



Executive Summary

Almost 33 million Indonesian people still lack access to clean water. Nazava sells affordable point-of-use water filters, which generate social impact for beneficiaries through improved health, monetary savings, and time savings. Nazava requested a social impact assessment to validate its model of impact as well as measure its depth of impact in each of these dimensions. Furthermore, Nazava was interested in understanding its filter sales partnership network on remote Sabu Island so that it could understand and advance this network.

To meet Nazava's request in these areas, we conducted research in June, July and August 2016 across three islands in Indonesia. We gathered data from 87 participants, 70 of whom completed a semi-structured interview and mobile survey while the remaining 17 completed a semi-structured interview only. Research participants included filter users, nonusers, resellers and other individuals involved in Nazava promotion or distribution. Across Sabu Island and in Kupang on Timor Island, semi-structured interviews were conducted to gather qualitative data on the social impact metrics while also gathering information on the Sabu partnership network. In these locations, we also pilot tested our social impact mobile survey, which allowed us to revise the survey for clarity and accuracy. We then used the revised mobile survey and conducted additional interviews with the remaining participants across Java Island to collect data regarding the social impact metrics.

In total, our research allowed us to generate a Social Impact Assessment for Nazava to use internally, a Marketing Report for Nazava to use externally, a Sabu Island Partnership Network Report to use internally, and a Partnership Tool that can be presented to potential partners. The Social Impact Assessment was created through analysis of the qualitative and quantitative data concerning the depth of impact on time savings, financial savings, and health within our sample. Secondly, we utilized the findings from our impact study to create a Marketing Report that demonstrates Nazava's current and potential impact to external stakeholders and/or investors. The Sabu Island Partnership Network Report provides Nazava insight concerning who is integral to the promotion and distribution process, the successful and replicable components of the model, and areas for improvement. The Partnership Tool was formed due to the field observation that Nazava's health impacts are more drastic in remote areas where water purification is not universal. Partnerships can play an integral role in facilitating expansion to more remote areas and Nazava can use this tool to appeal to potential partners.

From our research, we recommend that Nazava continue to measure its social impact through the methods outlined in the Social Impact Assessment in order to regularly review its impact model and demonstrate that impact to gain funding and scale. We also recommend that Nazava continue to pursue deeper health impacts through strengthened partnerships. All four deliverables are designed to aid reflection on Nazava's current impact success and facilitate scaling for future impact across Indonesia.

