BACKGROUND
LIXIL, with its corporate purpose to make better homes a reality for everyone, everywhere, has set out to improve the lives of 100 million people by 2025 through innovative and affordable toilet and hand hygiene solutions. The SATO brand is the primary driver for achieving this goal, offering a diverse line of affordable, durable, and water-saving toilet and hygiene products. As a founding Member of the Toilet Board Coalition, LIXIL actively engages in mentoring SMEs in the Accelerator. In 2021, Daigo mentored Pikkuvihreä, who specialises in dry toilet solutions, water purifiers and composting.

IMPACT
During the mentorship, Pikkuvihreä sought guidance on the direction of their business as they found themselves at a crossroad, operating on two ends: an e-commerce platform with various solutions, and the Green Toilet. The latter is an ecological composting dry toilet that requires no water and no electricity, sustainably contributing towards solving the world’s sanitation crisis. After identifying their purpose, mission and vision, the path unwrapped for Pikkuvihreä to position themselves as Green Toilet as ‘green wins every time.’ Shortly after the one-year mentorship of the Accelerator, Pikkuvihreä and SATO partnered to test a solution marrying SATO’s pour flush toilet with the composting technology of the Green Toilet. The three-month test phase proved positive and a field trial now lies ahead in Africa at a school or healthcare facility.

“The Toilet Board Coalition’s Accelerator is like a business toolbox for us, and we look forward to using those tools for executing our plans in the coming years. We now have a better understanding of our role, our strengths and the opportunities in the sanitation business. A big thanks to our mentors and Toilet Board Coalition for enabling this journey for us.”

Minna Palo, Entrepreneur at Pikkuvihreä

IMPACT STORIES

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.

PIKKUVIHREÄ

COHORT YEAR:
2021

COUNTRY:
Finland

DEVELOPMENT:
Alignment of mission and business strategy

MENTOR:
SATO, part of LIXIL

SANITATION ECONOMY:
Toilet Marketplace