



# Ideas at Work – Annual Report 2007

## Highlights

- 547 water pumps sold
- First water pump distribution channel started
- Contract signed with micro credit partner PRASAC
- Open-Day: 27 April and 6 December 2007 in Phnom Penh
- Present at Social Enterprising seminar (GSBI) in San Francisco
- Growth from 8 to 13 staff

## Focal points IaW

*Intermediary for improving the quality of life in Cambodia. We try to achieve this by increasing the Cambodian capacity so that they become less dependent on foreign aid.*

By:

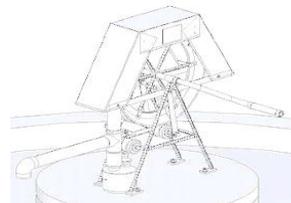
- *direct collaboration with Cambodian people, organisation and companies.*
- *guiding groups or individuals with ideas to improve Cambodia and the realisation of this idea.*
- *portal for Netherlands/European direct financial support to Cambodian aid projects.*

## Factory

Thanks to donor support we were able to pre-finance manufacturing process and produce enough stock to fulfil the demand of NGOs and individuals. Further improvement on our pump by decreasing materials use and some corrosion reducing changes. The current version (RP6) was presented to the public in April on the first Open-Day in the factory.



95% of the pumps are fitted on hand dug wells, this is our standard pump which has a depth of 8 meter (vertical), but is capable of being extended much deeper. This year we have also improved the design of our 'pond' pump (diagonal) and a 'school' variety (2-handles for children to use). The pond pump is used by several NGOs. Also we are working on deeper level pumps up to 50 meter deep, irrigation and pedal versions of the pump.



**រ៉ូវ៉ៃ** or ROVAI

'Rovai' in Khmer means "to turn something by hand". Which is an appropriate and suitable name for our pump as this is how it is operated! Its name is also short, clear and easily pronounceable in English too.

The pump's BLUE colour can be associated with water but the main reason is that all standard plastic components are only available in light blue.

Blue has become the colour for our promotion and leaflet materials





**PRACTICA**, a renowned Dutch organisation that is researching commercial viable possibilities for new technology in water and energy in developing countries, came to visit us to do an independent assessment on the pump and the manufacturing process. They called our water pump the “Mercedes” of the ‘Rope pumps’ because of the high standard of quality.

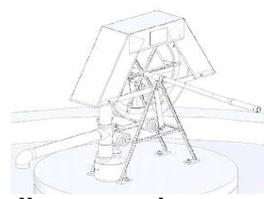
Besides the water pump, IaW has been busy with improving and designing other water and sanitation products:



The **GULPER** is designed after inspiration from Tanzania and is used for removing sludge from small septic tanks, wet pit latrines and drain interceptor tanks. Operators don’t have to climb in and/or use buckets and spades; which is common practice in Cambodia. Outside the urban areas there are hardly any sewage systems and a limited number of people have access to sanitation

products as latrines. In the coming years sanitation will get a greater focus.

The relatively easy-to-build **RAIN WATER HAVESTING TANK**, from Thailand, provides sufficient drinking/cooking water for an average family for the majority of the dry season (3200liter).



The tanks walls are made from small cement segments produced in simple curved moulds. These are then connected together with wire and have an inner and an outer coat of cement mortar. A cement lid, outlet tap and a pipe from the roof gutter completes the system. This particular technology allows a family to contribute to the construction stage without the need for prior experience.



A **DIRECT ACTION HAND PUMP** for shallow wells and bore-holes for a single family. This pump is made from standard PVC pipes and PVC fittings available in most plumbing supply shops. It has a very low cost, is light weight, durable and extremely low maintenance.



With simple instructions this pump can be easily made by most people with basic practical skills and access to a local market.

**BIO-SAND FILTER** unit. Our bio-sand filter (BSF) is based on a design by MedAir and has a ‘round’ form instead of a ‘square’ form. This is

advantageous as it significantly reduces the mass and material costs of the unit. It also makes it much easy to move the unit by rolling it on its bottom edge. This is achieved by relatively simple modifications to a standard round cement drain pipe moulds. Like all BSF’s water is filtered through layers of gravel and sand and has an ‘active’ biological layer to improve the biological quality of the water.



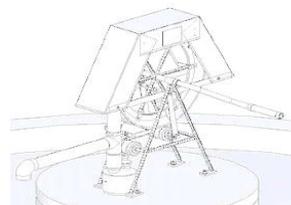
## New website

[www.ideas-at-work.org](http://www.ideas-at-work.org) has received a new face. More detailed information of all the described products can be collected from the website. Also the links mentioned below are to be found to here.

## IaW at YouTube.com

There are several small clips at YouTube.com. Some were uploaded by our future partner Water Right. At YouTube there are other clips of other groups working in other countries using the same rope pump technique.

<http://nl.youtube.com/watch?v=3VnXokmHkvc>  
<http://nl.youtube.com/watch?v=UPOEdZxOdVk>  
<http://nl.youtube.com/watch?v=RCLUfZOb04I>  
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## The Distribution Channel

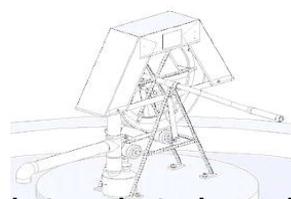
There are several ways to bring a water pump to the attention of people but creating lasting demand goes further than promotion, having product in hardware store and working through NGOs.

In 2007:

- 147 pumps sold to organisations such as PLAN international, Red Cross, World Vision who all give pumps for free.
- 400 were sold directly to the people in Kandal province. This was initiated by our project partner RDI who provided very active promotion in the villages that they work in.



This experience taught us that the pump is selling itself when the first adopters of the technology are happy with the product. Trust needs to be built up among the villagers to stay successful.



Looking at what products do reach the rural areas we could only find typical products such as Coca-Cola, Palmolive shampoo and prepacked noodles.

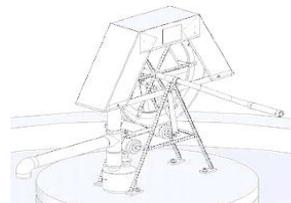
Other pumps sometimes have a presence in local “hardware” stores; but those can only be found in the larger towns, not in the villages. At the same time villagers hardly travel to towns.

To reach the rural populations it is important to set up a new distribution channel for our pump. In August 2007 the preparation for a trial set up started and in December we commenced in Kampong Chhnang province.



We actively go to a village, install a demonstration pump, provide information at a “presentation” then leave the pump for a few months for the people to try. After 4-6 months we will visit again for follow up on any new sales opportunities.

This “tupperware” system will in the future also cover other appropriate technology products such as water filters, solar light and improved wood cooking stoves.



## Social Edge

[www.socialede.org](http://www.socialede.org) is a special website for social enterprises who are globally active. They have interviewed IaW about the pump, the distribution channel and the energy and commitment for this work.

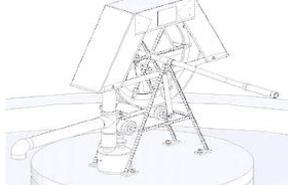
A 3-minute video, taped in August 2007, can be accessed on the following link:

<http://www.socialede.org/blogs/global-x/archive/2007/12/11/angelique-smit-cambodia>

## Global Social Benefit Incubator (GBSI) San Francisco

IaW was invited to join a seminar at the Santa Clara University in San Francisco which was held between 13-31 August 2007. Sixteen other social enterprises from all over the world participated. This energising period provided new insights about the distribution channel plans and the feasibility of IaW’s ideas. IaW received the most positive juror report after presentation of the business plan.





## Relationship building

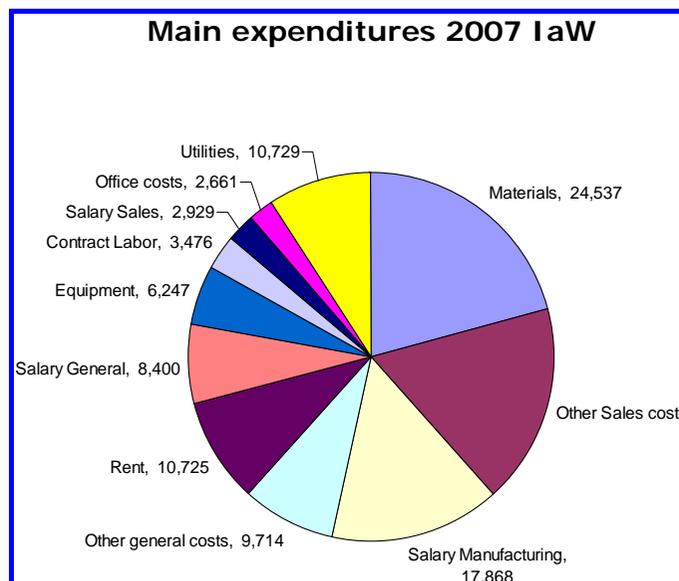
Besides many individuals and donors that have supported us since the beginning in 2005/6, we also linked up with the Dutch group 'Impulsis' who have doubled our 2007 private donations. Furthermore we are developing relationships with Rotary Tiel/Amersfoort, WaterRight, PRACTICA and with donors in America and Cambodia that are focusing on social enterprises.

IaW doesn't want long term donor dependency and for the water pump factory hardly anymore donor money is needed. However we still need to work hard to reach our goal in making the distribution channel (for 100 villages each) cost covering within 2 years. With this social business-like approach we expect to attract sufficient start up capital.



## Finance 2007

Total income: US\$ 147.320  
Total expenditure: US\$ 132.886



### Income (sales + donations):

- Total income: US\$ 147.320
- IaW-Cambodia US\$ 109.387
- IaW-Netherlands €28.333 = US\$ 38.933

### IaW water pump project:

#### Expenditure:

- in Cambodia US\$ 125.748
- in Netherlands € 123

As expected the biggest expenditure was on raw materials and staff costs for the ROVAI

pump. 67% of the available budget (US\$83.279) has been spend on this.

For 2008 we expect that the expenditure account "Sales and Marketing" to increase sharply.

### IaW other projects:

- Total expenditure: US\$ 6.774
- Total donations: US\$ 4.768
- Kampong Thom and Preah Vihear Orphanage donations
  - received: €1072
  - sent to ophanages: €2351 (US\$1447)
- Angkor Association for Disabled donations
  - received €2460
  - sent to AAD: €2666 (US\$3321)



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