

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.

THE JOURNEY OF A GREEN TOILET



"What excites me about the Toilet Board Coalition Accelerator is getting to meet like-minded people who innovate approaches to sanitation and contribute towards the good of humanity. The mentorship breaks up my week, as it's that one call I have where I'm going to tackle someone else's problem. It pulls me away from my daily tasks and brings new perspectives, adding colour to the week. It's really a two-way stream – I hope they learn as much from me as I learn from them."

Daigo Ishiyama, Leader of Innovation at SATO, part of LIXIL

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."

PIKKUVIHREÄ

COHORT YEAR:
2021

COUNTRY:
Finland

DEVELOPMENT:
Alignment of mission and business strategy

MENTOR:
SATO, part of LIXIL

SANITATION ECONOMY:
Toilet Marketplace

