our team

iDE is the global leader in sanitation marketing in poor, rural areas. We have a dedicated and experienced team of mainly local professionals with a strong track record of success. Our project management staff in Canada and the US support the Ghana team in building this business.

Val Labi (third from right) is iDE Ghana’s program director, leading water, sanitation and hygiene programs in the country. A driven business leader, Val is determined to improve living conditions in Africa. Before joining iDE, she was the CEO of Clean Team Toilets, a social enterprise pioneering an affordable sanitation solution for developing countries. Val was honoured by president Barack Obama when she was awarded the Mandela Washington Fellowship for Young African Leaders.

about iDE

To end poverty, iDE designs and implements business models that embrace poor yet enterprising populations as entrepreneurs, innovators and savvy customers. Globally, iDE offices and country teams have helped 27 million people in developing countries to benefit from the marketplace, creating real and lasting change.

We hope we can count on your generosity in supporting this worthwhile business model, a model that will continue to benefit the communities in northern Ghana long after the project is complete.

For more info or to donate, please contact

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idecanada.org

Launched in 2016, Sama Sama is the first sanitation business that builds, sells and delivers toilets in northern Ghana where disease related to poor sanitation is endemic.

Working with local businesses, Sama Sama is building a dependable supply chain to deliver a desirable and affordable toilet. Our ultimate goal is for Sama Sama to become a fully independent and profitable social enterprise.

Ghana, West Africa

SAMÁ SAMÁ
building a market for sanitation

SAMA SAMA
The easiest way to buy your own toilet.

Sama Sama provides your family with an affordable, clean, dry,flush toilet, fully assembled at your home.

Why should you own a Sama Sama toilet?

Opportunity to improve living conditions. Giving you and your family the changes that will improve your life. Easy to use as the toilet is designed for maximum household savings. Safe and sanitary conditions for you and your family. A toilet that lasts a long time. Designed by engineers, validated by doctors and tested by users. Benefits the local economy by job creation. A better way to live. Call now on: 0343 800 000

Call now on: 0343 800 000
Through successful public health awareness campaigns, Ghanaians have a high awareness of the ways poor sanitation negatively impacts their health. Until Sama Sama, the market did not provide a complete and affordable product that met customers’ needs.

marketing strategy

product
Sama Sama provides a complete standalone structure, which includes a pour-flush toilet, two concrete pits and venting. The product is specifically designed for the market in northern Ghana based on iDE’s extensive market research.

promotion
Sama Sama trains door-to-door salespeople to generate awareness and demand for our toilets. Salespeople position the toilet as a durable, affordable and aspirational product. They connect customers with financing options and earn commissions on sales.

price
Customers can purchase a toilet for $515 or choose our 18-month financing option, which requires a down payment of $43. Our research indicates this is an affordable price point for the quality of product we are selling. As sales and production increase, total cost per unit will decrease.

place
Once a customer makes a purchase, Sama Sama coordinates with a local toilet business owner to arrange installation at the customer’s house.

operations

management through technology | iDE is pioneering a dynamic cloud-based information system that connects every segment of our operations, from the mobile phone of a sales agent to a country director’s laptop. This integration gives us real-time data about sales, installation status and payment methods.

growth | For most of 2016, Sama Sama was in its start-up phase and is now ready for growth. Recruiting sales agents, training suppliers and building word of mouth through targeted marketing are underway. We are expanding and anticipate doing business in 50 districts by 2019.

income
For adults, illness often means time away from the workforce, lost income and medical expenses.

> Collectively, toilet purchasers will save an estimated $30 million through fewer days of lost work and reduced medical costs.

> In three years, local businesses will generate an estimated $36 million in total revenue.

convenience
Purchasing a toilet in northern Ghana can involve stops at up to five different stores for parts, materials and to engage various tradespeople. Frustrated, many potential customers give up.

> Through Sama Sama, a network of convenient, one-stop shops will employ all of the necessary trades to build and install a safe and durable structure from start to finish.

19:1 leverage

Global Affairs Canada grant | $10.7 M

$575,000 funds iDE needs to raise

19:1

The Government of Canada is providing $19 for every dollar donated by our supporters. We need to raise $575,000 over the next three years.