



TRANSFORM

Our portfolio

Updated March 2023



OVERVIEW

TRANSFORM unites corporates, donors, investors and academics to support visionary impact enterprises. Working together, they test and scale new solutions that tackle environmental challenges, improve health and wellbeing, and build inclusive economies; ultimately supporting low-income households.

Led by Unilever, the UK's Foreign, Commonwealth and Development Office and EY, TRANSFORM combines grant funding, business insight, research and wider resources for entrepreneurs.

www.transform.global

Nivedha R.M.
CEO & Founder at TrashCon



Portfolio
consists of
70+
enterprises

Impacting
9.6
million
people

Operating in
17
countries

TRANSFORM'S SIX STREAMS OF ACTIVITY



**Waste-Free
World**



**Protect &
Regenerate Nature**



**Water, Sanitation
& Hygiene**



Digital Health



**Raise Living
Standards**



Future of Work

TRANSFORM SURVIVE & THRIVE

TRANSFORM launched a platform to enable impact enterprises to survive during the COVID-19 pandemic by receiving business continuity support, and to thrive by pivoting quickly to contribute to the crisis response efforts, as well as developing more resilient business models.

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

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



Other logos beneath the description of each enterprise are to recognise co-funding contributions from other organisations.





Waste-Free
World





Indonesia



Aner

Aner (an Enviu-built venture) enables low-income households to switch towards refillable and reusable products. It is leading the reuse and refill revolution through its innovative and traceable distribution model, reward system and software integration with brands. TRANSFORM works with Aner on Refill and Reuse Indonesia – a unique, scalable combination of low-tech refills and container reuse. Refill stations are in neighbourhood channels such as convenience stores and waste banks, creating a viral effect.

www.alner.id

India



Baeru

Baeru is a women-led climate action organisation helping to make India's coastline resilient, through the mitigation and recovery of ocean plastic. It contributes to the circular economy and improves coastal livelihoods by providing tools to fishing communities to retrieve ocean plastics, paying them a good price for their finds which are then sorted by the women of the coastal communities. TRANSFORM is providing mentoring and funding to help scale the operations.

www.baeru.in

Partnered with



India



Hasiru Dala Innovations (HDI)

Hasiru Dala Innovations work with waste pickers to collect, segregate and sell Fair Trade Guaranteed plastic waste. They see waste pickers as an integral part of the circular economy value chain and want to transition them to green professionals and entrepreneurs in their own right. TRANSFORM supported HDI with funding to expand operations, impart training and install safety equipment.

www.hasirudalainnovations.com



South
Africa



IMAGINEIF

IMAGINEIF is a not-for-profit company that developed a prototype machine to turn unrecyclable plastic material into Green Paver construction materials. TRANSFORM supported the project by commissioning additional Green Paver Machines to process post-consumer plastic waste. The project also supported the organisation of a Sustainability Practitioners Programme for local plastic industry stakeholders, through a partnership with the Cambridge Institute for Sustainability Leadership and catalysed a partnership to enable the collection of unrecyclable plastic accrued in catchment drainage systems.

Kenya



Mr Green Africa

Mr Green Africa uses innovative technology to create sustainable social, environmental and economic impact through the collection, conversion and sale of post-consumer plastic waste. TRANSFORM supported the development and testing of new agent-based collection models to facilitate plastics collection directly from consumers and make waste reclaimers' work safer, healthier and more secure.

www.mrgreenafrica.com



MR. GREEN AFRICA



India



Recity Network

Recity Network is a circular waste management company with the vision to keep plastics in the economy and outside the environment. The aim of this project is to create circular loops for flexible plastic to reduce the leakage into landfills, oceans, rivers and lakes. TRANSFORM will enable Recity to test and develop product-market fit for recycled flexible plastics.

www.recity.in

Partnered with
SOCIAL
alpha

Bangladesh



Refill Bangladesh by Bopinc

Refill Bangladesh is designing and piloting a scalable refill station distribution model to counteract the problem of plastic pollution caused by single-use sachets. TRANSFORM is providing support and distribution expertise. The scheme is being run with multiple Unilever brands across several locations before rolling it out to other brands. It also includes a behavioural change campaign to help consumers switch from single-use sachets to using refills.

www.bopinc.org

Partnered with
SOCIAL
alpha

India



Refillable Circular Solutions

Refillable is a zero single use packaging platform that provides doorstep delivery to customers. The aim of the project is to eliminate single use packaging, especially multi-layered packaging, via reuse, refill and return solutions. TRANSFORM will help Refillable establish this project in low-income communities in the urban slums of Mumbai, which usually use smaller packs of liquid homecare products in sachets which are notoriously tough to recycle.

www.refillable.store

Partnered with
SOCIAL
alpha



India



Saltech Design Labs

Using advanced recycling technology, Saltech transforms waste into composite building materials that surpass traditional concrete, promoting sustainability and circularity. Their carbon-negative method reduces waste disposal emissions and natural resource depletion, providing climate-positive precast products for affordable housing and infrastructure. The project aims to create sustainable building materials in India's construction sector by converting plastic waste. TRANSFORM funding will be utilised on expanding operations, brand promotion, business development and pilots.

www.saltech.co.in

Partnered with
SOCIAL
alpha

India



Sampurn(e)arth

Sampurn(e)arth is a social enterprise providing end-to-end decentralised waste management solutions, with a focus on delivering livelihood opportunities for informal waste picker communities. TRANSFORM worked with Sampurn(e)arth on a project to set up recycling facilities for low-value, flexible plastic waste, providing formal jobs and extended social support to many informal waste workers. The aim of the project was to create an inclusive and sustainable waste management ecosystem.

www.sampurnearth.com

Ghana



Sesa Recycling by GRIPE

Sesa is a circular-economy-driven cleantech company using an incentive-based model to scale up plastic litter collection. Users can redeem their recyclables into mobile money or to pay their utility bills. Sorted plastics are pre-processed into flakes or bales, supplying large recycling factories. TRANSFORM's support is helping to expand Sesa's collection model and increase recycling rates. It is also helping to promote community involvement and empowering waste pickers by providing equipment and training.

www.sesa-recycling.com



Kenya



Taka Taka Ni Mali

Taka Taka Ni Mali is a woman-led plastics recycling enterprise, driving the creation of green jobs and promoting a circular economy through waste management. TRANSFORM accelerated the creation of Hubs to organise waste pickers into community-based organisations, providing PPE, training, and promoting health and wellbeing. TRANSFORM also funded development of a mobile app to revolutionise waste management in the region, telling waste pickers when waste was available for household collection and connecting them to buyers.

www.takanimali.org



Kenya



Taka Taka Solutions

Taka Taka Solutions recycles single-use plastic containers and flexible packaging in partnership with waste pickers and factories in Kenya. TRANSFORM is supporting Taka Taka Solutions to expand its integrated recycling solution to new types of plastic and to launch new buyback centres, build capacity for waste pickers and make improvements to recycling processing. TRANSFORM also supports Taka Taka Solutions to source flexible plastics from waste pickers in remote refugee camps.

www.takasolutions.com



South
Africa



India



Indonesia



The Social Factory by Oxfam South Africa

The Social Factory is a community enterprise focussed on developing a new model for plastic recycling and social inclusion. In the future, they hope to build a waste processing site which can be used by a number of waste collectors to add value to the waste, increasing livelihoods. TRANSFORM is helping to establish this new industrial framework and is testing whether waste volumes can be increased to make the processing site viable.

www.oxfam.org.za

TrashCon

TrashCon developed a first-of-its-kind patented technological solution to segregate and process municipal solid waste. Wet output is composted or used in biogas plants. Dry output is recycled and turned into building materials like furniture boards. As a result of TRANSFORM's assistance, TrashCon's technology scaled up, enabling it to tackle waste in bigger cities and expand globally. TRANSFORM is also helping TrashCon build a remote management quality monitoring system.

www.trashcon.in

Waste4Change

Waste4Change collects and recycles waste responsibly from companies and households. Waste4Change also supports brands to collect their waste packaging by type. TRANSFORM supported Waste4Change across 650 waste collection communities, focusing on acquiring waste collection partners, scaling up their digital traceability system and increasing the collection of plastic waste. TRANSFORM is providing additional funding and support for further expansion and digital traceability.

www.waste4change.com



Nigeria

wecyclers

Wecyclers

Wecyclers is a pioneering rewards-for-recycling platform, incentivising people in low-income communities to exchange recyclable waste – which collectors pick up from households on cargo bikes or “wecycles” – in exchange for essential food and household goods. TRANSFORM has helped build out its franchise programme, expanding into three additional states and doubling its collection volumes. The initiative has helped with processing equipment as well as training materials and improving the technology platform.

www.wecyclers.com



wecyclers

India

ashaya

WITHOUT by Ashaya

Ashaya makes the world's first recycled sunglasses from packets of chips. The technology extracts material from metalised, multi-layered plastic (MLP) packaging and compounds it into high-quality materials and products, increasing the value of waste. This impact-first start-up incorporates waste pickers into the supply chain and helps propel them out of poverty. TRANSFORM is helping scale the enterprise through product research and development, and to lay the foundation for its first commercial pilot plant.

<https://without.live>

Partnered with
SOCIAL
alpha



**Protect &
Regenerate Nature**



PROTECT & REGENERATE NATURE



Kenya



d.Light

d.light enables reliable power through solar energy solutions via pay-as-you-go (PAYG) technology that is affordable to low-income families in off-grid communities. In collaboration with TRANSFORM, d.light piloted its solar energy business – designing, manufacturing and delivering affordable solar-powered solutions to underserved communities. TRANSFORM helped recruit and train hundreds of employees, salespeople, commission-based agents and call centre agents, and increased distributors and retail outlets significantly.

www.dlight.com

Kenya



MySunshine by Unilever UK, Bopinc, Eight19, Marble Designs

Following a human centred design process, the project led to a patented modular solar home system that is optimised for low-income households that live off the grid. The product was tested with low-income households in Kenya.

India



Regenerating Mint with Farmer Champions by Firmenich

TRANSFORM is working with the Seva Trust, who promote education and development in rural India, and Firmenich, a global buyer and distributor of flavours and fragrances, to promote sustainable and regenerative mint farming practices in Uttar Pradesh. The Regenerating Mint with Farmer Champions project will improve mint farming practices, increase crop yield and improve incomes for the rural community. TRANSFORM has helped increase the scale, pace and ambition of the project.

www.firmenich.com

PROTECT & REGENERATE NATURE



Ghana



The Savannah Fruits Company

The 'shea innovates' project brings rural female workers together in co-operatives to produce quality, handcrafted shea butter and provide a year round, sustainable income. TRANSFORM is providing support with an impact assessment, digitalising the process and achieving carbon accreditation for the co-operatives. Together the initiative aims to reduce the environmental impact from water use and carbon emissions, as well as deforestation, and help professionalise the sector.

www.savannahfruits.com

Myanmar



Transforming of Production Palm Sugar (ToPPS) by SNV

In the ToPPS project, SNV tested an innovative business model to improve palm sugar processing through cookstove entrepreneurship in Myanmar. The project aimed to strengthen the relationship between the farmers and the supplier through a revolving loan. The vision was to ensure the farmers and their communities thrive by adding value and protecting the natural environment.

www.snv.org

Kenya



Ubuntu Power

Ubuntu Power provides solar power and unrestricted internet to off-grid communities, using the revenue from the community's mobile usage and mast rental. TRANSFORM supported Ubuntu Power to launch its first community solar hub in Kenya by providing funding and supporting a full analysis of the pilot. The initiative also provided access to TRANSFORM partners' expertise in the supply chain, a distribution network and regional knowledge, allowing for quicker scale.

www.ubuntupower.org



Water, Sanitation & Hygiene



WATER, SANITATION & HYGIENE



Nepal



Aerosan

Aerosan supplies public toilets and handwashing facilities to low-income communities through an innovative HUB model. This provides sanitary and menstrual health management facilities, harvests rainwater and recycles greywater to flush toilets and turns waste into biogas fuel and fertiliser while being operated by women from marginalised communities. TRANSFORM is funding four new HUB facilities and helping explore additional revenue streams, to complement pay-per-use fees.

www.aerosantoilets.ca

Bangladesh



Bhumijo

Bhumijo provides access to clean, inclusive and technology-enabled toilets. These are used by low-income communities in transit – in markets and other public spaces – through a subscription or pay-per-use model. TRANSFORM worked with Bhumijo to expand in Dhaka and test new revenue streams. During the pandemic, further TRANSFORM funding allowed Bhumijo to adapt their existing systems into pedal-operated, touchless facilities.

www.bhumijo.com



Bhumijo



Bangladesh



Drinkwell

Drinkwell provides affordable, safe drinking water to people living without piped water, using water ATM machines and pay-as-you-go, prepayment cards. TRANSFORM provided funding and marketing expertise to help scale its model. In addition, it supported the promotion of safe hygiene practices in low-income communities and the purchase of water ATM cards through retail channels including local bazaars. In response to the COVID-19 pandemic, TRANSFORM funded 250 contactless handwashing stations near water ATMs.

www.drinkwellsystems.com



Bangladesh



Folia Water

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. TRANSFORM's support included consumer research, marketing and funding during the COVID-19 pandemic which helped Folia Water ensure access to clean water in low-income communities via the distribution of water filters to rural areas.

www.foliawater.com





Kenya

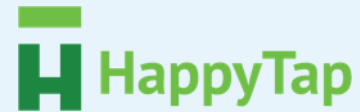


Fresh Life by The Sanergy Collaborative

Fresh Life – founding partner of the Sanergy Collaborative – builds cost-effective and eco-friendly sanitation products such as Fresh Life Toilets, which are designed for residential compounds, schools and busy markets in low-income, non-sewered informal settlements. TRANSFORM supported with the testing of a new model whereby landlords would pay a monthly fee for a serviced toilet, instead of expensive upfront investment. This model has now been adopted across the business.

www.fresh-life.org

Bangladesh



HappyTap

HappyTap advocates for a new normal in hand hygiene – one in which desirable, functional sinks are located exactly where needed so people don't have to go somewhere else just to wash hands. HappyTap designs and markets robust portable sinks that can be placed anywhere. TRANSFORM provided support to market the business, recruit key staff and help drive behaviour change so as to make convenient handwashing more accessible and desirable in low-income settings. It also helped scaled-up distribution and introduced HappyTap to a local manufacturing partner.

www.happytap.net





Madagascar
& South
Africa

Loowatt

Loowatt

Loowatt has created an innovative, waterless and circular economy toilet system for communities without access to sewers that flushes waste into removable containers. Waste is collected and processed into biogas and fertiliser. TRANSFORM supported Loowatt in Madagascar to develop a local brand and test sales routes. It also helped reposition Loowatt, focussing on 'sanitation for well-being'. TRANSFORM is assisting in South Africa too, with the rollout of 500 new toilets in townships.

www.loowatt.com

Kenya



Malindi Water and Sewerage Company (MAWASCO)

MAWASCO has a mandate to deliver both water and sanitation services efficiently and affordably at a local level. TRANSFORM co-funded MAWASCO to launch a service to empty pit latrines in low-income communities. TRANSFORM supported with marketing, business and project management, including guidance on how to prototype the new service, understand its users and encourage the adoption of new behaviours.

<https://malindiwater.co.ke>

Partnered with
BILL & MELINDA
GATES foundation

Rwanda



Pit Vidura

Pit Vidura offers safe and affordable pit latrine emptying services in dense informal settlements, employing previously marginalised waste workers. TRANSFORM helped it to scale up by testing more efficient business models and piloting ways to license its technologies to existing service providers. It also helped rebrand the business. TRANSFORM helped further by launching a differential pricing structure to reduce the prices for low-income households.

www.pitvidura.com



Kenya



Sanivation

Sanivation builds and operates waste-to-resource treatment plants which collect and combine human waste with agricultural waste to produce solid fuels to heat factories. TRANSFORM worked with Sanivation whilst it was operating a container-based sanitation solution, funding and supporting work to explore whether bundling a subscription for hand soap and sanitiser delivery alongside waste collection from the toilets would improve handwashing.

<https://sanivation.com>

India



a Saraplast Enterprise

Saraplast

Saraplast provides safe and hygienic public toilets to women and girls by converting old buses into beautiful, static public toilets, plumbed into existing sewer and water lines, and powered by solar energy. TRANSFORM helped with market research, testing a range of service bundles, as well as with brand development and social media campaigns. In the wake of COVID-19, TRANSFORM then funded additional sanitation measures such as jet sprayers and personal protective equipment.

www.3sindia.com



a Saraplast Enterprise



Bangladesh



Zambia



India



Shobar Jonno Pani (SJP)

Shobar Jonno Pani (SJP) translates as 'Water for All' and aims to ensure permanent access to reliable, treated water services in deprived urban neighbourhoods, by providing piped water directly to homes at an affordable price. TRANSFORM helped test a new service selling biofil toilets, using earthworms to treat waste. A customer-facing value proposition, a brand logo and marketing materials were developed and TRANSFORM supported with behaviour change experience too.

<https://eauetvie.fr/bangladesh>

Southern Water and Sanitation Company (SWSC)

SWSC is a public utility company, providing clean drinking water and sanitation services. TRANSFORM supported SWSC in the development of pit latrine emptying services for low-income, urban communities. Together, they established an understanding of the barriers for target customers in accessing and paying for pit emptying services and launched an inclusive service including promotion, operations & waste treatment.

www.facebook.com/swasco.co.zm

Partnered with
BILL & MELINDA
GATES foundation

Spring Health

Spring Health provides affordable, safe drinking water to underserved households, using innovative purifying methods. Its strong rural distribution network via profit-sharing local entrepreneurs ensures a reliable water supply at kirana shops – small village kiosks – as well as through home delivery. TRANSFORM supported Spring Health with the introduction of new products and increasing awareness. The initiative provided further support during the pandemic, organising schools programmes, along with the provision of disinfectant.

www.springhealth.in



Nigeria

Water Centre 

Sunlight Water Centers by TechnoServe

Sunlight Water Centers piloted the concept of combining a borehole and a retail kiosk selling clean water and household products, managed by a local, female entrepreneur in order to create a sustainable business model that covers the cost of building and maintaining boreholes. With TRANSFORM's financial and technical support, the centres were operationally sustainable at the end of the pilot phase.

www.technoserve.org

Bangladesh

WSUP
Water & Sanitation
for the Urban Poor

SWEEP by WSUP

SWEEP was created by Water and Sanitation for the Urban Poor (WSUP) to give low-income households access to affordable septic tank emptying services. TRANSFORM helped WSUP test innovative marketing and sales strategies. It also supported SWEEP to develop its marketing and demand creation for low-income households, as well as develop a blueprint for a replication model and create a branding and training package to test if shopkeepers could sell the services.

www.wsup.com





Digital Health





Kenya



Bliss Group

TRANSFORM helped Bliss Group to test a digital platform, MumsVillage, with community members becoming micro-entrepreneurs and selling products via the platform. In addition, TRANSFORM also provided funding for Bliss Group to provide critical COVID-19 information and domestic violence support through the MumsVillage platform. This platform has now evolved into Malaica, which provides a midwife-led programme that offers support, guidance and resources to help pregnant women navigate pregnancy with confidence and ease in Kenya.

www.malaica.com

Pakistan



doctHERs

doctHERs is a health-tech platform that reintegrates female healthcare providers into an agile, gender-inclusive workforce and promotes health equity using intermediary-assisted telemedicine. TRANSFORM helped doctHERs deploy tech-enabled female frontline workers across rural villages in Pakistan. It then funded the world's first rural tele-pharmacy model where frontline health workers provided access to doctors and pharmacists while serving as last mile retailers of health and hygiene products.

www.docthers.com



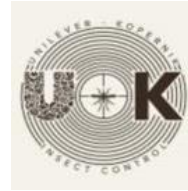
doctHERs



Nigeria



Myanmar



»KOPERNIK

Bangladesh



Drugstoc

DrugStoc was founded to empower healthcare practitioners and the population at large by providing timely, authentic and affordable pharmaceutical and medical products. The goal is to provide anti-counterfeit drugs and products to all healthcare providers, tackling market fragmentation. TRANSFORM is supporting with inventory management and flexible payment solutions to empower proprietary and patent medicine vendors (PPMVs) and their host communities financially, and to provide the right pharmaceutical and consumer products.

www.drugstoc.com

Integrated Community and Home Protection (ICHP) by Kopernik

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

www.kopernik.info

Jeeon

Jeeon provided a simple app that connects pharmacies to drugs, products, knowledge and tools to better serve their patients. TRANSFORM's support helped test and scale the JeeonConnect digital platform, connecting micro-pharmacies to training, technologies, products and services. TRANSFORM then helped provide COVID-19-specific support, including personal protective equipment, a course to upskill pharmacists, a patient triage and surveillance system and community awareness building.

www.jeeon.org



Kenya



Kasha

Designed by women, for women, this confidential and convenient digital and last mile distribution platform sells health and household goods, delivered in discreet packages to protect confidentiality. In Rwanda, TRANSFORM supported Kasha on product affordability, consumer acquisition and retention, e-commerce and how to optimise health promotion. TRANSFORM then provided funding and support in Kenya to expand the agent network, help integrate micro-credit services into the platform and optimise Kasha's digital content.

www.kasha.co



Bangladesh



Maya

Maya

Maya provides a mobile-based digital wellbeing assistant that eliminates barriers – particularly for women – to accessing health advice by connecting users to medical information and experts. TRANSFORM provided advice on how to innovate and scale to reach new audiences, locking in partnerships faster and enabling future growth. During the COVID-19 pandemic, TRANSFORM's funding and support allowed Maya to discount subscriptions and launch a marketing campaign targeted at low-income families most in need.



Nigeria



India



Kenya



NaijaCare by Every1Mobile

NaijaCare was a digital community created by Every1Mobile to improve the service offered by proprietary and patent medicine vendors (PPMVs). Through NaijaCare, PPMVs access e-learning modules designed to support business growth and order products for their shop through an online store. TRANSFORM supported with the design, development and roll out of the model. It provided additional support during the COVID-19 pandemic to help ensure PPMVs continued to serve the needs of their communities.

Partnered with
BILL & MELINDA
GATES foundation

reach52

reach52 builds networks of field agents, known as health entrepreneurs, who run education, awareness and referral campaigns aimed at reaching rural populations while generating an income for the agents. With support from TRANSFORM, reach52 is expanding its network of female health entrepreneurs to rural parts of Karnataka, India, to provide hygiene and nutrition related behaviour change engagements through two leading Unilever brands.

www.reach52.com

U Join & U Afya by Every1Mobile

Every1Mobile created a digital platform to provide informal retailers in Nairobi with access to e-learning. Its mobile-enabled platform U Join, supported by TRANSFORM, offered an incentive programme to customers of these shopkeepers. The SMS-based voucher programme provided discounts on health and hygiene products alongside health information. Every1Mobile also launched U Afya with help from TRANSFORM. This digital community supported young mothers and mothers-to-be through e-learning courses. TRANSFORM also helped the platform disseminate COVID-19 information.



**Raise Living
Standards**





Côte
d'Ivoire



ASPEN by TechnoServe

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

www.technoserve.org

India



Aye Finance

Established in 2014, Aye Finance is registered with the Reserve Bank of India and is the largest unsecured lender in the micro-enterprises segment. Aye, in collaboration with TRANSFORM, is building a data model to aid the credit underwriting process of the 'buy now, pay later' (BNPL) product. Aye aims to address the working capital scarcity of Kirana (grocery store) owners, and to identify disparities in the needs/performance of women-owned vs. men-owned Kirana stores.

<https://ayefin.com> <https://switchpe.com>

Senegal
& Kenya



Boost

Boost is a business-to-business commerce platform powering growth for Africa's convenience economy by providing radically easy technology for suppliers to better serve retailers. It also boosts distributors and small retailer customers with embedded working capital. TRANSFORM's support for the project 'Kua', meaning 'grow' in Swahili, will investigate how commerce platforms can enable a range of business models to drive employment, improve income for retailers and create sustainable businesses for distributors.

www.withboost.co



Nigeria



Clinton Giustra Enterprise Partnership

Clinton Giustra Enterprise Partnership (CGEP) and TRANSFORM ran an inclusive distribution pilot project working with female entrepreneurs in Nigeria. The project aimed to create a new model of female entrepreneurship to support the distribution of high impact products and services in Africa. CGEP now operates as Acceso in Latin America and the Caribbean.

www.acceso.org

Nigeria



D2DPro by Bopinc

Bopinc created D2D Pro, a plug-in module for existing door-to-door (D2D) sales and service networks in low-income markets. Their aim was to help female sales agents expand their currently limited basket of goods and sell high-impact products (solar lamps, water filters) on credit using pay-as-you-go (PAYG) technology. TRANSFORM worked with Bopinc to test and develop D2D Pro, providing sales training and credit to sales agents to purchase stock.

www.bopinc.org/projects/d2d-pro

India



Dharma Life

Dharma Life is building a network of trained female change leaders – Dharma Life Entrepreneurs (DLEs) – who conduct behaviour change campaigns for low-income, rural households and provide them with access to affordable, socially impactful products. TRANSFORM supported the pilot of an integrated solution for rural households called Clean and Connected Homes. During COVID-19, TRANSFORM helped Dharma Life pivot to a digital-first approach, deliver care packages and re-establish the supply chain for essential goods.

www.dharmalife.in



Kenya

ENERGY+

Digital Agents for Energy+

Digital Agents for Energy+ invested 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 supported a project which tested the model on a small population of micro-entrepreneurs and small businesses with a view to being validated and scaled to refugee settlements.

Partnered with



Bangladesh

**bop
inc**

Dyuty network by Bopinc

The Dyuty project will use connectivity in rural Bangladesh to create a last mile distribution network of women entrepreneurs. These entrepreneurs, or 'Dyutys', will earn an income by delivering a range of products and services to their friends and neighbours. These will include promotions that create demand for health, hygiene and wellbeing-related products, internet access and digital training. This TRANSFORM funded project is supported and implemented by Unilever Bangladesh, Microsoft and Bopinc.

Partnered with



**bop
inc**

Dyuty
Network



Uganda



Côte
d'Ivoire



Kenya



ENVenture

ENVenture helps rural community-based organisations (CBOs) to learn business skills to launch their own sustainable enterprises selling clean energy products. TRANSFORM supported ENVenture to formalise its Uganda operations and to test the model with CBO partners. The project helped CBOs to become last mile distributors of clean energy goods such as solar products, improved cookstoves, briquettes and water filters. The initiative also assessed the model's financial sustainability and advised on ways forward.

www.enventureenterprises.org

Farm Services and Income Diversification Project by Barry Callebaut

The project aimed to increase livelihoods with a number of Unilever/Ben & Jerry dedicated cocoa farming co-ops by improving incomes and strengthening the resilience of cocoa farming households and their communities. TRANSFORM helped test a hypotheses that non-cocoa services would help diversify income sources to boost economic resilience. The project focused on women's groups with the intent to establish Village Savings and Loan Associations (VSLAs).

www.barry-callebaut.com

Farm to Market Alliance

Farm to Market Alliance (FtMA) supports African smallholder farmers' transition to commercial agriculture by providing access to information, investment and support at all stages of the process – from seed to market. It has built a network of over 1,900 self-sustaining Farmer Service Centers (FSCs) across Kenya, Rwanda, Tanzania and Zambia, that provide access to a variety of services to enhance farmers' productivity, increase market linkages and encourage farm digitisation. TRANSFORM supported FtMA by funding the training of a cohort of FtMA's FSCs.

www.ftma.org



India



Frontier Markets

This rural social commerce platform enables a 'Saral Jeevan' ('Easy Life') by providing local access to high-quality, climate-friendly, gender-inclusive products and services. TRANSFORM supported in exploring the last mile delivery model to connect consumers with Unilever water-purification products. The initiative helped develop wider business systems, including training processes, marketing, operations and finance.

www.frontiermkts.com

Ethiopia



Kidame Mart PLC

Kidame Mart empowers rural female entrepreneurs to provide last mile distribution of fast-moving consumer goods. TRANSFORM supported Kidame Mart to pilot and test an innovative new model of rural entrepreneurship and scale it up by joining forces with EthioChicken, which already had an established last mile distribution model. In addition, TRANSFORM has provided support in response to the COVID-19 pandemic, enabling Kidame Mart to include improved hygiene measures in their agent training programme.

www.kidamemart.com

Myanmar



Mercy Corps

The TRANSFORM funded Mercy Corps project encouraged women and young people to start their own microenterprises selling clean cookstoves, improving their livelihoods and community health. The project aimed to improve rural communities' access to modern energy products, reduce energy poverty and contribute to Myanmar's environmental conservation efforts.

www.mercycorps.org



Future of Work





Kenya

DukaPlus



Duka+ by 4R Digital

4R Digital builds innovative business to business digital finance tools to drive efficiencies. Duka+, with support from TRANSFORM, supports owners of small, traditionally cash-based shops, known as dukas. Duka+ improves on shelf availability of goods via an ordering system on the app, provides access to a flexible line of working capital, and incentivises fast repayment with “Duka+ points”. A green last mile delivery partnership enables same and next-day delivery through electric bike.

www.4rdigital.com

Kenya



Heroes for Change (H4C)

Heroes for Change (H4C) harnesses the power of young, tech-savvy university students to deliver social impact programmes in their own communities. TRANSFORM helped H4C to test the viability and sustainability of the idea that youth volunteers could drive social impact programmes, before developing a tech platform for their delivery. With TRANSFORM’s support, H4C equipped young people with workplace skills and was able to develop a scalable business model for the enterprise.

<https://heroes4change.com>

Kenya



MESH

MESH is the first online community of young entrepreneurs in the informal economy, connecting thousands of members to new peer-to-peer networks, skills training and earning opportunities that would otherwise be out of reach. TRANSFORM co-funded and supported the creation of MESH, and worked with the team to test a brand-new highly scalable gig programme, enabling members to generate income by onboarding new points of distribution for Unilever products in their communities.

www.mesh.co.ke



Kenya

Powered by People.

Powered by People

Powered by People is a wholesale marketplace for conscious buyers, enabling sustainable small-batch makers all over the world by giving them access to global markets through its business-to-business tech platform while also providing the financial resources artisans need to scale their businesses in a meaningful way. TRANSFORM is bringing digital tools to Powered by People's pipeline of small-batch makers to provide greater access to global markets.

www.poweredbypeople.com

Kenya

**SHUJAAZ
INC.**



Project Rubicon by Well Told Story

The Well Told Story "Project Rubicon", supported by TRANSFORM, aimed to design and test an inclusive connectivity model that provides more engaging and 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 wifi, helping them look after themselves, their families and their employment prospects.

www.shujaazInc.com

Zambia

ZAYOHUB



ZayoHub

ZayoHub piloted 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



Research

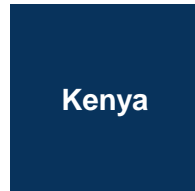




Busara

TRANSFORM supported Busara to conduct research on the barriers to recycling, and to design and evaluate strategies, interventions and best practices to overcome these barriers and increase recycling behaviour. This includes developing a broadly applicable playbook of best practices to promote uptake of plastic recycling.

www.busaracenter.org



Duka+ research by Busara

4R Digital (Duka+ creator) and TRANSFORM asked Busara to run workshops with Duka+ participants, aiming to better understand pilot participant experiences as well as ways in which the tool could improve. The research considered factors affecting app uptake; levels of understanding of the Duka+ concept of earning points to unlock credit levels; and usage of the app. The research examined how the product considered and addressed the unique needs and preferences of female merchants.

www.4rdigital.com www.busaracenter.org



Inclusive Business Sweden

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

www.inclusivebusiness.se



Kenya



Kenya



Rwanda



University of Colorado

Johns Hopkins Center for Communication Programs

Johns Hopkins Center for Communication Programs is a world leader in social and behaviour change communication (SBCC) for public health. TRANSFORM has funded two research projects which aim to deliver social and digital health behaviour change in low and middle-income markets.

<https://ccp.jhu.edu>

London School of Hygiene and Tropical Medicine

TRANSFORM commissioned research from the London School of Hygiene and Tropical Medicine on how online networks can initiate social norms change in offline communities, specifically relating to the use of contraception methods. 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.

www.lshtm.ac.uk/research/centres-projects-groups/o2o

University of Colorado

The University of Colorado has implemented a large-scale cookstove programme in Rwanda to switch users to healthier propane cookstoves and to study the health impact of this intervention. TRANSFORM funded research to develop and test whether dynamic sensors that alert users to high levels of indoor air pollution would encourage and reinforce the use of the new cookstoves.

www.colorado.edu/center/mortenson/quality-feedback-cookstoves



Nigeria



India

University of Nottingham

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

Where India Goes

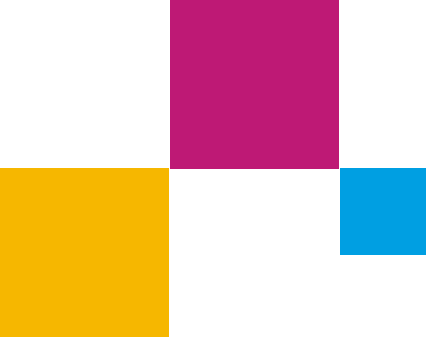
The Where India Goes project, with TRANSFORM's funding and support, explored solutions for safe defecation before the demand and supply of improved sanitation is increased. The project showed how solutions can integrate the preferred aspects of existing practices, rather than working against the existing habits and routines, which should help ensure behaviour change is easier.

Zambia



Zambia Sanitation – Research

The Zambia Sanitation project was a collaboration between the London School of Hygiene and Tropical Medicine, the Centre for Infectious Disease Research in Zambia (CIDRZ). There are many suggested solutions to the problem of providing safe sanitation in informal settlements in sub-Saharan Africa. However, few well tested, market-ready solutions exist. The Zambia Sanitation research project helped build an understanding of the sanitation landscape and market-based solutions by testing social business models.



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