Calimera Solokraft
Safe Bottled Water

Calimera Solokraft aims to develop locally managed micro factories to distribute clean drinking water and generate jobs in developing areas.

“The proposed inclusive business initiative

The Calimera Safe Water project aims to provide safe and affordable drinking water to rural markets in East Africa. The venture aims at setting up a number of solar-powered micro factories where water will be produced using established purification technology and then bottled, marketed and sold to the local poor. These factories will be locally managed but operate on a franchise basis, delivering commission to the franchisor. The project is in the pre-study phase but a detailed business model has been developed for the first pilot plant in Tanzania.

The commercial driver is to establish a cost-effective production and distribution model that can then be scaled and implemented in other countries. With an estimated 1.1 billion people worldwide lacking access to clean drinking water there is scope to develop many more such micro factories. The model requires no investment from the end user and will generate jobs and income opportunities for local people. Affordable and safe drinking water also reduces the incidence of waterborne diseases and can make significant contributions to poverty reduction.

AP funding will be used to prepare for the implementation of this project as a pilot and attract further funding from investors.

Innovations Against Poverty is funded by the Swedish International Development Cooperation Agency (Sida) as part of its Business for Development (B4D) programme, which contains proposals for new forms of dialogue and collaboration with industry. The purpose is to mobilise resources and encourage companies to develop their core activities so that they can contribute to better conditions for poor people in a more efficient manner.

For further information...and to join the discussion on inclusive business, go to: Practitioner Hub on Inclusive Business: www.businessinnovationfacility.org