

## 1 About Us

ECOLOO is an inclusive social impact driven enterprise to address the sanitation crisis as experienced by the 2.5 billion people who do not have access to water and sanitation. The millions who live in conditions of poverty or BoPs, urban slums or refugee camps are the people we want to serve. We strongly believe that our sustainable solutions will solve all pressing issues. ECOLOO is not just about sustainable toilet. It is about creating awareness in each user through the application of the technology from the toilet down to the fertilizer. A technology that can save money, water, energy and create better, healthier and greener environment for its citizens.

Our beneficiaries are mainly the BoPs, rural communities which have no access to proper toilet or lack toilet facilities, people who lack of water or water is scarce due to drought or geographical condition, people who are victims of disaster such as flood, typhoon, cholera outbreak, refugees or homeless, schools that lack of toilet, but even floating houses & chalets, public, pilgrims, devotees, tourists, construction workers, bus/ferry/boat/RV/train passengers, event participants, off grid and tiny home owners, military, police, navy, oil and gas workers, etc.



## 2 Addressing WASH Needs

Open spaces, riverbanks, road and street side and the open field are some of the common places to defecate. It is also seen that the water sources are badly affected by both pit/ring and modern flush toilets. The sewage from the flush toilet has badly affected the fragile environment. These practices not only pollute the environment but also contaminate the land and water resources and all these will eventually affect the health of BoPs.

## 3 The Technology Innovation

ECOLOO's award winning biological sustainable Sanitation Solutions are based on the principle of Simplicity, Scalability, Environmental Responsibility and Economic Viability. It employs special formulated bacterial culture to treat and vanish human waste and transform the urine into natural liquid fertilizer that is odor free, pathogen free and full of nutrients, perfect for organic farming. *We successfully exported to 21 countries today and won over 20 international awards and recognitions.*

## 4 Competitive Advantages

Our distinctive competitive advantages over our competitors are:

- ECOLOO is odor free all the time
- Our price is affordable and reasonable, reliable functionality and it can last for decades
- ECOLOO is made of Fiber Reinforced Plastic (FRP) that is solid, strong with all-weather durability
- ECOLOO does not require water for flushing (water can be used for washing) preventing sewage creation
- ECOLOO can be installed indoor and outdoor as a stand-alone sustainable solution with no digging, piping or septic tank required. **Just Plug & Use!**
- By using ECOLOO, one can save clean water from being flushed into septic tank or sewage treatment plant and millions to billions of Dollars from being spent on sewage treatment and sewage transportation
- ECOLOO does not require removal of solid waste like other composting or urine diversion toilets.
- ECOLOO generates liquid fertilizer (passive income for the BoPs), and it is odorless, pathogen free, rich with nutrients, safe for the environment (fully tested in 5 labs in 5 countries)
- ECOLOO is simple, user-friendly, safe, clean, reliable, convenient, comfortable, ergonomic, ecological, economically viable, sustainable and minimal maintenance cost.
- ECOLOO comes in various designs and shapes i.e. standing (urinal), sitting, squatting or both for indoor and outdoor; single and multiple; offshore for oil and gas business, rural or urban areas, terrace houses to high rise buildings
- Our special bacterial culture is not only safe for human but can breakdown the solid waste within 3-4 days
- ECOLOO requires no energy at all and lightings can be solar powered at minimal cost
- ECOLOO's innovative designs give special people such as children, elderly and handicapped, the access to use the toilet with no pressure or inconveniences
- ***Suitability:*** ECOLOO can accommodate to any features of climate and environment with high altitude and cold/hot weather, water shortage and fragile ecological environment or climate conditions be it on or around mountains, lakes and seashores



- **Scalability:** Our production technology can be easily replicated in developing countries in order to achieve the best social, health, economic and environmental impact. Our molds can be shipped to destination country to start with and our composite experts will be sent to train the local communities on the mass production, R&D and quality control. By having our mass production adapted locally in the country, we will be able to scale up without affecting the cost and will generate revenues at a better rate. In fact, the local people will get to enjoy better rate without having to pay additional cost on the shipment and customs duties
- **Social Impact:** Our business model is developed to integrate underserved populations into supply chain by creating business and job opportunities to the local community from production to distribution, installation, training, maintenance, collection and reuse of fertilizer from the toilet, which may lead to organic farming

## 5 Impacts and Relevance to the Sustainable Development Goals (SDG)

### Direct impact on SDGs:

- **SDG#3: Good health & Well Being** - hygienic toilets like ECOLOO lead to healthier people especially for women and children:
  - Security issue: women and children get attacked by poisonous snakes and other dangerous insects and animals while defecating in the open
  - Rape risk issue: women are facing a high risk of rape by men who are keen to keep eyes on them defecating in the open losing their dignities, pride and risking their lives
  - Health issue: a woman holding her bladder on daily basis for many hours develops a permanent pee-leakage problem & bad smell at younger age
  - Education issue: menstruation and poor sanitation affect girls school attendance
  - Social issue: women in India are not willing to get married if husband is not providing a toilet. “No Toilet, No Bride” movement
- **SDG#6: Clean Water & Sanitation.** ECOLOO provides sustainable sanitation solutions that are totally enclosed system (preventing pollution and contamination), waterless (preventing sewage generation and environmental contamination)
- **SDG#11: Sustainable Cities & Communities** - by adopting our sustainable solutions in the cities and communities for indoor and outdoor purposes and turn any complex and building into eco-friendly and sewage-free complex and building

### Indirect impact on SDGs:

- **SDG#1: No poverty** - the poor can benefit from free organic fertilizer
- **SDG#8: Decent Work & Economic Growth** - our inclusive social business model promotes sustainable economic growth and provides secure and fairly paid work to people
- **SDG#9: Industry, Innovation & Infrastructure** - our eco social innovations help improve water and sanitation, reduce water and energy consumption, greener infrastructure resulting in less carbon emission & environmental pollution
- **SDG#14: Life Below Water** - by treating our waste on site instead of dumping the untreated sewage and toxics into oceans and rivers, we prevent the lives below water from being contaminated
- **SDG#15: Life On Land** - by having sustainable toilets and fertilizer, more lives on land can be saved from water borne diseases, contaminated fish and chemical fertilizer (which can be hazardous to the soil, water and lives on land)

## 6 Use of Resources:

- US\$1 million: Setting up of a manufacturing plant to produce our products instead of relying on outsourced production that is costly and risky in terms of quality and on-time delivery
- US\$5 million: Beside the above point, we will be able to develop new products and production methods that can be more affordable, easier to mass-produce and transport
- US\$10 million: Beside the above 2 points, we can expand our business into new markets and run some pilot projects to start with, and to establish local production in those markets as a long-term vision. Our focus countries are: India, Chile, Uganda, Kenya, Nigeria and South Africa

## 7 Related Links:

- Full details about ECOLOO Technology: [www.ecoloo.eu/pdf/ECOLOO\\_2020\\_Lever\\_For\\_Change.pdf](http://www.ecoloo.eu/pdf/ECOLOO_2020_Lever_For_Change.pdf)
- ECOLOO Featured on CNN: <https://edition.cnn.com/2019/12/04/health/ecoloo-waterless-toilet/index.html>
- ECOLOO by Swedish Energy Agency: <https://youtu.be/1BxmKrO93x8>
- The ECOLOO Story Video: <https://www.youtube.com/watch?v=L41rn68TB6Y>