



**Userdriven Innovation with BOP**  
A people centred and participatory innovation approach  
to developing water solutions for BOP

BOP Practitioner Workshop at Joint Actions on Climate Change - 10.06.2009

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**BOP  
INNOVATION**



**SPIRE**

## Definition of BOP Strategy ::



- Private-sector business model with **mutual value creation** for both community and the enterprise
- **Triple Bottom Line** strategy with consideration of both environmental, social, and economic impacts
- Aspiration and potential for **scale** and replication



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## QUESTIONS FROM CORNELL GLOBAL FORUM ::



- Clean tech solutions for solar-energy, biomaterials, bio-fertilizers, etc. already exist, but how do we create solutions that fit the local context in BOP and are sustainable on TBL?
- How can we work to understand the needs and opportunities in BOP communities and the larger context, and how do we incorporate this knowledge into innovation of sustainable solutions?



## It's about intention and point of view ::

- People Centred Innovation builds on the intention to understand the needs of people in a larger context, and then develop the appropriate solution.
- In contrast, an MNC-centred perspective has the intention to sell products or technologies to people although they might not be needed or valuable.
- Ask the fundamental question:  
***Are you pushing a product or developing a valuable solution?***



## From userdriven to people centred & participatory innovation ::

- It's not about users – it's about people!
- It is not a linear inside/outside and us/them approach, but an ongoing process of collaboration
- The people/users are most often not the drivers but the participants in the process together with a range of other stakeholders and not least the company
- The internal competencies, mindset, organisation and participation of the company is as important as 'understanding the users'.



### CASE: People Centred and Participatory Innovation with Grundfos LIFELINK in Kenya





GRUNDFOS LIFELINK

## About the concept ::





**Concept:**

Providing a sustainable system for safe drinking water for low-income communities using ground water.

The system is based on a submersible pump powered by solar panels.

[www.grundfoslifelink.com](http://www.grundfoslifelink.com)

**Main Advantages:**

- Driven by solar panels
  - Environmental sustainability and low running cost
- Prepayment system based on mobile phone
  - Financial sustainability and accountability
- Continuous monitoring and ongoing service
  - Technical sustainability and long lifespan
- Community involvement and training
  - Social sustainability and value creation



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## People Centred & Participatory Innovation ::



**Purpose:**

- Understand needs and opportunities in communities to improve and innovate concept
- Identify and involve stakeholders in the water sector and beyond
- Baseline study and impact assessment
- Facilitation of value creation and income generating activities with community

**Key elements in approach**

- Involvement of organisation
- Eco-system & stakeholder mapping
- Community needs & opportunities
- Baseline study for impact assessment
- Opportunities for income-generating activities
- Stakeholder innovation workshop
- Insight & Inspiration for Innovation





## Involving the organisation ::

- Start up and baseline interviews with team: experiences, questions, visions
- 'Understand our customers better' 'What are the needs and barriers?'
- Bullet point field reports after each field research trip
- Photo reports and video
- Weekly phone meetings with communication and discussion of insights
- Informal knowledge sharing with Kenya team
- Innovation workshops
- Final report and workshop



## Eco-system & stakeholders ::

- Mapping of eco-system and actors
- Meetings and interviews with stakeholders and actors – NGO's, academics, public sector – insight, inspiration, interests
- Participation in water sector events and conferences
- Insight and inspiration from related projects and related fields





## Community needs & opportunities ::


- Interviews with key informants in community – chief, SHG leaders, entrepreneurs, teachers
- 'Walk and talk'
- Participant observation and informal talks
- Community meetings with introduction, inspiration and needs assessment
- Focus group interview with assessments of needs and opportunities – men, women, youth
- Household visits and deep interviews



## Baseline for Impact Assessment ::


- Quantitative Baseline Survey for Impact Assessment on household compositions, livelihood, water practices, health, sanitation, education.
- 5% sample size
- Using local research assistants
- Qualitative data used to complete the baseline study
- Impact assessment can be done after 6-12 months - and ongoing






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## Opportunities for IGA's ::



- Mapping existing income-generating activities
- Discovering opportunities for IGA and improved livelihood with access to water – water business, kitchen gardens, horticulture, vegetables, livestock, bee hives etc.
- Finding partners and solutions: micro-finance institutions, training partners, products and technologies, distribution and market.
- Question: What is the role of Grundfos LIFELINK in this and how far should the company be involved in these activities?



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## Creating Insight & Inspiration for Innovation ::



- **System improvement:**
  - User friendliness, more practical solutions, additional features
- **Education and training:**
  - Water management, sanitation, kitchen gardening
- **Social organisation:**
  - Learning about the social dynamics created around the system
  - Develop process for sensitization, mobilization, and organization in community.
- **Value Creation:**
  - IGAs, opportunities, entrepreneurship training, micro-finance, access to products & technologies, access to distribution and markets
- **Business models**
  - Different levels of financial capacity, channels for sales, and models for financing



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## Differences from TOP to BOP ::

- The distances between company and people are larger – geographical, cultural, mental, power – which means a need for 'brokers' and partners
- The context and eco-system is unknown and must be mapped in order to make solutions that fit not only 'user needs' but also can be build in to the larger system
- There is often not an existing market with value propositions, distribution systems, cultural values etc.
- The intention of mutual value creation and supporting sustainable socio-economic development makes a world of difference!



## Questions for Workshop ::

- Based on your experience & knowledge of cases:
  - What works in people centred innovation?
  - What doesn't work?
  - Next steps: How do we...?







**Thank you!**

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