

IMPACT STORIES

Founded in 2015, the Toilet Board Coalition accelerates business solutions to the global sanitation crisis. The Coalition facilitates vital partnerships between small and medium-sized enterprises (SMEs), corporates, NGOs, investors and governments who share a commitment to achieve access to sanitation and hygiene for all by 2030 (SDG 6.2).

Through its world-renowned Accelerator, the Coalition provides business model design, corporate mentorship and access to investment to Sanitation Economy entrepreneurs serving low-income markets. To date, the Coalition has graduated over 50 SMEs, impacting more than 2.2 million people daily and unlocking US\$22 million in finance. Our 80+ Members' diverse approach to sanitation proudly leads to essential innovation in toilet design, circular recovery of biological resources, and smart digital technologies to ensure safe and sustainable sanitation for all.

The Toilet Board Coalition and its work is made possible by the generous support of its Membership. The contents are the responsibility of the Toilet Board Coalition and do not necessarily reflect the views of the Members.

See Membership options at www.toiletboard.org.



A PERIOD SHOULD NEVER GET IN THE WAY OF PROGRESS



"Mentoring through the Toilet Board Coalition Accelerator enables us to work together and accelerate women-owned sanitation businesses that support communities in need. Women are addressing some of the biggest challenges facing our society and a period should never get in the way of her progress. The Accelerator mentorship also offers a phenomenal development opportunity as we learn about new markets, strengthen our leadership and diversify our roles."

Alessandra Castro, Global Senior Director for reusable solutions at Kimberly-Clark

BACKGROUND

The lack of access to sanitation for menstrual hygiene management in many parts of the world means that too many women and girls miss work or school. Kimberly-Clark's Kotex® brand's purpose is to ensure that a period never gets in the way of any woman's progress, eliminating stigma, educating and opening doors. One of such ways is through the Toilet Board Coalition Accelerator. Kimberly-Clark is a founding Member of the Toilet Board Coalition and actively engages in the Accelerator through mentorship. One of the SMEs Kimberly-Clark mentored is Ti Bus – a sanitation business run by women, for women, with the goal to improve women's health and livelihood by refurbishing old buses into sanitation facilities and educational spaces on feminine hygiene.

IMPACT

During the Accelerator mentorship, two business models were tested. The first amplified freedom – providing safe and hygienic toilets to women on the go. Yet, it appeared that the buses were not sufficiently used because of the stigma associated with going to the bathroom – customers did not want others to associate entering a Ti Bus with using the bathroom. To tackle this challenge, Alessandra Castro and her team, together with Ti Bus revisited the communities needs which led to the current Ti Bus business model: accelerating hygiene health through education – providing education services to women as well as access to feminine hygiene products.

"The Accelerator was extremely valuable, seeing how our mentors approached our business model, and the long-term planning and perspective that brought – not to mention the skills and experience around branding and marketing. To have access to these inspirational brains has been transformational for us."

TI BUS

COHORT YEAR:
2018

COUNTRY:
India

DEVELOPMENT:
Refinement of business model

MENTOR:
Kimberly-Clark & Unilever

SANITATION ECONOMY:
Toilet Marketplace



Ulka Sadalkar, Entrepreneur at Ti Bus