



**DRIVING ACCESS TO SAFE
DRINKING WATER
THROUGH PUREIT**

**Brian duruin
Head of pureit business
UNILEVER PHILIPPINES**



UNILEVER PUREIT'S SOCIAL MISSION



PROTECT
500 million lives

SAVE
Children

UNILEVER PUREIT A BREAKTHROUGH INNOVATION

- **Guaranteed safe drinking water**
 - Has Germ-kill or disinfection technology that removes all harmful bacteria, virus and parasites
 - Removes metallic and chemical impurities such as Rust, Lead, Chlorine and Pesticides
- Can be used in all **urban** and **rural** areas because it doesn't depend on electricity and pressurised tap water
- Can purify **tap water** and untreated water from **deep well (poso/balon)**



The advertisement features a white and blue Unilever Pureit water purifier on the right, set against a blue background with water splashes. On the left, the Unilever Pureit logo is displayed in a white oval. Below the logo, five icons with corresponding text describe the purifier's benefits: a globe icon for 'Meets International Safety Norms', a red 'X' over a microorganism icon for 'Protects from Bacteria, Virus, Parasites', a red 'X' over a chemical formula icon for 'Removes Metallic & Chemical Impurities', a red 'X' over a power plug icon for 'No Electricity', and a stack of coins icon for 'Huge Savings vs Bottled Water'. At the bottom, a white banner contains the text 'Now Protects 55 Million Lives in 13 Countries' and 'Visit pureitwater.com to learn more'.

Unilever
pureit

Meets International Safety Norms

Protects from Bacteria, Virus, Parasites

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No Electricity

Huge Savings vs Bottled Water

Now Protects 55 Million Lives in 13 Countries

Visit pureitwater.com to learn more

PUREIT SAFE DRINKING WATER PARTNERSHIP MODEL



Pureit 3000L
Long Life Device



Dedicated Pureit loan
product at 12-month term



Pureit Water Experts (PWEs)
conduct education sessions
during center meetings



PWEs delivers the
Pureit device to
consumer home



PWEs assemble Pureit
devices and orient clients on
proper maintenance



PWEs and technicians handle
after-sales service

LESSON 1:

WORK ONLY WITH LIKE-MINDED PARTNERS



- 1. THEY BELIEVE THAT INCLUSIVE GROWTH GOES BEYOND MERELY FINANCIAL SERVICES FOR THEIR CLIENTS**
- 2. THEY BELIEVE THAT ACCESS TO SAFE DRINKING WATER IS INTEGRAL TO DEVELOPMENT**
- 3. THEY BELIEVE IN SETTING BOLD AMBITIONS AND TARGETS FOR THEMSELVES**

LESSON 2: LOAN DESIGN IS KEY TO SUCCESSFUL PROGRAM ADOPTION



What is the right loan term?

Suggested Selling Price: **Php 5,500**
MFI Margin **Php 1,100 (20%)**

Loan Terms	Weekly Installment
6 months (25 weeks)	Php 220
12 months (50 weeks)	Php 110

Weekly expense: P 75 – P 120

Average weekly consumption: 3-4 containers (5 gallon)

Cost per container: P 25- P 30

What are the right eligibility rules?

- Member in good standing
- 2nd or 3rd loan cycle loaner (?)
- Capacity to pay (?)
- CBU requirement (?)

LESSON 3: RURAL CLIENTS REQUIRE EDUCATION & BEHAVIOR CHANGE PROGRAMS



MYTHS and misconceptions

1. If it is clear, then it is clean
2. If I'm not getting sick, then the water I consume is safe
3. this is an unnecessary expense



LESSON 4: RITUAL IS CRUCIAL TO SUCCESSFUL IMPLEMENTATION



The 'Perfect Branch Kick-off'



LESSON 5:
THERE HAS TO BE SOMETHING IN IT FOR THE STAFF



LESSON 6: LOGISTICS SYSTEM HAS TO BE VERY RESPONSIVE



LESSON 7: GOOD AFTER-SALES SERVICE = 0% PAR



LESSON 8: AFTER-SALES SERVICE IS A JOINT RESPONSIBILITY



Role of Loan / Program Officer:

To capture and record issues from clients in Service Request Form (SRF)

Role of pureit water experts:

To respond and resolve client complaints within 48 hours

LESSON 9: PREPARE FOR LONG TERM SUSTAINABILITY



Pureit-ista Program

Selected Nanay clients get incentive for facilitating replacement of germ kill kits (GKK)