

2016

Nazava: Impact Report

Meghan Carlsen

Katie Waddell

Follow this and additional works at: <https://scholarcommons.scu.edu/gsbf>

Recommended Citation

Carlsen, Meghan and Waddell, Katie, "Nazava: Impact Report" (2016). *Miller Center Fellowship*. 73.
<https://scholarcommons.scu.edu/gsbf/73>

This Research Report is brought to you for free and open access by the Miller Center for Social Entrepreneurship at Scholar Commons. It has been accepted for inclusion in Miller Center Fellowship by an authorized administrator of Scholar Commons. For more information, please contact rscroggin@scu.edu.

Nazava

Impact Report



Nazava's water filters provide a quick and simple purification process that makes clean drinking water available in users' homes. These filters bring even greater impact, however, in the form of health benefits, financial savings and time savings.

Prepared by:



Health Benefits

For 80% of users, improving health for themselves and their families was a main motivation for their Nazava filter purchase, demonstrating that this impact metric is salient for Nazava consumers.

The 57% of users who were experiencing any level of frequency of waterborne illness (diarrhea etc.), ranging from infrequently (i.e once every couple of years) to often (i.e. multiple times a month) fell to 24% after they purchased their Nazava filter. No users reported experiencing illnesses often after purchasing their filter.

After purchasing a filter, 76% of users reported never experiencing waterborne illness, representing an increase from the 43% who were not experiencing illnesses before purchasing their filter.

Partnership with NGO PLAN Sabu Proves Beneficial

The involvement of multiple individuals and organizations in distributing and promoting Nazava's water filters contributes to the success of filter sales on Sabu Island, and a particularly successful partnership is one between Nazava and PLAN Sabu. This non-governmental organization connected main reseller Ibu Tri to Nazava's filters, and the NGO continues to act as an intermediary between the various organizations involved in delivering and promoting Nazava's filters on Sabu. PLAN Sabu is a subsector of the NGO PLAN Indonesia, who is dedicated to improving the quality of life throughout the country.

Nazava benefits from PLAN Sabu's connection to the local reseller, its intermediary role between organizations involved, and its region-specific water-related health research. All the while, PLAN is working towards its mission as Nazava's water filters improve more and more people's health on Sabu. Altogether, partnerships between Nazava and organizations like PLAN prove beneficial for both Nazava and the partnered organization when both groups' missions align with the impact of the water filters.



Health Benefit Story



Nazava Meets Sabu Island's Need for Purified Drinking Water

Sabu Island is a small, remote island in the region of East Nusa Tenggara, Indonesia. Nazava sells water filters on the island, but it wanted to understand why efforts there have been successful.

Our research project interviewed various individuals involved in the selling process, and each person spoke of passion for clean water and the filters. Whether government leaders or school children, it is evident that great hope has been placed in Nazava as the island's answer to a much-needed water sanitation process. Village leaders have become resellers of Nazava's filters, and purchase their own filters to lead by example as they encourage villagers to use a filter too. School children excitedly call the filters "magic" as they have never seen such an immediate way to get fresh drinking water.

The passion expressed towards Nazava's filters is noticeably correlated with their direct impact upon health improvement of the local people. Health workers, village leaders and the mayor, among others, understand the need for local education about the correlation between impure drinking water and waterborne illnesses. As these individuals educate locals and offer them access to a simple process like that of Nazava's water filters, there is reportedly reduced waterborne illnesses on the island (i.e. diarrhea). More and more Sabu citizens are purchasing water filters and improving their health.





Financial Savings

54%

Users spent on average 54% less per week on materials to purify water (i.e. fuel or wood for boiling and/or branded/refillable water bottles).

76%

Saving money was a major purchasing motivation for 76% of filter users.

5%

On average, users save 22,000 IDR per week (\$ 1.72 USD). Nazava targets the market that makes \$5-7 a day in urban and peri-urban areas and those making less than \$5 a day in more rural areas. For a person making \$5 a day, this equates to a 5% savings rate each week.

Inspiring Leadership Demonstrated by Sabu Island Saleswoman

Ibu Tri, the main reseller of Nazava's filters on Sabu Island, embodies the definition of an excellent leader. As a health worker she is dedicated to those she serves and recognizes the need to improve local residents' health. Sales of Nazava's water filters have proven successful on Sabu due to the dedicated individuals and organizations involved in the sales process, all notably led by Ibu Tri. Her genuine compassion towards the local people offers invaluable insight regarding their specific needs, as well as ideas for sales tactics that prove successful. For example, Ibu Tri is able to recognize the sales success that can stem from introducing local children to the filter through school implementation or from gaining village leader approval and adoption of the filter, leading other villagers to follow. Given the success that follows her selflessness, passion and ingenuity, recruiting women like Ibu Tri as resellers drives increased distribution of water filters and truly meets the specific needs of the local people.



Financial Savings Stories



Restaurant Owner in Bandung Saves Money with Water Filter

At the local lunch warung across from Nazava's office in Bandung, the restaurant owner (pictured above) became curious about the company and asked about the product. Upon learning about the filters, he decided that the product was trustworthy and purchased a large filter for his restaurant. His hope was to save money, as he would no longer need to purchase branded gallon water. The filter allowed the owner to make a one-time purchase, versus multiple purchases of gallon water bottles, allowing him to save money over time.



Selling Nazava's Products Increases a Woman's Salary

Nazava reportedly offers a means of employment and increased income for local Indonesians, especially women, as they become resellers in their regions.

Resellers can purchase filters from Nazava and then sell them to customers at a slightly increased price, allowing resellers to generate a profit. The reseller pictured on the left reported that she is able to save the money for herself and her family.

Customers can expect to recover the cost of their investment in the filter after 15 weeks, given users' average savings upon purchase and the average spent by users on the upfront cost of the filter, which was 332,500 IDR (\$25.42).





Time Savings

63%

Saving time in everyday life was a main purchasing reason for 63% of filter users.

160
mins

On average, users reported saving 160 minutes (2 hours and 40 minutes) per week on water purification activities after purchasing the filter.

66%

Upon purchase, 66% less time was spent per week on water purification activities such as gathering water from the source, obtaining fuel, wood or bottled water, and boiling kettles of water.

Users Seek Different Types of Impact Across Diverse Areas

Across the nine areas where research was conducted, various villages reported time savings as their most important impact while users in other areas reported value in both time and money savings. In remote locations like Sabu Island, on the other hand, health was most widely impactful for users. Considering the diversity of Indonesia, location-specific information is vital to Nazava's success in sales and impact. This information is attainable through Nazava's awareness and research, as well as through utilizing local resellers and partnering with NGOs or other organizations. Despite the vast diversity in Indonesia, Nazava is capable of meeting an assortment of people's needs.



Story of Time Saving



Users Express Relief in No Longer Needing to Boil Water for Drinking

Many customers showed relief in the fact that they no longer needed to boil water for water drinking purposes. Users who boiled water prior to having a filter described the process of boiling as including multiple tedious and time-consuming steps. According to these users, boiling typically involved gathering water from the preferred source (i.e. a village well or pipe system etc.), boiling the water through the use of wood burning or fuel, letting it cool, and sometimes even waiting for a certain chemical to settle or filtering the boiled water through cloth.



Time saving was also evident for those who used to purchase branded gallon water, such as a user in Turen Village who reported that she no longer needs to travel a far distance to purchase the purified water.

With a Nazava filter, users can simply fill the top bucket with the impure water and then access the purified water through the valve attached to the lower bucket of the filter.





About Miller Center for Social Entrepreneurship

WWW.SCU.EDU/MILLERCENTER

As part of Santa Clara University in California, U.S.A, Miller Center is the leading university-based social enterprise accelerator. Miller Center is home to the Global Social Benefit Institute. Nazava completed GSBF in 2012. We help social entrepreneurs address the problems of poverty, empower women, and build resilience to climate change. We employ Silicon Valley principles of innovation and entrepreneurship to help social entrepreneurs grow and gain funding.

About Nazava and this Research

Nazava requested Miller Center assistance with assessing and reporting the social impact of its filters. Nazava hosted two Global Social Benefit Fellows in 2016, who conducted research among its beneficiaries. The two fellows carried out this research through surveys and interviews across three islands in Indonesia, specifically measuring Nazava's impact in health improvement, financial savings and time saving for users.

More information on this research can be found here:
<http://globalsocialbenefit.institute/education.html#portfolio>.



**Global Social
Benefit Fellowship**



**Santa Clara
University**