

DESIGN

INNOVATION

WITH THE BASE OF THE PYRAMID

Centro de Innovación

 *Un techo para mi País*

The Innovation Center of Un Techo Para Mi Pais has worked since 2005 to develop high impact goods and services for the Base of the Pyramid, bringing together university programs, the private and public sectors, and families living in extreme poverty.

This exhibit presents the work of the Innovation Center on design solutions for development and is made possible through the support of:





Multilateral Investment Fund
Member of the **IDB Group**

The MIF is the largest provider of technical assistance to the private sector in Latin America and the Caribbean. As a member of the IDB Group, the MIF's overall focus is to support equitable economic growth and poverty reduction by increasing Access in three areas: Access to Finance, Access to Basic Services and Access to Markets and Capabilities

Through the support of the FOMIN, the Innovation Center will generate employment opportunities and directly impact one million people through customized goods and services designed to overcome conditions of poverty.



Launched in 2007, as a new initiative of the Inter-American Development Bank, Opportunities for the Majority (OMJ) is backed by a \$250 million financing facility dedicated to supporting social investment at the base of the pyramid, together with local and international partners.

Opportunities for the Majority projects seek to increase productivity, bring the poor into the formal economy, create jobs, address market failures that raise costs for those least able to afford them, and bring quality goods and services to low-income people.

To date OMJ has more than \$150 million in investment capital and approved over 20 operations spanning several sectors including health, education, housing, infrastructure, and financial services.

INNOVATION CENTER METHODOLOGY



The Innovation Center of Un Techo Para mi Pais leverages the experience of its thousands of volunteers to work together with low income families in Chile in identifying their unmet needs. Through partnerships with local universities, the Center promotes the co-creation of innovative products and services that would address the needs of these families. The Center then works with private sector companies in order to bring some of these quality and affordable goods and services for the base of the pyramid to scale.



Universities, design centers, private sector companies and low income families contribute with their expertise to attaining best solutions, profitable business and new knowledge as end results.



LOW-COST NETBOOKS
BRIDGING THE DIGITAL DIVIDE

Conectados con mi País provides low-cost netbooks with affordable monthly internet access to low income families, with the support of Microsoft and Movistar's wireless network.



The computers include an e-platform designed especially for these communities in order to provide them affordable access to information, hence reducing the 'poverty penalty' (paying more for less).

Created by:

Askan Straume. Partnership with: Movistar-Telefónica

INCLUSIVO:
FAIR TRADE APPAREL



Inclusivo creates opportunities for families living in poverty to build sustainable micro-enterprises and generate income. Inclusivo's cooperative workshops create fair trade apparel from recycled textiles and accessories from salmon-skin leather, and transformable shoes to be customized with zipper panels.

inclusivo

Un techo para Chile

Inclusivo offers families the tools to create artisanal products, provides skills and business education, and builds entrepreneurial capacity, to break the cycle of poverty.

ARMO

Zapatos armables intercambiables 3D

Nudos
Tejiendo moda

Created by:

Verónica Nuñez, Raquel Leguá and Daisy Quediman



H2O20 WATER
POVERTY INITIATIVE

H2020's Water Poverty Initiative uses mobile phones to survey communities' water, quality, quantity, access and price; combines this "crowdsourced" information with data from other sources; and publishes it as an interactive map.



The Water Poverty Initiative improves public knowledge about water problems in slums, makes information gathering and distribution more efficient, and stimulates implementation of scalable solutions.

Created by:

Water Project Team, Singularity Univesity, NASA Ames Research Park,
Erika K. Anderson, Chief Executive Officer, H2020 Inc.





Safe Agua is a unique combination of design education, research, and social entrepreneurship, working with poor families in Latin America to overcome water poverty.



After a field research trip from USA to Chile, student teams worked with families in transitional housing with no running water to co-create innovative water solutions. Chile's 2010 earthquake called for urgent relief, accelerating 3 solutions from concept to pilot implementation in under a year.



PORTABLE SHOWER

Challenge: The comfort of a simple hot shower is out of reach for 2.5 billion around the world, impacting health, hygiene and self-esteem.

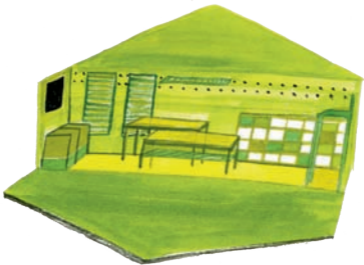
Solution: Ducha Halo is a portable, pressurized affordable shower solution. Pilot distribution of a DIY kit has brought the dignity and well-being of a warm shower to 50 families in Chile's earthquake relief communities and 200 slum-dwellers in Argentina. An enhanced production model seeks to reach millions of people affected by poverty.





COMMUNITY LAUNDRY

Challenge: Washing clothes by hand is one of the most labor intensive household tasks and can lead to injury and illness.



Solution: Ten Mila community laundries are now available in Chile's earthquake relief communities — they save time, energy and create income opportunities for women. Mila laundries are collectively planned and run by each community.

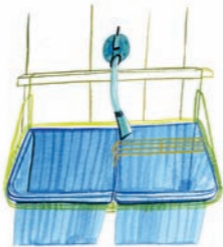
HOWS — THE FLOOR, THE ENTRANCE, OR OUTDOORS.



GRAVITY-FED HOME
WATER SYSTEM



Challenge: Without running water, women hand carry water for each daily task—a tremendous burden—and often wash dishes outdoors in unsanitary conditions.



Solution: The Gota a Gota water system harnesses gravity to bring running water into the home. The Relava kitchen sink makes indoor dishwashing sanitary and water reuse easy. In pilot production, the low-cost collapsible wire frame holds two plastic basins, for washing, rinsing and drying dishes.

Designed by:

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