

# FIGHT FOR ACCESS ACCELERATOR

Impact Report 2023





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**HAMZAH SARWAR**  
DIRECTOR OF SOCIAL  
IMPACT AND PARTNERSHIPS,  
RECKITT

"We're really proud of the Fight for Access Accelerator pilot programmes in South Africa and Brazil.

Business has a critical role in driving systems change. By leveraging the power of Reckitt's brands and the knowledge of our people, we can unlock economic potential and enable long-term access to water, sanitation and hygiene in communities around the world."



Meet the innovative social businesses enabling access to WASH



Meet the Reckitt mentors who brought the programme to life



The impact for social enterprises

## INTRODUCTION

# THE FIGHT FOR ACCESS ACCELERATOR

### Catalysing social business to scale impact

We have created the Fight for Access Accelerator to harness the power of business to tackle the world's greatest problems.

Social enterprises combine business efficiency with community impact. By accelerating the growth of start-up social businesses, we can enable access to water, sanitation and hygiene (WASH) for more people, whilst also driving economic growth, creating jobs and reducing poverty.

And by working with entrepreneurs that inherently understand the needs of their communities, we can reach people with solutions that work.

This approach also provides a platform for our employees to directly engage and contribute to our purpose, making them catalysts for impact.

Reckitt has partnered with **Yunus Social Business (YSB)**, experts in social enterprise accelerators, to deliver the Fight for Access Accelerator in South Africa and Brazil. This report provides an overview of the impact created at the close of the accelerators in the two countries, and how we have catalysed the selected 12 social businesses to improve access to WASH for those who need it most.



**PROF. MUHAMMAD YUNUS**  
NOBEL PEACE PRIZE LAUREATE,  
CO-FOUNDER OF YUNUS SOCIAL BUSINESS

"A charity dollar has only one life, a social business dollar can be invested over and over again."

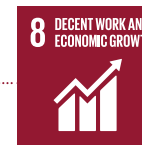
### Primary focus



### Secondary outcome



Reducing poverty by creating incomes, livelihoods and jobs



Driving economic growth in underserved communities



Supporting scalable innovations and building lasting business infrastructure



Reducing inequalities created by lack of economic opportunity



Building a global community of enterprise and innovation



FIGHT FOR ACCESS ACCELERATOR IN NUMBERS

INPUTS

106 applications recieved

55 Brazil + 51 South Africa

47 Reckitt mentors

23 Brazil + 24 South Africa

66 average number of hours of support received per enterprise

£100,000 total seed funding



8 bootcamps



12 enterprises



30 experts delivering the accelerator



OUTPUTS



BRAZIL

Net promoter score

100

Enterprise maturity

↑↑ 26.97%

Enterprise knowledge

↑↑ 17.02%



SOUTH AFRICA

Net promoter score

92

Enterprise maturity

↑↑ 54.59%

Enterprise knowledge

↑↑ 78.44%



## THE CHALLENGE

# THE WASH CONTEXT

Access to water, sanitation and hygiene (WASH) is a human right. Safe water, sanitation, and hygiene are crucial for people's health and wellbeing, and contribute to better school attendance, gender equity, improved livelihoods and more.

Despite the COVID-19 pandemic highlighting the importance of adequate and frequent hand washing in preventing disease, only 45% of the world's population uses safely managed sanitation services.

Barriers to WASH around the world vary from country to country due to differences in socio-economic, political, and environmental factors. In some countries, the lack of infrastructure and resources makes it difficult to provide clean water and sanitation facilities to all communities. In others, a lack of government support and regulation prevents access to WASH. Additionally, cultural and social beliefs may affect the adoption of hygiene practices, such as hand washing and use of toilets. Climate change and natural disasters also impact WASH and can cause disruptions in access to clean water and sanitation services.

To ensure the accelerator is best placed to address the unique challenges faced in both South Africa and Brazil, we undertook significant research and consulted subject matter experts. This allowed us to define the focus for the accelerator in each country to be addressed by social businesses.



### GLOBALLY

- The 10% of registered diseases around the world could be avoided if governments invested more in access to water, hygiene measures and basic sanitation (UN 2021).
- > 2 billion people worldwide live in countries experiencing water stress (UN, 2018)
- For every 1 US\$ invested in sanitation, the WHO estimates a return of almost 4.3 US\$ due to lower health costs, increased productivity, and fewer premature deaths. (WHO, 2014)
- The risk of diarrhoea decreases by 75% when there is quality piped water, by 25% when there is sanitation coverage, and by 30% with increased hand washing with soap (UN 2021)

### IN BRAZIL

#### Geographical inequalities:

65% of the people without access to clean drinking water live in rural areas (Instituto Trata Brasil, 2021).

#### Lack of investment in the sector:

In 2020, water and sanitation investments decreased by 12.4% compared to 2019 (SNIS, 2020).

#### Losses and low maintenance:

Distribution systems lose an average of 40% of all treated water (Instituto Trata Brasil, 2021).



**DR. TEDROS ADHANOM GHEBREYESUS,**  
DIRECTOR-GENERAL OF THE WORLD  
HEALTH ORGANISATION (WHO) IN 2020.

"You already know the basics: WASH is a first line of defence against COVID-19 and so many other diseases, such as diarrhoea, cholera, typhoid, malnutrition, influenza and pneumonia. It is also critical to preventing the spread of antimicrobial resistance, which is one of our biggest global threats.

Without WASH, we are vulnerable. This fundamental science has been known for decades. Nonetheless, inequalities in coverage of water, sanitation and hygiene have persisted."

### IN SOUTH AFRICA

#### Lack of finance:

There's an annual funding gap of 33.3 billion ZAR (£1.4bn GBP) for water and sanitation services. (South Africa Department of Water and Sanitation, 2018)

#### Lack of skills and resources:

50% of Water Service Authorities have no or very few technical staff. This is particularly pertinent in rural areas.

#### Lack of education:

Knowledge transfer and emotionally inspired behaviour change are needed to bridge the gap of 38.6% of the population not washing their hands with soap and water after using the toilet (DH, 2017 & General Household Survey, 2020).

## THE HOW

# ACCELERATOR DESIGN

### A systems approach:

The issues of WASH in South Africa and Brazil are extremely complex and cannot be solved by one organisation alone, which is why a systems approach was used at every step of the Fight for Access Accelerator - from research down to programme design.



**The key value of applying a systems approach** comes from leveraging partnerships, the presence of diverse perspectives, and the understanding of various parts within a system to make complex problems, such as those in the WASH sector, more easily solvable.

Based on the research into the specific WASH landscapes in each country, we looked for WASH solutions that strived for;

- Improvements for broader and better access within the current model
- Innovation and decentralisation to create a better model for the future
- Enabling behaviour change and community engagement

The Fight for Access Accelerators in Brazil and South Africa were designed and delivered in partnership with **Yunus Social Business (YSB)**.

**Following their proven Y-Way model, the acceleration journey offered a constant learning and growth environment for entrepreneurs, organisations and Reckitt employees with impact and direct results measured on three levels:**



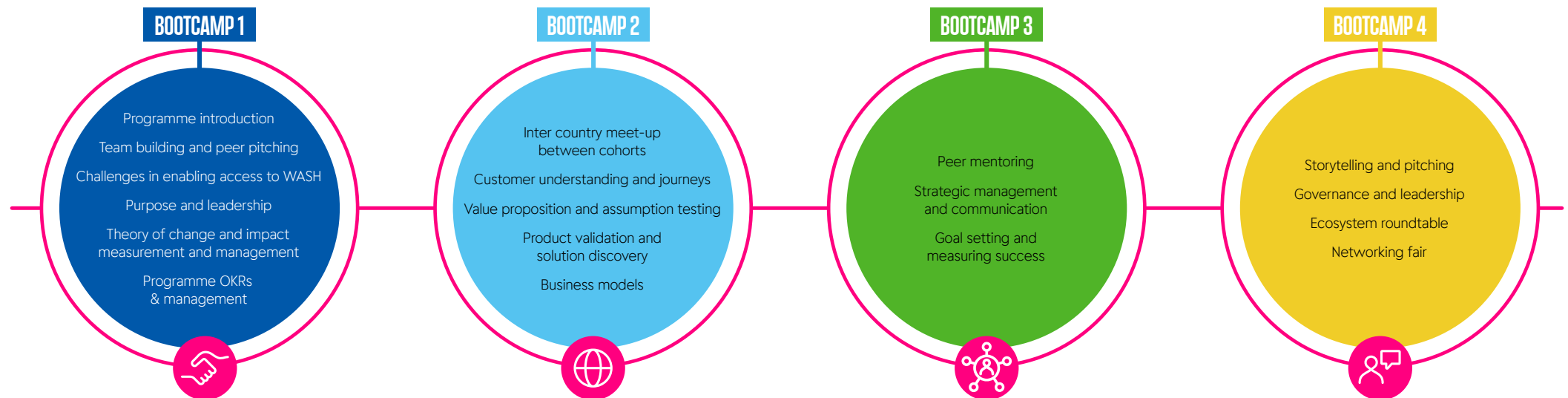


## THE HOW

## PROGRAMME STRUCTURE

The accelerator took place online over the course of 14 weeks and was made up of 4 bootcamps, 4 masterclasses and bi-weekly YSB consultancy.

**Bootcamps:** The bootcamps were topic-focused learning days where external experts were brought in to teach and engage with the social entrepreneurs. Bootcamp sessions ranged from 2-3 days, lasting about 5-6 hours per day.



**Masterclasses were on the following topics;**

- Systems analysis & stakeholder mapping
- Blended finance
- Investor readiness
- Self-leadership & resilience

**Bi-weekly YSB consultancy:**

Needs-based working sessions that enabled the social entrepreneurs to receive hands-on support for specific focus areas.

**Mentorship from Reckitt colleagues:**

One-on-one sessions between the social entrepreneurs and Reckitt mentors to go in-depth on specific challenges and priorities like quality control.

**Onsite visits for Impact Measurement & Management (IMM):**

Specifically for the social entrepreneurs based in South Africa, YSB did onsite visits to help the social businesses with creating and implementing IMM practices to clearly determine their current and future impact on local communities.

**What was noteworthy in the design and delivery of the Fight for Access Accelerator?**

What enabled the Fight for Access Accelerator to shine was its tailored approach to applying the knowledge and experience of Reckitt colleagues and partners to the specific needs of the social entrepreneurs. Among the different learning formats offered in the accelerator, the following received the highest satisfaction scores:

Masterclasses - **4.85/5**

YSB consultancy - **4.85/5**

Reckitt mentoring - **4.86/5**

## THE WHO

## SOCIAL BUSINESS SPOTLIGHT

The social businesses selected had to display an approach to WASH solutions that did not only address the symptoms of the problem, but went to the root cause of the issue.

## BRAZIL



Água Camelo

Água Camelo created the Camel Kit, which enables clean water access by allowing the user to collect water, transport it, store it and filter it. It's both affordable and easy to maintain.



FLORESCER ✿ BRASIL

Florescer offers decentralised sewage treatment by implementing individual sanitary units that access water through deep wells and makes use of auxiliary technology to preserve the sources.



Piipee has developed a solution for water saving in toilets and urinals using natural extracts, nanotechnology, and biodegradable components. Piipee can reduce water use for urine disposal from 10 litres of water in a single flush, to just 1ml. And because the use of Piipee costs less than the cost of water in one flush, users can save water and money at the same time.



LiaMarinha develops and applies ecological and sustainable technologies to improve water quality. Its target market is the mining, sanitation and agro-industry sectors.

livelab  
INOVAÇÃO SOCIAL

LiveLab addresses WASH issues by leveraging the power of play. They make use of cooperative games to teach children how to care for water and regenerate territories throughout local communities.



SDW's product, Aqualuz, is an efficient water treatment technology that relies only on solar power. It was designed to be simple and durable so that anyone can access it and face little to no maintenance costs.



## SOUTH AFRICA



By putting boreholes into Early Childhood Development centres, Rhiza Babuyile provides young children with access to clean and reliable water, as well as a providing the centre with additional revenue streams through the sale of clean water.



Pennine Energy Innovation

A waterless sanitation system that uses modern and environmentally friendly technologies to desiccate solids, separate liquids, and reduce pathogens and odours. Pennine Energy's innovative system significantly reduces life-cycle costs when compared to pit latrines, waterborne and chemical toilets, and also manage to save more than 33% on logistic costs.



Eco-friendly and decentralised, ECOBA's portable washbasins not only provide users with clean water for handwashing, but saves them precious time and energy from making trips to distant water sources.



Loo Afrique manufactures innovative water and sanitation technology products. Their two products: the Pee Basin Urinal unit and the V-Cistern both aim to improve access to hygiene and save water.

LIQUIDGOLD AFRICA

A waterless sanitation solution that converts urine into a dry biofertiliser that not only prevents water pollution and reduces infections, but also enables the easy, circular, and smart management of wastewater.



Kusini Water makes water filtration systems that use nanotechnology, locally sourced macadamia nut shells and solar power for communities without any piped network. Their systems bring clean, safe drinking water to people in rural, peri-urban and informal settlements throughout the African continent.





## THE WHO

## MENTOR SPOTLIGHT

Reckitt colleagues were given the opportunity to volunteer their time to the programme by acting as either lead or topic mentors to the social entrepreneurs.

The methodology for bringing mentors onboard was based on internal Reckitt nominations. The expertise of each mentor was then linked to the needs of the different social businesses.



**Lead mentors** were selected based on their deep understanding of the organisation, being able to connect Reckitt with social business challenges. **Topic mentors** were qualified as specialists in pre-mapped business challenges. For both types of mentors, the personal motivation for the Reckitt colleague to invest time and energy into the programme was key.

## BRAZIL



**Thais Cerachiani**

Supply Finance Controller



**Andre Santos**

Brand Manager, Veja



**Elvis Barreto**

R&D Operations, Manager



**Priscila Onha Cruz**

Legal, Compliance, Security  
& Corporate Affairs Director



**Felipe Maranzato**

Innovation Manager,  
Process and Strategic Planning



**Juliana Bernardo**

Global Brand Director GBMM AirWick



## SOUTH AFRICA



**Kerrin McAlpine**

Consumer Relations Specialist



**Atiyyah Khan**

Legal, Ethics & Compliance Graduate



**Deroosha Naidoo**

Senior Quality R&D Associate



**Shivesh Patel**

Brand Manager



**Karishma Naidoo**

Finance Manager



**Prisca Langa**

Talent Acquisition Manager



**Sikhumbuzo Radebe**

Materials Planner



**Clint Isaacs**

Packaging Manager



**Aasiyah Bhamjee**

Senior Brand Manager



**Qaqamba Mapatwana**

Senior R&D Associate



**Dikeledi Matshonyonga**

Graphic Design



**Hudson Mahlare**

Talent Acquisition Manager



**Nomkhosi Nhlapo**

Supplier Relations



## THE IMPACT

# HOW WE MEASURE THE IMPACT

We measure impact on three levels:



### For enterprises

improving knowledge and organisational performance.



### For communities

increasing access to WASH, improving health outcomes, and driving economic impact.



### For Reckitt people

improving skills and leadership behaviours, building connections to purpose

Initial impact measurement was captured at the close of the accelerator in Brazil and South Africa. Ongoing work will be done to capture the longer term impact of the accelerator, for the enterprises, the communities they work in and for the Reckitt mentors at 6 months and 12 months on from the close. This is a snapshot of the impact created at the close of the Accelerator.

## Feedback from the social entrepreneurs



**RORI MPETE**  
FOUNDER OF LOO AFRIQUE

"The programme has really allowed me to be vulnerable, open and honest about the position of the company and the future we are developing for the company. The mentorship and classes have really cemented and given utmost support at our most vulnerable time as a company and as an entrepreneur. There are so many insights that I take from being part of the FFA programme. I thank you all that have made such a programme possible for us, as WASH entrepreneurs. I thank you."



**KGALABI MONGATANE**  
FOUNDER OF ECOBA

"I had an incredible experience during the FFA accelerator, but my highlight was discovering tools such as the Theory of Change and Impact Measurement and Management Framework. Through the programme, I was able to align our business activities with our impact goals. These tools helped me understand the outcomes we need to achieve to make a meaningful difference in the world, and I'm excited to continue applying them in the future."



**ALEF MEULENBERG**  
FOUNDER OF RHIZA BABUYILE

"We have learned a tremendous amount from the masterclasses and the other participants. From a WASH specific point of view we see opportunities to partner with a number of the participants and from the accelerator content,

we learned a lot from Colin Habberton from Relativ Impact and team around the further improvement of our M&E frameworks. All in all the accelerator has been truly helpful in shaping our scale mindset."

## THE IMPACT

# ENTERPRISES: IMPROVEMENTS IN KNOWLEDGE

Average increase in knowledge:

Brazil 26.97% South Africa 54.59%



### Highlights:

**Brazil** 

Systemic change for social impact with an average increase of **53.20%**

Funding for investments with an average increase of **46.30%**

**South Africa** 

Impact Measurement and Management with an average increase of **132.43%**

Systemic change for social impact with an average increase of **73.47%**

### Plans moving forward

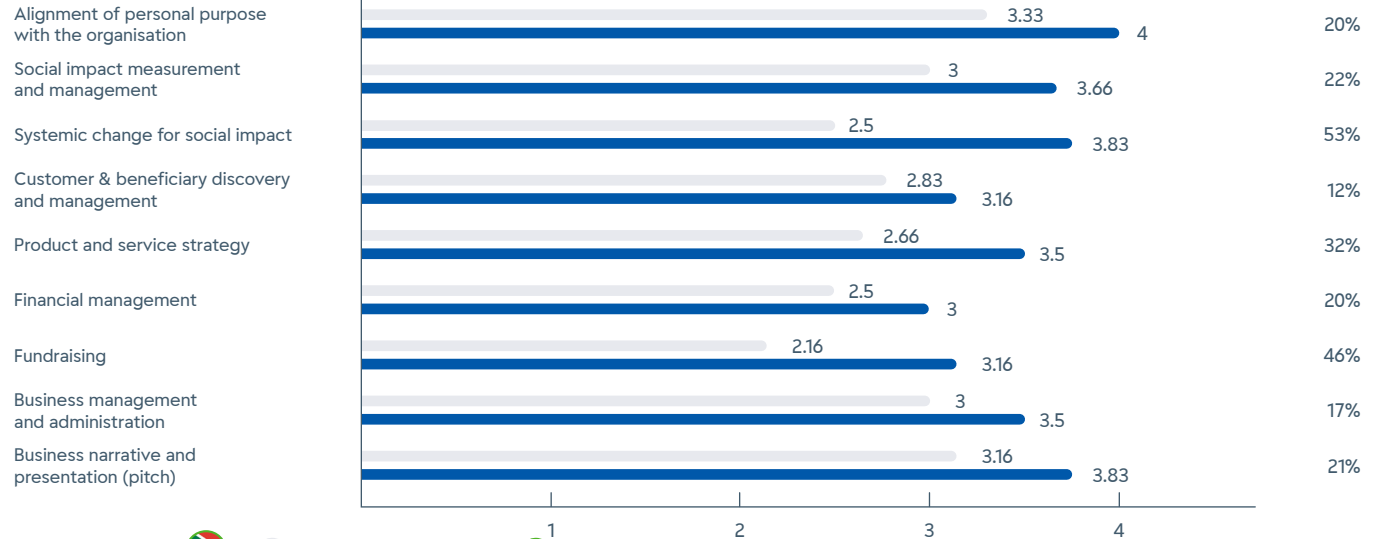
Kusini Water will use the seed funding to implement sensors at all their washbasin locations to improve their data quality with the long-term objective of automating their impact measurement and reporting.

Ecoba has launched the "WASH Hero Campaign" which aims to provide access to sanitation through collaboration models that are being explored with their cohort peers Loo Afrique and Pennine Energy Innovation.

## Improvements in knowledge

**Brazil** 

● Before the accelerator ● At the end of the accelerator



**South Africa** 

● Before the accelerator ● At the end of the accelerator





## THE IMPACT

# ENTERPRISES: IMPROVEMENTS IN BEHAVIOUR

Average increase in behaviour:

Brazil 17.02%

South Africa 78.44%



### Highlights:

#### Brazil

Business plan or strategy with an average increase of **31.58%**

Financial model with an average increase of **23.71%**

#### South Africa

Impact Measurement and Management increased on average of **207.69%**

Stakeholder mapping and systemic change for social impact with an average increase of **123.08%**

### Plans moving forward

Ecoba has developed questionnaires to track their education efforts, started collecting attendance records to monitor post implementation changes, and now runs experiments baselining the water efficiency to prove that their system saves water.

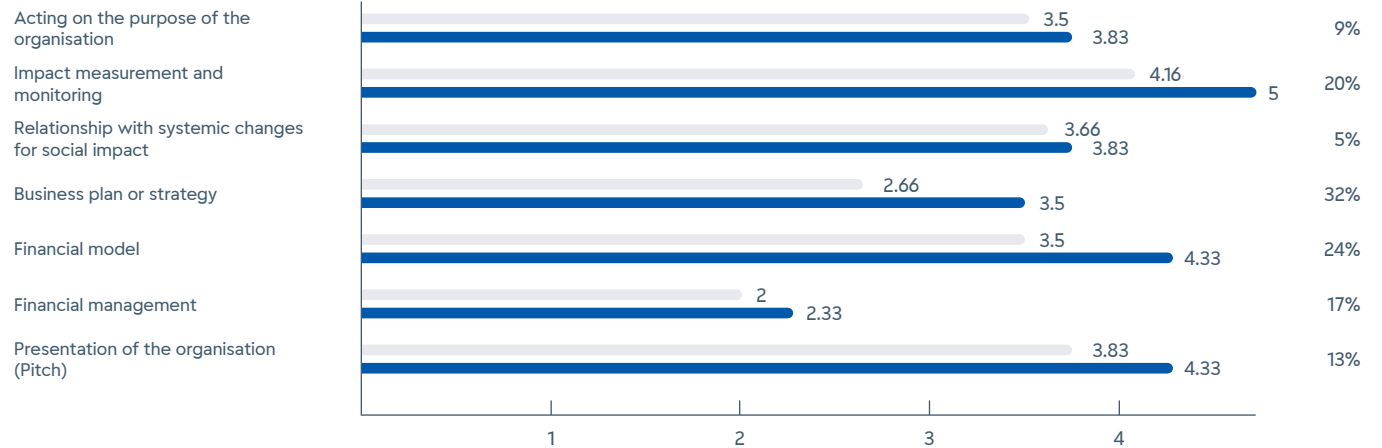
Pennine Energy Innovation and Liquid Gold will collaborate on monitoring the installation of Liquid Gold's waterless urinals to mutually leverage their technologies.

Liquid Gold has adapted Empathy Mapping as a standard practice in their sales process. They reported that this adaptation played an integral part in signing a partnership agreement with ABInBev.

## Improvements in behaviour

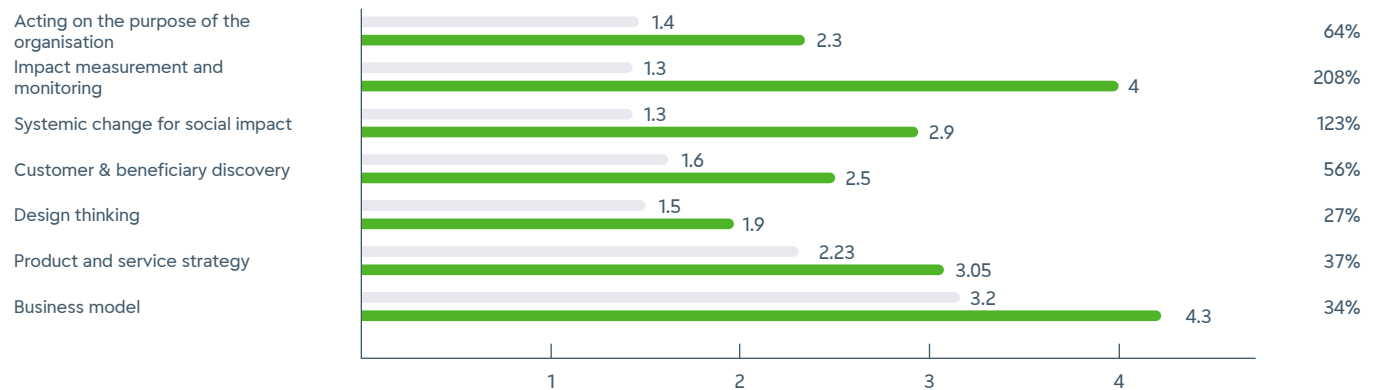
### Brazil

● Before the accelerator ● At the end of the accelerator



### South Africa

● Before the accelerator ● At the end of the accelerator



## THE IMPACT

## MENTORS: IMPROVING SKILLS AND LEADERSHIP

How likely are you to recommend Reckitt as a place to work?

8.3 / 10

Pre programme

9.0 / 10

Post programme



71% of Reckitt mentors strongly agreed that being a mentor on the accelerator has, and will continue to, support their personal development.



## Quotes from Reckitt mentors

**DEROOSHA NAIDOO**  
SENIOR R&D QUALITY ASSOCIATE AT RECKITT,  
LEAD MENTOR FOR KUSINI WATER

"This has been a two-way partnership in terms of adding value but also receiving value and return. It's been a very cool journey."

**SHIVESH PATEL**  
BRAND MANAGER AT RECKITT,  
LEAD MENTOR FOR PENNINE ENERGY INNOVATION

"This programme makes me see how much it takes, how much guts these people (social entrepreneurs) have as individuals, and how much Reckitt is doing to support these kinds of businesses. It's not easy. So from a personal level, it helps me a lot with my job."

**KERRIN McALPINE**  
SPECIALIST AT RECKITT, LEAD MENTOR FOR LOO AFRIQUE

"I really think you guys have done a sterling job at creating that foundation [of vulnerability] for so many people. And I think all these companies have been able to connect with the mentors and connect with each other. I genuinely have not seen that level of human connection in a programme before."

"Being a part of this programme on its own was exceptional for me. Being able to work with the team and understand the impact they can bring to disadvantaged individuals in our communities and being able to provide inputs and guidance towards that change is life-changing."

"I am excited to learn and adapt to the various needs and support the entrepreneurship may require. I believe this will provide me with innovative, creative and holistic understanding of the business model and improve my ability to communicate. We have faced many challenges over the COVID-19 period and participating in these kinds of opportunities strengthens community we may have lost."

## THE IMPACT

# COMMUNITIES: IMPROVING ACCESS

Because the ambition is to create a deep and long-lasting impact, the results of the accelerator on local communities will only be ready for the initial measurement rounds by November 2023 and April 2024 which will be part of upcoming Reckitt Impact Reports.

Nonetheless, early impacts are already observable in the work of some social businesses while others have set ambitious targets for April 2024.

### Case study: ECOBA



Only a few months after the close of the accelerator, ECOBA started their commercial pilot for promoting hand washing practices in a very unlikely place: funeral parlours.

Although they were correct in their insight that people coming from funeral parlours did not wash their hands before returning to their homes, this insight was not met with a verifiable business model and failed to attract customers.

It was during the customer discovery training bootcamp that ECOBA identified the opportunity of working with Early Childhood Development (ECD) centres who had a specific need for handwashing services and who they could shape an innovative business model together with 6 months after the customer discovery bootcamp, ECOBA had already established contracts with **8 ECD centres** who enable the social enterprise to significantly scale their impact on local communities. They now have secured partnerships with over 64 ECD owners.

Through these partnerships, ECOBA is able to deploy handwashing demonstration & education workshops which can reach approximately **1,500 children in Hammanskraal, Gauteng.**



### Case study: LiaMarinha



By gaining a deeper understanding of the problems of access to WASH in Brazil, **LiaMarinha** is now developing features in their **Olha Agua app** that will enable people from remote areas to receive information and communications that they would otherwise not had access to. Through their app for example, individuals will be able to report water-related problems in distribution and quality, tagging both private companies and public agents to gain their attention and action. Features of the app, such as updated information on water distribution locations and the quality of accessible water are also being developed.

Since the close of the accelerator, LiaMarinha have also negotiated and executed a project to reduce contamination in the Rio Doce basin, a body of water in the south-east of Brazil. Through their work, they have been able to positively impact the surroundings of more than **5,000 people in the region.**





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Published in July 2023