



## **PRESS RELEASE**

**For Immediate Release**

**September 11, 2013**

LIXIL Corporation

### **LIXIL Wins JICA Assistance To Provide A Breakthrough in Hygiene Improvement in Indonesia**

~ Japan International Cooperation Agency (JICA)~ to sponsor LIXIL study to develop an ecological sanitation BOP business model in Indonesia

**TOKYO, September 11, 2013** – Japanese comprehensive housing equipment and building materials manufacturer LIXIL Corporation (Headquarter: Tokyo, Japan; President: Yoshiaki Fujimori) teamed up with Japanese NGO i-Incubate (Head Office: Tokyo, Japan; President: Mari Ogiso) to develop a sustainable BOP business model for ecological sanitation toilets in Indonesia. The business strategy development is being funded by the Japan International Cooperation Agency (hereinafter, JICA). The project `Hygiene Improvement through Utilization of Ecological Sanitation Waterless Toilets` officially kicks off in October.

\*Definition of BOP business: BOP stands for “Base of the (economic) Pyramid”, and refers to the 4 billion of people in the world who live on an income of less than \$3,000 per year. A BOP business is a business model that aims to contribute to improving quality of life in this segment while assuring corporate profit.

In Indonesia, the rudimentary sewerage systems result in over six million tons of human waste being directly released into rivers and canals each year, causing increased outbreaks of diseases such as typhoid, as well as causing life-threatening diarrhea which account for more than 40,000 deaths of young children under the age of five annually.

This project aims to improve the quality of water by improving access to sanitation facilities which turn human waste into useable fertilizer, and thus reducing open defecation and the volume of untreated human waste which is disposed of into rivers.

LIXIL, with its corporate vision of “Contributing to improving people's comfort and lifestyles,” has been widely researching and developing products, toilets in particular, which preserve valuable water resources. LIXIL will conduct a detailed survey on the lifestyle trends, local demands and market conditions in Indonesia, and start working on the development and verification of a prototype suitable for capitalizing on opportunities uncovered in this market.

<LIXIL's research in Vietnam>



Typical toilet in rural areas



LIXIL Ecological Sanitation with compost removal

**Useful information**

To read a press release from JICA, visit [http://www.jica.go.jp/english/news/press/2013/20130815\\_01.html](http://www.jica.go.jp/english/news/press/2013/20130815_01.html)