

# Easy & Safe

Facilitating Water Treatment for the Base of the Pyramid (BoP)

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Permanent Representation of Austria to the EU in Brussels,  
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# Helioz

The Company

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**Helioz is an Austrian Social Enterprise engaged in the development and sale of affordable products for households in low-income countries.**





# The Global Burden Of Contaminated Drinking Water

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750  
Million

4000  
Children



# Water Treatment

## Solar Water Disinfection (SODIS)

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Plastic  
bottles

Sunlight



# SODIS

## Main Limitations

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**Difficult to explain**

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**Varying Duration**





WADI™  
SODIS Indicator

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# The Solution



# SODIS with WADI™

## Main Advantages

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Sustainable



Practicable



Affordable



# The Impacts

SODIS and WADI



## HEALTH

- ☺ Reduced incidence of disease, particularly waterborne and water-washed diseases
- ☺ Reduction of child and infant mortality
- ☺ Strengthening of the body and reducing the burden of physically demanding work

## ECONOMY

- ☺ More time for productive activities
- ☺ Increase in productivity
- ☺ Awareness creation for water, sanitation, and hygiene, as well as their relationship with health and development

## ENVIRONMENT

- ☺ Reduction of domestic fireplaces, deemed one of the largest CO<sub>2</sub> producers worldwide
- ☺ Avoidance of soil erosion and forest clearance
- ☺ Increased lifetime of PET bottles



# The Challenges

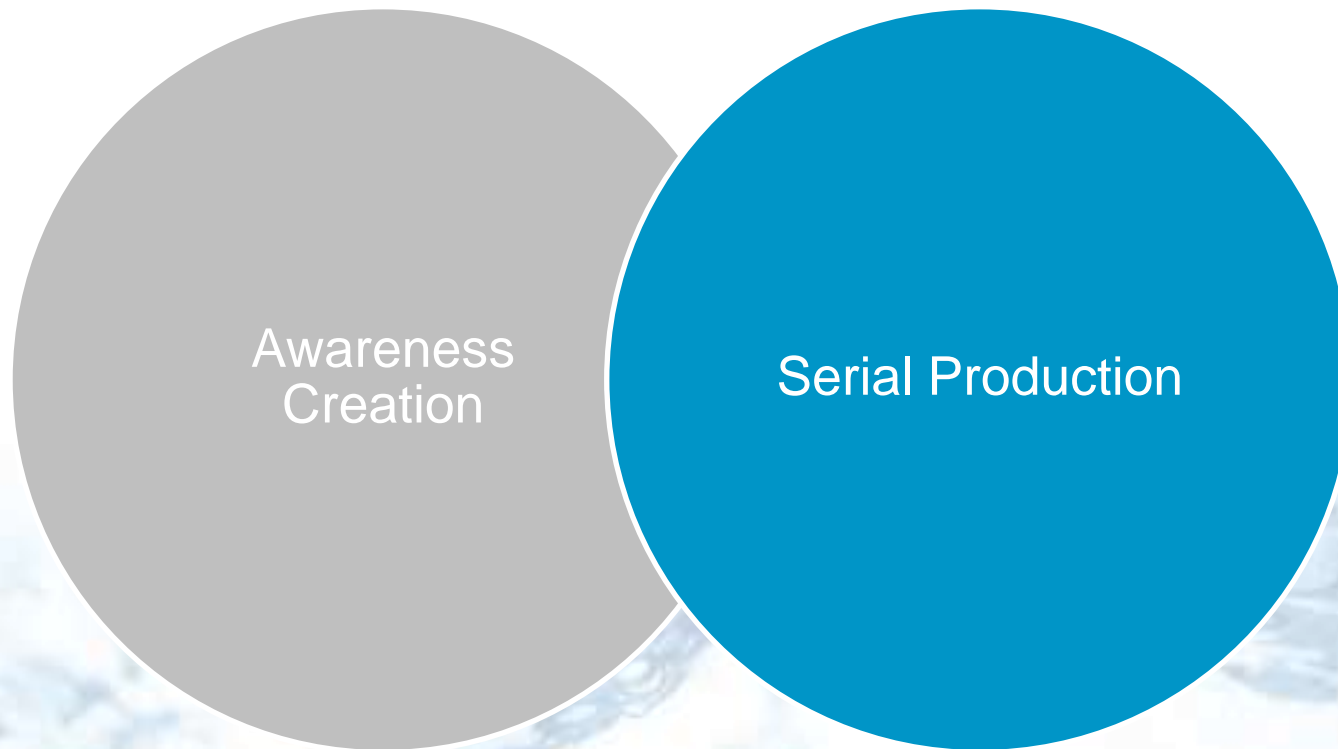
For Commercialization of WADI™

A large, solid blue circle is centered on the slide. It contains the text "Awareness Creation" in white, sans-serif font.

Awareness  
Creation

# The Challenges

For Commercialization of WADI™





# Serial Production

Of WADI™



Made in Austria



ISO-certified



Capacity: 50,000  
units/month



# The Challenges

For Commercialization of WADI™



Awareness  
Creation

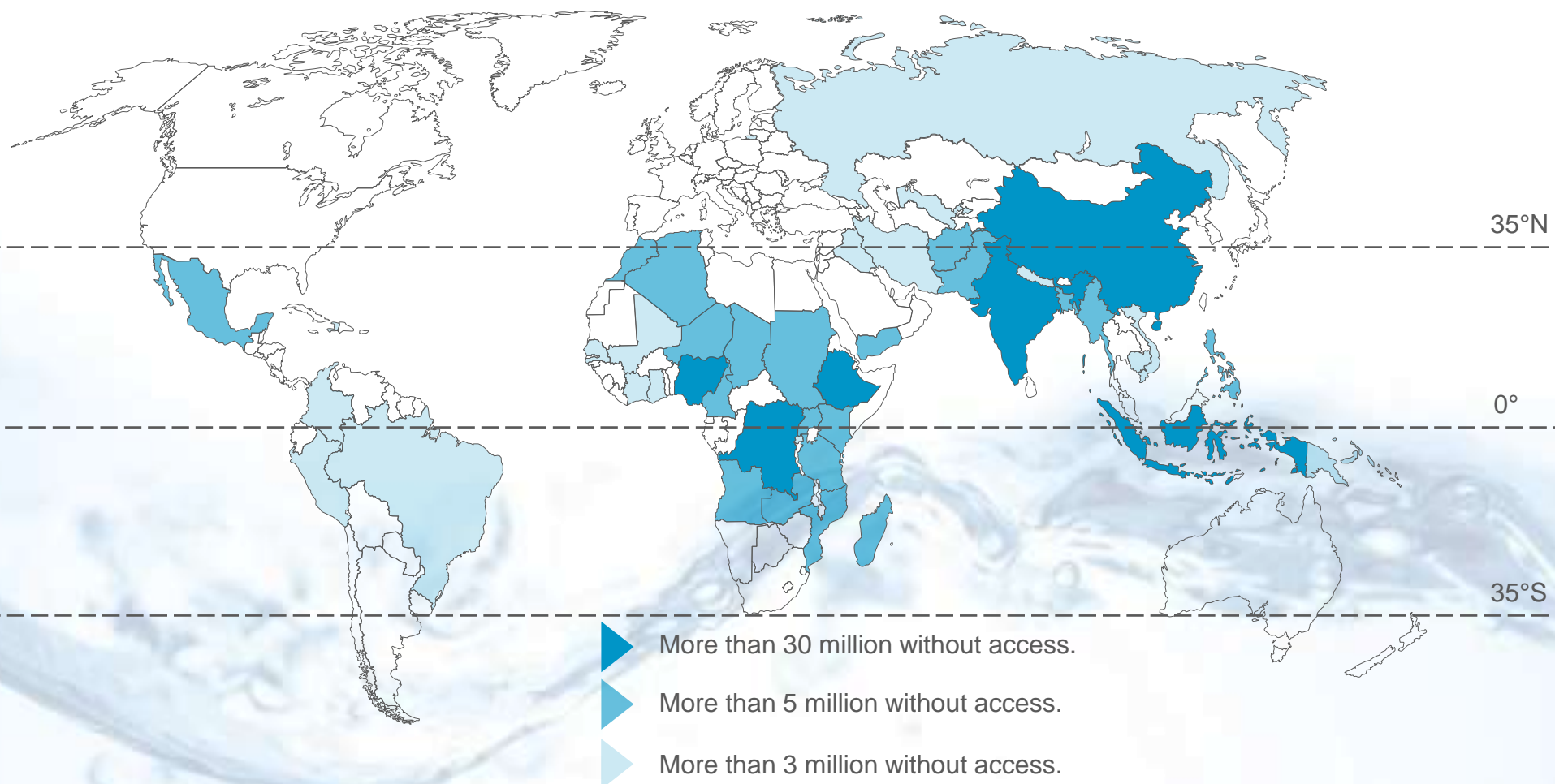
Serial  
Production

Distribution  
Complexity



# Global Water Statistics

Access to Improved Drinking Water Sources ([UNICEF/WHO](#), 2014)



# Distribution Complexity

Of WADI™



**NGOs**

**Governments**



**Distribution  
Partners**

**CSR**

**Outdoor Market**



# The Challenges

For Commercialization of WADI™



Awareness  
Creation

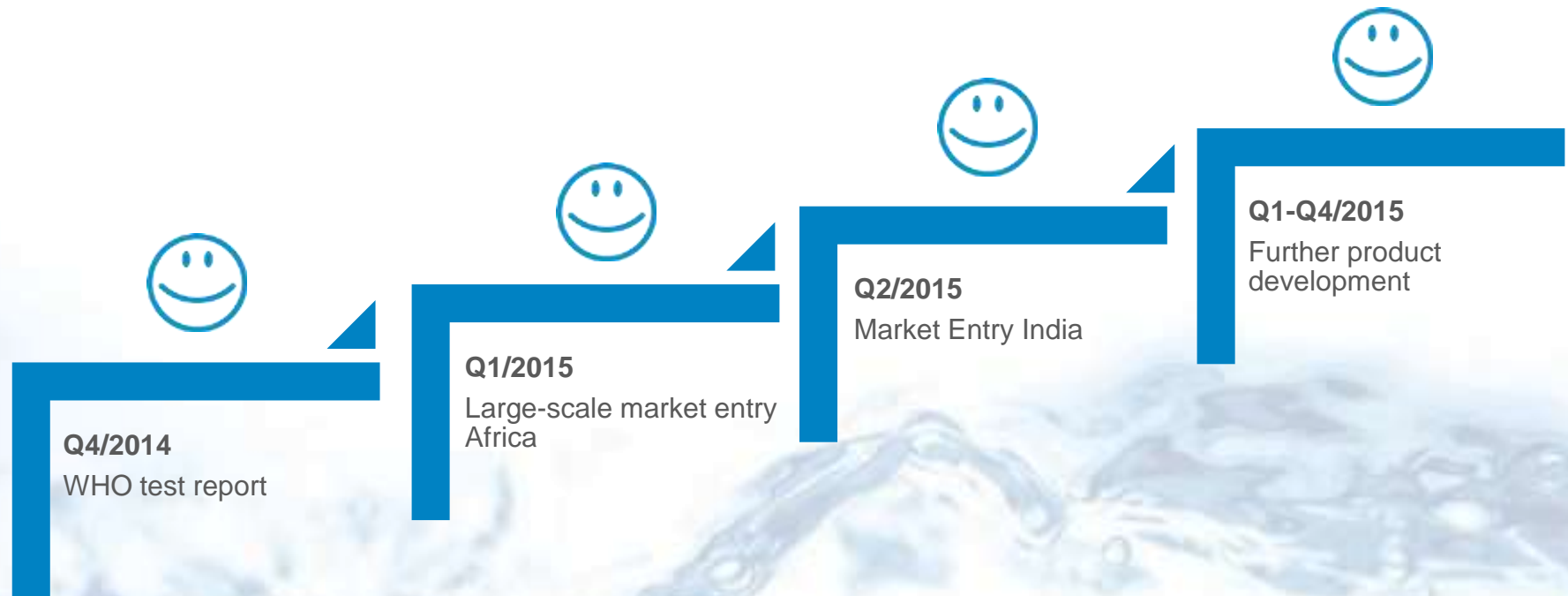
Serial  
Production

Distribution  
Complexity

Multiple  
Product  
Testing

# The Next Major Steps

2014-2015





# Smileys Around the World

Photos from the Field



WADI™ in Kenya



WADI™ in Papua New Guinea



WADI™ in the Philippines



WADI™ in Ghana



WADI™ in Rwanda



WADI™ in Namibia

# The Real Challenges

For Commercialization of WADI™



Awareness  
Creation



# Thanks to

The following Austrian Organisation

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**The Austrian Research  
Promotion Agency**



**Austria  
Wirtschaftsservice**



**Advantage  
Austria**



# Thank You.

Helioz GmbH / Social Enterprise

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