

# Accelerator Impact Story



2024 Cohort



Operating in  
Guatemala



Circular & Toilet  
Sanitation Marketplace

## ABOUT SUSTENTA

Sustenta from Guatemala focuses on dry sanitation, wood-saving cookers, rainwater harvesting systems and the development of ecological housing. It impacts urban and rural areas through the maintenance, refurbishment and ecological construction of housing. Its clients include the Pan American Health Organisation (PAHO/WHO), TECHO and the Municipality of Chiquimulilla.



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## SUSTENTA'S IMPACT

\*Business impact numbers from establishment to date

**52** Ecological houses built

**405K** Litres of water saved in winter

**300+** Indirect jobs generated

## SME'S 12 MONTH ACCELERATOR JOURNEY

Sustenta worked on value proposition, client management and marketing strategy.

### Mentor



Natalia Tobón,  
Kimberly-Clark

"Jorge, thank you so much for making me part of this great work. I am sure you will continue to grow and impact many more lives in Guatemala".

### Entrepreneur



Jorge Heinemann,  
Sustenta

"Our experience with the Toilet Board Coalition was very enriching in terms of finance and marketing. They helped us to make the click".

Join us to  
**Accelerate 1,000**  
Sanitation Businesses by 2030

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With thanks to our leaders:



\*Kimberly-Clark

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