

Ideas at Work (IaW) – Overview 2011

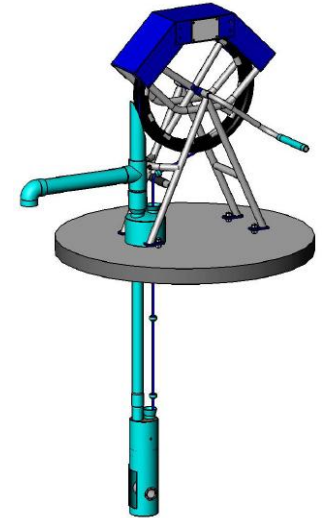


Highlights 2011

- **Quarter of a million people** have daily easy access to cleaner water with Rovai pump.
- Since the beginning of IaW in **total 3748** water pumps have been installed.
- In all **24 Cambodian provinces** Rovai pumps are installed.
- **Case study** shows: up to **US\$4.40 daily extra income** for Rovai users.
- **Open Day** event attracts 70 interested people/companies.

Total 2007 ROVAI pump	547
Total 2008 ROVAI pump	657
Total 2009 ROVAI pump	864
Total 2010 ROVAI pump	926
Total 2011 ROVAI installed	727
Total pumps installed in 2006-2011	3748

All 7 technical staff and 3 support staff have been active in designing and trying out improvements. We have finalised the standard Rovai version 7 to the satisfaction of our customers, see right. The main improvement is being able to remove the handle for repairs if required.



History

IaW was started as a charity in 2005 with a focus on making low cost water and sanitation products available to the rural Cambodian people.

The Rope pump has become our most successful product and is unique in Cambodia. Our design won a World Bank innovation award in 2006 which made it possible to start production.

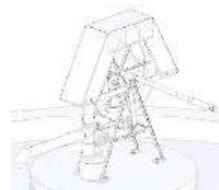
IaW is currently transforming from a NGO into a sustainable social enterprise.

Factory

2011 has been our 3rd year under full Cambodian production management. A new production manager from our own staff has been promoted: Mr Un Em is managing the production team since mid 2011.



Mr Um Em is running the production department under supervision of General Manager Mr Huy Dara. He has been GM since 2010 and he expressed an interest in buying shares of IaW and becoming part-owner.





Two Cambodian newspapers run an article on the event providing free publicity.

4 rope pumps are currently in available from the IaW factory:

- **Standard Rovai** (for 20 families)
- **Family Rovai** (for up to 3 families)
- **Pond Rovai pump**, lifts water from ponds or slow moving rivers
- **Double handed Rovai** (for schools)

The Cambodian technical team has designed and tested a new pump in 2011: the **Raised Rovai**.

This pump lifts well-water up into a high container to allow running water in the house, toilet and garden.



Open-Day 2011

On 9 December 2011 we organised our 4th Open Day in the Ideas at Work factory. More people than ever before paid us a visit: 70 NGOs, business, MFI and local government visitors came to acquaintance the IaW products.



Distribution Channel

In the 5 years of our production, 3748 pumps have left the factory and are distributed all over Cambodia.

After four years trialling infrastructure to sell water pumps directly to the rural people we have meet many challenges, successes and failures. 2011 we focussed on contacting and training Independent Sales people in 2 new provinces.

Total product sales in 2011 was at the same level as in 2009, interfering the steady upwards results of the past years. We believe we have been only now seen the worldwide economic downfall effects on aid-budgets of NGOs. However 2012 has started promising.





Both Foundation Ensemble and Rotary Amersfoort-Regio assisted IaW each with €15,000 that was used to increase demonstration sides and visibility of the Rovai pump in the rural areas. Most Pumps were installed at Health Centres and Schools thereby also servicing an important community purpose.



Case Studies

An independent consultancy group called Pari Project went out and talked to 70 pump users and found 100% satisfaction. The goal of the research was to find evidence of income improvement after purchasing a Rovai pump.

Highlights were in the story of **Pump #492**:

'This 5-member family from Por Pel Commune, Kampong Chhnang province has owned their

Rovai pump since 2007, and has extensively integrated it into their way of life.

*The family's income generation activities revolve around commercial agriculture, aquaculture, and wine production. Because of the scale of their work, large amounts of water and labor are required. Before purchasing Rovai, water usage was estimated at around 3,000 liters a day. Thanks to the pump the family estimated its output capacity grew by 15 liters of wine making per day, **this translates into a potential 18,000 riel per day increase (US\$4.40/€3,50)**.*

For the full report see www.ideas-at-work.org



Rovai and Micro Credit

It remains a challenge for products like water pumps and water filters to be available directly to the villages where there is little money to buy such

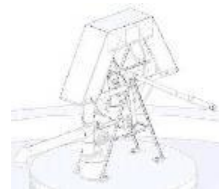
products. However banks are still more focused on providing loans for business activities than household appliances.

In 2011 we finalised our trial in where we supplied small loans ourselves. Pumps sales in the province increased 70% but as we do not consider ourselves to be or plan to be a bank we have shared this success with 2 Microcredit groups (MFIs) of which one shared their village bank details with us and the other one came to our open day.

We understand now better that different MFIs have different loan target groups and because the pump costs around US\$100 we should contact those working in this area.

IaW in the Phnom Penh Post

In September Ideas at Work was featuring in a large article (1 whole page) in the largest English/Khmer newspaper in Cambodia: the Phnom Penh Post.





Finance

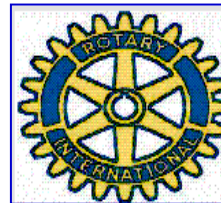
Total revenue: US\$ 123,858
of which product sales: US\$ 91,890
Total expenditure: US\$ 129,944

Distribution channel	US\$ 10,352
Manufacturing plant	US\$ 106,509
Other	US\$ 13,083
total expenditure	US\$ 129,944

Although the number of pumps sold in 2011 was lower than in 2010, the percentage of sales revenue in perspective to our total income has increased. We are still at 25% of our break-even point, the same like in 2010 but we have good hopes for 2012 being the year to reach this milestone.

2011 has been the last year of active fundraising as we want to follow our dream to be self-sufficient after 2012.

We owe so much to the private and institutional donors and supporters that have assisted us over the past 5 years. Without you all we wouldn't be where we are now, on the verge of being a real company!



Amersfoort-regio



Ideas at Work

LIJSTER 1, 1713 SH
OB DAM, NEDERLAND

#189-191J, STREET 600R,
TOUL, KORK, PHNOM PENH, CAMBODIA

INFO@IDEAS-AT-WORK.ORG
WWW.IDEAS-AT-WORK.ORG