



# Pump Aid – taking innovation to scale



# Pump Aid Innovations

- Technologies
- Approaches
- Funding
- Scaling Up



**Pump Aid**

**Water For Life**

# The Elephants in the Room

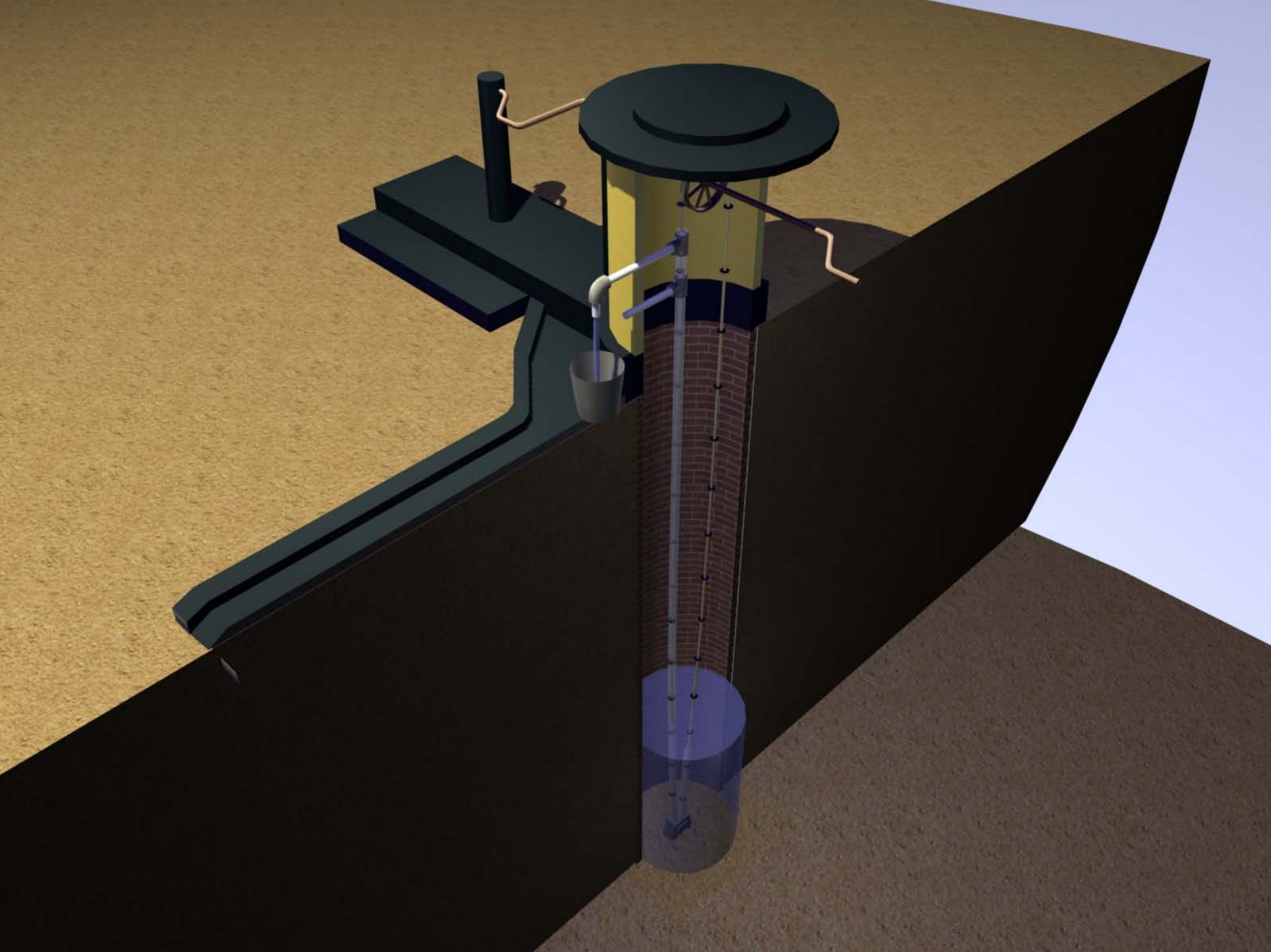
**Clean Water** – the Elephant Pump

**Sanitation** – the Elephant Toilet

**Food Security** – water and manure

# The Elephant Pump







## The Elephant Pump

- Spare parts made for free on site
- Won Development Marketplace in 2006
- 200 pumps planned over two years
- 1,380 pumps built in one year!
- 4,000 pumps, one million beneficiaries
- Plan to reach fifteen million by 2015



**water alone is  
not a solution**



# Pump Aid

## Water For Life





# The Elephant Toilet





## Original Features of the Elephant Toilet

- \$40 per toilet – just one bag of cement
- Urine diversion provides rich manure
- Urinal for men against the internal wall
- Avoiding deforestation - green mud bricks
- Hand-washing system with soap-plant leaves
- Chimney and fly trap design
- Re-usable slab, plant fruit tree in pit
- Innovative toilet tissue!



# Innovative Approaches

- WISH – Water Irrigation Sanitation Health
- Schools and a new communal approach
- Local staff with output bonuses
- Training (child soldiers, franchises)
- Demonstration creates demand
- Micro-credit allows payment
- Corporate Subsidies





# Thirsty Planet

- Launched 22<sup>nd</sup> March '07
- Sold 11 million bottles
- \$1,4 million raised
- Drop for Drop? 10:1?
- One litre = 10,000 litres
- ASDA and WAL\*MART





**Each roll of  
Elephant Tissue  
provides  
sanitation  
for one year  
for one person  
in Africa  
Do you GAS?**



# Taking Innovation to Scale

- Clean Water, Sanitation and Food Security for 15 million people by 2015
- \$120M needed, \$45M identified to date (following DM grant of just \$120K!)
- Funding from the beneficiaries
- New corporate partnerships and grants
- Lunch Plans



Thank You

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