

## Overview of Poverty Impact

Since 2014, SWFF has sourced innovations that are market sustainable and pro-poor. Over the course of four open calls, SWFF transitioned from inviting applicants to explore pro-poor markets to requiring poverty impact as a key criterion.

SWFF performs program-level analyses on poverty to determine which SWFF innovations are used by individuals below the poverty line. Out of more than one million customers/end-users currently counted by the program, 77% are below the poverty line, 21% are above the poverty line, and 2% cannot be verified.

In the current portfolio of 25 innovators, 17 have a customer base where at least 25% of customers are below the poverty line,\* with 12 innovators serving markets where 90+% of their customers are below the poverty line.

\*SWFF defines poverty as 50% of median income, on a country-by-country basis.

## POVERTY LEVEL OF SWFF END-USERS



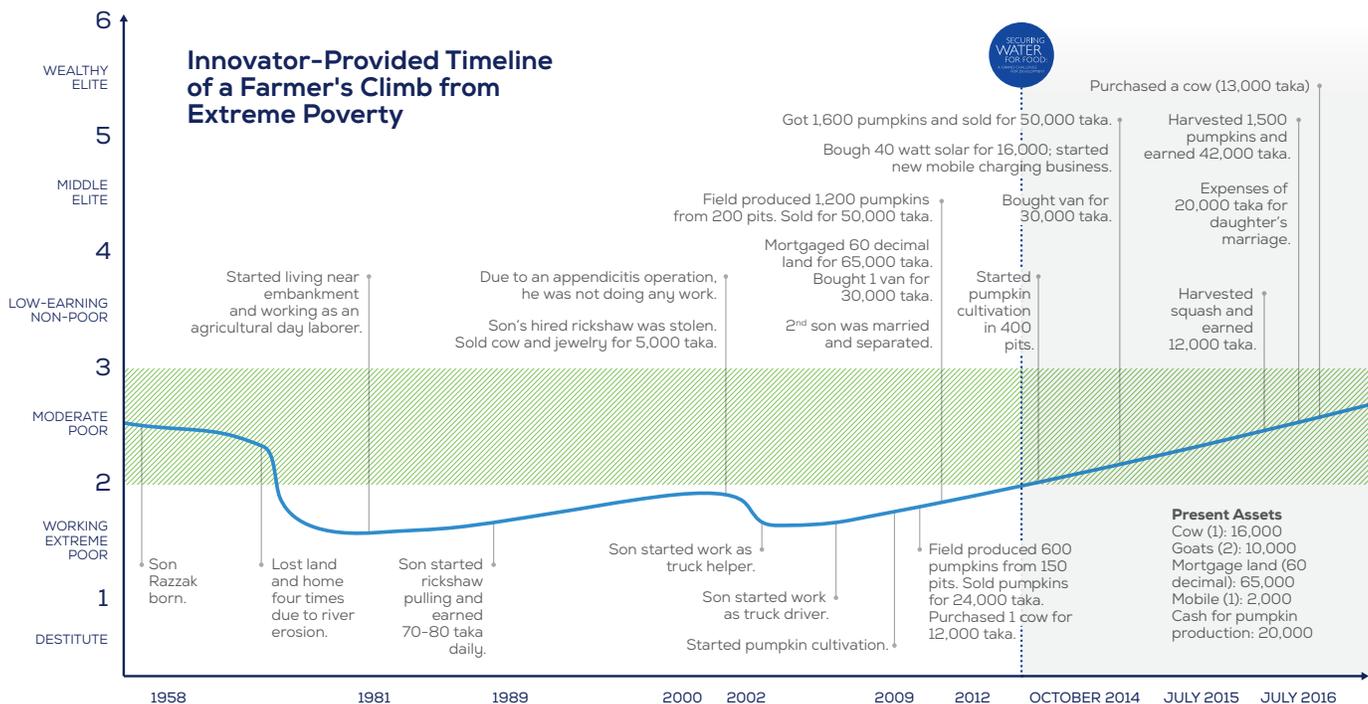
77% BELOW POVERTY LINE  
21% ABOVE POVERTY LINE  
2% UNCLEAR

## Featured Innovator

### PRACTICAL ACTION

Practical Action teaches landless families in Bangladesh to grow pumpkins and other crops on barren sandbars, and connects them to local markets for sale of their produce. Their farmers, who are all below the poverty line, diversify their incomes (increasing on average by 305 USD per household per year), and increase their food security with pumpkins that can be stored for up to a year. Practical Action has helped end-users like 54-year-old Abdur Razzak to build entirely new livelihoods, as

shown below in the income trajectory. Having lost his home and farm land to river erosion at a young age, he struggled to escape poverty due to poor health and other setbacks. Since he learned Practical Action's sandbar harvesting techniques, he has sold over 4,900 pumpkins and earned over 2,000 USD of additional income, allowing him to buy solar panels for a mobile charging business, pay his daughter's wedding expenses, and purchase a cow.



## Featured Innovators



### MEAT NATURALLY

Meat Naturally Pty. (MNP) trains cattle herders to use communal herding techniques, restore depleted grasslands, and improve the health of livestock owned by rural farmers. They also connect rural farmers to cattle markets, often creating first-time sellers of livestock. By facilitating the tagging and vaccination of their livestock and by bringing mobile cattle auctions to farmers, MNP has helped 261 rural households generate over 173,000 USD of sales. In their most recent auction, 26% of sellers were women. Through their communal grazing job creation program, they have created 225 livelihoods for conservation workers and cattle herders. These livelihoods benefit their communities, allowing farmers to plant where cattle would previously trample crops and freeing cattle owners to pursue other productive activities, while the trained herder supervises their cattle.



### IGNITIA

Ignitia AB delivers highly localized, accurate weather forecasts and a lightning-fast warning system to alert farmers in case of sudden storms. Through daily low-cost SMSs (0.03 USD/day), Ignitia helps small-scale farmers to manage daily activities that depend on rainfall and helps the firm to increase crop yields. To ensure that the poorest farmers benefit, Ignitia partners with local NGOs who provide the SMS service for free, enabling farmers to use their increased income to become customers in the following year. In a study of 197 poor farmers, Ignitia observed crop yield gains of 47-97% compared to benchmark yields. Based on interviews with 31 farmers during SWFF's site visit, the poorest farmers saw significant yield increases because they were able to better time their planting with the rains and avoid wasting fertilizer. These two issues could otherwise derail a planting season for a farmer with little ability to purchase new seeds or fertilizer.

## HELPING INNOVATORS REACH THE BOTTOM OF THE PYRAMID

As an accelerator, the SWFF Technical Assistance Facility provides tailored technical support to individual innovators. SWFF has specifically helped innovators increase their sales at the bottom-of-the-pyramid (BoP) in the following ways:

- A marketing study and pilot for an innovator seeking to convert farmers using flood irrigation to drip irrigation
- Assistance negotiating government subsidies for 200 new pumps for BoP customers
- Assistance creating a "Buy 1 Get 1" model that puts high quality seeds into the hands of impoverished school populations
- Training in sales techniques for BoP customers for sales staff in two innovator enterprises.

## PARTNER WITH US

### Securing Water for Food

represents a multi-governmental partnership aimed at tackling one of the world's greatest challenges – water and food security. To reach our goal, we seek connections and strategic relationships that help our innovators test, implement, and scale water-for-food solutions.

Interested in partnership opportunities? Contact [securingwaterforfood@gmail.com](mailto:securingwaterforfood@gmail.com).

