF OUR PORTFOLIO

TRANSFORM is a unique joint initiative between Unilever, the UK's Foreign, Commonwealth & Development Office (FCDO) and EY.

Set-up to improve the lives of low-income households, it blends funding and bespoke support to deliver market-based solutions to the world's biggest development challenges.

Figures are accurate as of November 2020, and include both previous and current projects.

TRANSFORM's portfolio consists of

46

enterprises

TRANSFORM enterprises and projects operate in

13

countries

and have impacted

3.9
million

people

OUR THEMATIC PILLARS



WATER

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



SANITATION & HYGIENE

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



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.



RURAL LIVELIHOODS

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



ENERGY & ENVIRONMENT

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

TRANSFORM SURVIVE & THRIVE

TRANSFORM has launched a [platform](#) that will enable impact enterprises to *Survive* during the COVID-19 crisis by receiving business continuity support, and to *Thrive* by pivoting quickly to contribute to the crisis response efforts and to develop a more resilient business model.

The COVID-19 crisis means there is a risk that without support, a generation of impact enterprises will fail, with long-term social and economic effects.

We are looking for organisations to collaborate with us so that we can expand and enhance *Survive & Thrive's* impact together.

We aim to mount an impact enterprise-led response to COVID-19 while building resilience for the future of social entrepreneurship.

Throughout this document, existing TRANSFORM enterprises that are receiving additional funding to respond to COVID-19 are marked with this logo:



HEALTH & WELLBEING



doctHERs

Pakistan

DoctHERs

DoctHERs upskills, equips and deploys technology-enabled front-line Lady Health Workers in rural villages where they connect patients to a nationwide network of female doctors by HD video consultation. The TRANSFORM project is helping to rollout this digital healthcare model across 1,500 villages, working with Unilever's Guddi Bajji health and wellness stores to bring together health and wellbeing products and services.

www.docthers.com



Myanmar

Integrated Community and Home Protection (ICHP) Myanmar

The ICHP programme aims to combat the prevalence of malaria and dengue fever in urban and rural Myanmar. The insecticide-treated screens and bed nets are part of a Unilever venture that was started in Indonesia. TRANSFORM provided Unilever with the opportunity to test the concept in Myanmar.

www.kopernik.info



Bangladesh

Jeeon

Jeeon upgrades pharmacies with a simple app that builds their capacity and better connects them to improve rural healthcare. The TRANSFORM project tests behaviour change messaging and demand creation to enable rural community access to health and well-being products.

www.jeeon.co



HEALTH & WELLBEING



Rwanda & Kenya

Kasha

Kasha is a direct-to-consumer mobile e-commerce and content platform – accessible with a basic mobile phone – that confidentially sells and delivers women’s health, hygiene and personal care products such as sanitary pads, contraceptives and soaps.

www.kasha.co



Kenya

Heroes for Change

Heroes for Change (H4C) is a for-profit, service-based organization harnessing the power of purpose-driven youth volunteers who have the resource of time, social capital and trust, who will deliver scalable social impact programmes in their own communities at low cost harnessing the power of technology. TRANSFORM is supporting H4C to develop a tech platform to deliver social impact programmes and leverage U Afya content.

www.heroes4change.com



Bangladesh

Maya

Maya’s mission is to be everyone’s wellbeing assistant across Asia, providing access to instant, convenient, informed, and private healthcare. This is achieved through an artificial intelligence (AI) based anonymous messaging solution that leverages licensed physicians/counsellors and connects them with users seeking advice. TRANSFORM will help expand Maya’s reach and effect behaviour change among the underserved low to medium-income populations in Bangladesh.

www.maya.com.bd



HEALTH & WELLBEING



Kenya

MumsVillage

MumsVillage will deliver a digital marketplace and peer sharing community for African mothers in Kenya. The vision is to create a vibrant online community that harnesses technology to deliver products and tailored content for mothers across Africa.

www.mumsvillage.com



Nigeria

Naija Care

NaijaCare is a digital community of Patent & Proprietary Medicine Vendors (PPMVs) developed by Every1Mobile to improve the PPMVs' business as well as their service delivery to their customers. The project has enabled Unilever to explore pharmacies as a new sales channel where health and consumer products are promoted together, particularly for mothers.

www.naijacare.com



Kenya

Tunajengana

Well Told Story Ltd. has developed East Africa's biggest youth brand, Shujaaz, to inspire young people to address the problems that affect them and their families. TRANSFORM is supporting a project called Tunajengana, a new digital service offering East African youth tailored online services that meet their needs for information, skills and networks. The digital platform can help open up data-enabled markets and opportunities not currently accessible to the millions of East African youth in the informal sector.

www.shujaazinc.com



Kenya

UJoin

Every1Mobile developed a mobile platform for shopkeepers (Dukas) called UJoin to improve their livelihoods and promote health and wellbeing products in their communities. Through the project, Ujoin has measured a positive impact on Dukas, launched e-learning courses through the platform and introduced vouchering to boost sales. Mastercard has joined the Jaza Duka project to provide digital finance expertise.

www.every1mobile.com/our-work/ujoin/

RURAL LIVELIHOODS



Côte
d'Ivoire

ASPEN

ASPEN is an innovative income diversification programme that leverages cocoa cooperatives to distribute high-impact products through farmers as sales agents. The project aims to unlock new ways to diversify agricultural livelihoods and reach the last mile by leveraging existing infrastructure.

www.technoserve.org



CLINTON GIUSTRA
ENTERPRISE
PARTNERSHIP

Nigeria

CGEP

CGEP is an inclusive distribution pilot working with female entrepreneurs in Nigeria. The project aims to create a new model of female entrepreneurship to support the distribution of high impact products and services in Africa.

www.clintonfoundation.org



Nigeria

D2DPro

D2DPro gives female door-to-door sales agents the skills, knowledge and access to credit needed to expand their basket of everyday consumer goods with pay-as-you-go solar lamps. The project seeks to deliver digital tools and access to credit that female sales agents need to thrive at scale.

www.bopinc.org



Kenya

Digital Agents

Digital Agents for Energy+ invest in the development of the energy provision market and consumer's access to energy by providing refugee and host community members with the capacity to transform their digital skills into income-generating opportunities. TRANSFORM supports a project which tests the model on a small population of micro-entrepreneurs and small businesses with a view to being validated and scaled to refugee settlements.

RURAL LIVELIHOODS



Kenya

Rubicon

With TRANSFORM, Rubicon is running a project to design and test an inclusive connectivity model that provides more engaging and more productive content for women and young people. The goal is to increase the proportion of women and young people benefiting from the roll-out of rural wi-fi; helping them look after themselves, their families and their employment prospects.

www.shujaazinc.com



Myanmar

Transforming of Production Palm Sugar in Myanmar (ToPPS)

SNV is testing an innovative business model to improve palm sugar processing through cookstove entrepreneurship. The project will strengthen the relationship between the farmers and the supplier through a revolving loan. The vision is to ensure the farmers and their communities thrive by adding value and protecting the natural environment.

www.snv.org



Côte d'Ivoire

Increasing Resilience & Gender Empowerment in Cocoa Communities (IRGECC)

The project focus is to complement yield increases with diversification of income sources of cocoa households to minimize exposure to cocoa price shocks. The project tests two hypothesis related to non-cocoa services that will support Farm Services Enterprise (Barry Callebaut's farm services social enterprise) to scale to meet social and financial objectives.

www.barry-callebaut.com

RURAL LIVELIHOODS



Ethiopia

Kidame Mart

Kidame Mart is empowering rural female entrepreneurs to provide last mile distribution of high impact and fast-moving consumer goods. With the assistance of local women's associations, Kidame Mart recruits rural women who lack formal employment opportunities to become sales agents. TRANSFORM will help to scale the model and support a partnership with EthioChicken.

www.kidamemart.com



Zambia

ZayoHub

ZayoHub are piloting a viable 'final mile' business with a range of revenue streams including the provision of power, telecom, internet connectivity and consumables that improve health and wellbeing.

www.zayohub.com



Kenya

Inclusive Business Sweden

Research

This research project will explore the potential of peer-to-peer technologies and models in encouraging behavioural change and sharing of sanitation services in developing markets where 40% of people do not have access to a toilet, but where smartphone penetration and mobile money adoption is increasing. IBC will explore how using digital tech and business models can be used to scale and formalise sanitation services.

www.inclusivebusiness.se

SANITATION & HYGIENE



Bangladesh

HappyTap

The HappyTap is a mass-manufactured portable sink purpose-built for low-income communities of Bangladesh that has been designed to encourage behaviour change in children. TRANSFORM has helped develop the project and connect the business to Unilever products. HappyTap's vision is to enable 10 million people to consistently wash their hands by 2024.

www.happytap.net

Loowatt

Madagascar

Loowatt

Loowatt uses a patented sealing technology and polymer film to create a waterless 'flush' for community toilets. The film and waste are then treated in value-generating treatment systems. TRANSFORM's support will help Loowatt to refine a scalable business model that can be replicated by local partners in other emerging market countries.

www.loowatt.com



PIT VIDURA

Rwanda

Pit Vidura

Pit Vidura promotes sanitation and health for low-income communities by offering safe and affordable pit latrine emptying services in dense informal settlements. TRANSFORM funding is helping to scale the business in Kigali by testing the business model and technology licensing opportunities.

www.pitvidura.com

SANITATION & HYGIENE



Kenya

Sanivation

Sanivation installs modern and portable toilets inside people's homes and charges a monthly fee to service them. The TRANSFORM project tested the viability of bundling soap with the toilets.

www.sanivation.com



India

Saraplast

Saraplast is converting 10 buses into Toilet Integration Centres (TiCs) that provide sanitation and other services to women in urban areas. The project aims to prove that sanitation businesses can be profitable and sustainable, whilst serving low-income consumers and empowering women.

www.3sindia.com



Bangladesh

SJP

SJP acts as a mini-utility and provides paid-for sanitation and shower facilities shared between 1-2 families, including innovative toilets that use earthworms to digest the waste in Dhaka's slums. The TRANSFORM funding is being used to scale the sanitation focus in Dhaka.

www.eauetvie.fr

SANITATION & HYGIENE



Bangladesh



Bhumijo

Focusing on women, Bhumijo is working to ensure secure and hygienic public toilet services. Bhumijo is providing complete public toilet solution with design, construction, maintenance and awareness building. By ensuring safety, security, hygiene and tailoring facilities to the needs of women and children, the sanitation centres will not only provide toilet services but also become a place for dignity and comfort.

www.bhumijo.com



Bangladesh

SWEEP

SWEEP was created by Water and Sanitation for the Urban Poor (WSUP) to enable access to affordable and sustainable faecal sludge emptying services for people living in cities. TRANSFORM will focus on marketing and demand creation for low-income households.

www.wsup.com



Kenya

Sanergy

Sanergy delivers a franchise network of 'Fresh Life Toilets' that provides safe and affordable access to clean toilets in the informal settlements of urban Kenya. TRANSFORM tested an innovative promotional strategy with Sanergy that has now been adopted across their business.

www.sanergy.com

WATER



India

Dharma Life

Dharma Life is working with TRANSFORM to test a new concept of 'Clean and Connected Homes' that will create exemplary rural low-income households, aware of good health, hygiene, and sanitation habits with access to relevant products.

www.dharmalife.in



Bangladesh

Drinkwell

Drinkwell uses a micro-franchise model of entrepreneurs to sell clean drinking water. The TRANSFORM project will test a new content platform and card to assess uptake and measure eventual adoption of safe drinking water services.

www.drinkwellsystems.com



Bangladesh

Folia Waters

Folia Water's nanosilver-infused Folia filter paper is the world's first water filter for pennies, not dollars. Folia aims to create a fast-moving consumer goods product that enables mass adoption of water filters among the base of the pyramid.

www.foliawater.com



WATER



India

Frontier Markets

Frontier Markets is a social business that distributes clean energy products through female entrepreneurs in Rajasthan. The TRANSFORM project is exploring the last-mile delivery model to connect consumers with Unilever water-purification products.

www.frontiermkts.com



Kenya

Malindi Water

One of the public water utilities selected to receive grant funding and support as part of the TRANSFORM Utilities Challenge.

www.malindawater.co.ke



Zambia

Southern Water

One of the public water utilities selected to receive grant funding and support as part of the TRANSFORM Utilities Challenge.

WATER



India



Spring Health

The Spring Health project rolled out clean water kiosks that are run by entrepreneurs to 30 villages, benefiting 2,640 families. The project is helping Spring Health to learn about behaviour change and entrepreneur-led business models.

www.springhealth.in



Nigeria

Sunlight Water Centres

There are 16 Sunlight Water Centres that provide clean water through solar-powered boreholes in remote communities of Nigeria. The community centres are run by female entrepreneurs who also sell high-impact products and are incentivised to maintain the sites. The centres build brand equity for Sunlight in hard-to-reach communities and drive growth through new sales outlets and improved water access.

www.technoserve.org/our-work/projects



ENERGY & ENVIRONMENT



Kenya

d.light

Using TRANSFORM funding, d.light refined their solar home system product, validated their pay-as-you-go (PAYG) model, and is now scaling across Kenya. Through d.light, access to clean energy is now becoming a reality for millions of people living in off-grid communities in East Africa.

www.dlight.com



Uganda

ENventure

ENventure upskills rural community-based organisations to become last-mile distributors that build markets for affordable clean energy products. By upskilling small-scale retailers and improving their reach to consumers, ENventure strengthens distribution and sales channels for rural consumers. The TRANSFORM project demonstrated that blended finance plays a key role in delivering social impact.

www.enventureenterprises.org



India

Hasiru

Hasiru provides waste-picker-powered waste management services for cities across India. TRANSFORM supported a project to test business model assumptions at a larger scale and establish a replicable recycled plastic production facility.

www.hasirudala.in



Myanmar

Mercy Corps

The TRANSFORM-funded Mercy Corps project encourages women and young people to start their own microenterprises selling clean cookstoves, improving their livelihoods and community health. The project improves rural communities' access to modern energy products, reduces energy poverty and contributes to Myanmar's environmental conservation efforts.

www.mercycorps.org



ENERGY & ENVIRONMENT



MR. GREEN AFRICA

Kenya

Mr Green Africa

Mr Green Africa is an innovative circular economy company reshaping the waste plastic value chain to create tangible social, environmental and economic impact. The TRANSFORM project is piloting new agent collection models, with an aspiration to scale across Kenya and into other East African cities.

www.mrgreenafrica.com



Kenya

MySunshine

MySunshine is a light-weight, portable solar panel being developed in Kenya. The TRANSFORM project developed the product and enabled consumer testing. The project learnings provided insights on lean product innovation and the solar market in Kenya.



India

TrashCon

TrashCon has developed the world's first system that mechanically segregates mixed general waste into degradable and non-degradable parts and then converts it into biomass briquettes and multi-purpose furniture boards. The system provides a solution for mixed general waste, including plastic sachets. The TRANSFORM project will create a 10 tonne/day end-to-end Zero Waste System (ZeWS) unit to showcase scalability, social impact and business viability.

www.trashcon.in



ENERGY & ENVIRONMENT



Kenya

Ubuntu Power

Ubuntu Power Ltd provides solar power and unrestricted Internet to off grid communities in Sub Saharan Africa. The innovation lies in combining both the power and Internet provision together into one central system and using the revenue from the community's mobile usage and mast rental to fund the electricity generation and community services.

www.ubuntupower.org



Nigeria

Wecyclers

Wecyclers' model is designed to reduce solid waste in the street, improving both the environment and the wellbeing of people. Wecyclers is a pioneering company founded to solve the collection challenge and to help guarantee supply to a closed loop recycling value chain. The TRANSFORM project goal is to expand Wecyclers' innovative and scalable model of local recyclable waste management outside of Lagos for the first time.

www.wecyclers.com



South Africa

Green Pavers

WILDENTERPRISE is a purpose developed sustainability innovation company. The most recent innovation is the "Green Machine", which produces a "Green Paver" from unrecyclable plastic. It is a unique innovation, in that it uses no water, no cement and no sand in this process. This proposal aims to accelerate and scale up the development and application of the Green Machine in South Africa & Nigeria.

RESEARCH PROJECTS



These projects are separate from the TRANSFORM enterprise portfolio, but crucial to the work that we do, complementing our investment portfolio by generating high quality evidence that adds to the collective pool of global public goods about tackling development challenges.



Global

University of Nottingham

Existing research on interactive-AI (IAI) is mainly focused on the developed world. TRANSFORM is funding research into how IAI can be engaging in low literacy, low connectivity, and low base expertise contexts. The research is centred on using IAI to improve advice and education to Medicine Vendors around contraception and perinatal health.



Global

Johns Hopkins University

The TRANSFORM Digital Behaviour Change workstream is developing novel market-based, digital solutions to drive behaviour change in low-income communities. JHU is working to create thought leadership and actionable insights on the use of online and offline communities to deliver market-based behaviour change in low and middle-income contexts.



Kenya

London School of Hygiene & Tropical Medicine

LSHTM will conduct two experimental studies of how change in social norm related to use of modern contraception methods can differ in online and offline communities. Study findings will help to increase the effectiveness of online campaigns for social norm change, particularly campaigns increasing the acceptability of women's use of modern contraception methods.

RESEARCH PROJECTS



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Rwanda

University of Colorado

The University of Colorado have implemented a large-scale cookstove program in Rwanda, measured by electronic sensors and health impact data. They will build on this program to develop and implement dynamic, behaviour reinforcing sensors on cookstoves that incentivise healthy behaviour through conditional cash transfers.

India

Where India Goes

The Where India Goes project explores solutions for sanitary defecation before the demand for and supply of improved sanitation is increased. Rather than working against the existing habits and routines of open defecation, this project shows how solutions can build upon the aspects of open defecation that people like, which should make adoption of behaviour change easier.



Zambia

Zambia Sanitation

The Zambia Sanitation project is a collaboration between the London School of Hygiene and Tropical Medicine, the Centre for Infectious Disease Research in Zambia (CIDRZ) and Unilever. There are many suggested solutions to the problem of providing sustainable and safe sanitation in informal settlements in Sub-Saharan Africa. However, few market-ready solutions exist, and those that do are not well tested or disseminated effectively. The Zambia Sanitation research project builds an understanding of the sanitation landscape and market-based solutions in Lusaka, Zambia and tests three social business models with the aim of catalysing at least one start up.



CONTACT US TO FIND OUT MORE:

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