

Communication on Progress 2011 Report Helioz R&D

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Content

Introduction

Human Rights Section

- Principle 1: *Business should support and respect the protection of internationally proclaimed human rights.*
- Principle 2: *Business should make sure that it is not complicit in human rights abuses.*

Labour Section

- Principle 3: *Business should uphold the freedom of association and the effective recognition of the right to collective bargaining.*
- Principle 4: *Business should uphold the elimination of all forms of forced and compulsory labour.*
- Principle 5: *Business should uphold the effective abolition of child labour*
- Principle 6: *Business should uphold the elimination of discrimination in respect of employment and occupation*

Environmental Section

- Principle 7: *Business should support a precautionary approach to environmental challenges*
- Principle 8: *Business should undertake initiatives to promote greater environmental responsibility*
- Principle 9: *Business should encourage the development and diffusion of environmentally friendly technologies*

Statement of support

Dear Reader

Social responsibility is a major task for the society as a whole. The idea behind CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities for the environment, consumers, employees or stakeholders and all other members of the public sphere. We, as a social business, also want to take part in inventing new approaches and creating sustainable solutions to change society for the better.

This is our first communication on progress report since joining the United Nations Global Compact in 2010. Sustainability is a core topic in our corporate philosophy and by joining the UN Global Compact we want to send a clear signal of our commitment. The aim of our products is to facilitate the consumption of safe and clean water in an efficient and affordable way. On a long term we want to improve health standards and reduce death rates caused by waterborne diseases. All our activities in the field of water disinfection and rural development are inspired by the Millennium Development Goals (MDGs) and dedicated to environment and sustainability, human rights as well as gender equity.

As a member of the UN Global Compact following its principles this will help to achieve our goals and to change and improve the world's future development!



Martin Wesian

Founder and CEO of Helioz R&D

Vienna/Austria

Company

Helioz Research & Development GmbH

We are a social enterprise that provides sustainable water treatment and other innovative solutions for the Base of the Pyramid (BoP) in developing countries. Our company offers new ideas for wide-range global change creating social, environmental and economical benefits for all stakeholders involved. We are engaged in the development, research and sale of affordable, functional and efficient tools for low-income households, humanitarian organizations, emergency aid organizations and companies around the globe. The core purpose is to experience the joy of innovation by providing simple technical solutions for the benefit of the families as well as for improving the quality of their daily life and the health care systems in their respective countries. Our company will make use of green technology to create products, which greatly enhance the quality of life in developing countries and all other countries. Thus we will establish a brand where the company's name will stand for creative life science solutions.



Our Product

WADI is our first product, which shall contribute to a better access to clean potable water, especially for people living in developing countries. WADI is an inexpensive and easy to use measuring device, which is put on a water-filled PET bottle like a screw cap and indicates the microbial reduction in water through solar disinfection (SODIS) by a smiley face.

Background

Society

The background for our activities in the field of water disinfection is the fact that still more than over one billion people, mostly in developing countries, do not have an adequate access to clean water supply. And it's always the most vulnerable who pay the highest price: Each day 5000 children are dying because of polluted water. Therefore we not only want to create lifesaving tools, which satisfy human needs but also lifestyle products which should strengthen the acceptance and prestige of solar water treatment. Our main target group and target market for our products constitutes the Base of the Pyramid in developing countries. BoP may be defined as people who earn less than 2 dollar per day.

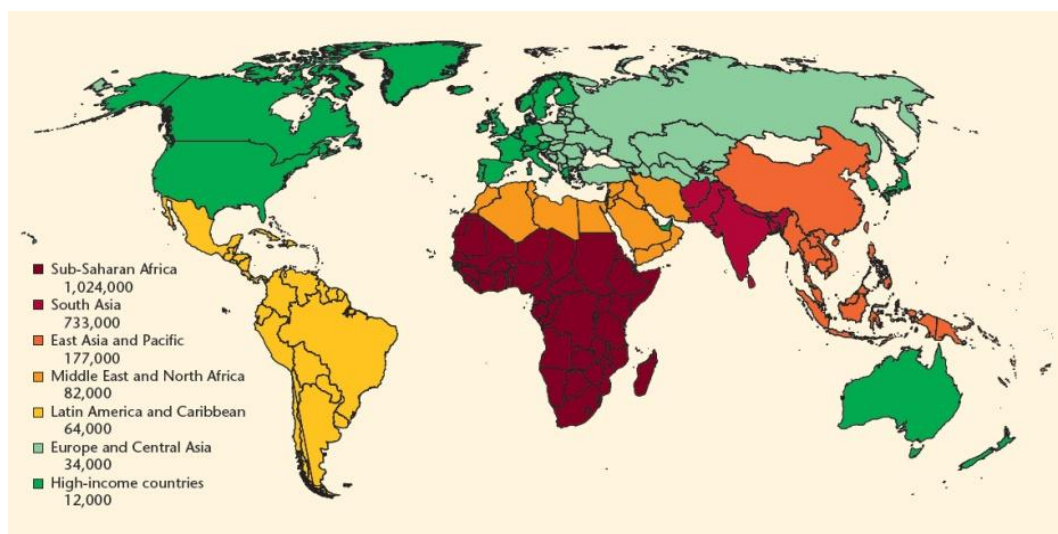


Figure 1: Diarrhea deaths in 2004 (WHO 2008)

Health

According to the WHO, access to safe drinking water is essential to health and an important component of effective policy for health protection. A series of international policy forums and papers have been reflecting the importance of WASH (Water, Sanitation and Hygiene) for health and development. Contaminated drinking water leads to a range of illnesses, like cholera, typhoid fever and hepatitis A and the most common are diarrheal diseases. The International Decade for Action: "Water for Life"

2005 – 2015 declared to strengthen efforts to increase access to water and sanitation for all by 2015 in order to combat disease and improve the health and well-being of the world's population.

Therefore our main efforts are to improve health standards and to reduce death rates caused by waterborne diseases by facilitating access to safe water in selected developing nations, like India. A health impact study among 100 children in an urban slum in India (Tamil Nadu) revealed that the risk of diarrhea was reduced by 40% by using SODIS. Another water quality intervention by the ETH Zurich in Cameroon involved the training of nearly 3.000 households with at least one child under the age of five and also resulted in a diarrhea risk reduction of 42.5% by using SODIS. With WADI the health impact will be substantially higher (expected impact 60-80%) because the applicability of the solar disinfection method will be significantly enhanced and consciousness about water related issues will rise.

Environment and Sustainability

Water is one of the most essential natural resources for sustaining life and it is likely to become critically scarce in the upcoming years, therefore water management is becoming more and more important. As a result the United Nations General Assembly declared the years 2005 until 2015 to be the international decade for water related questions with the claim **“Water – Spring of Life”**. This means that every year 125 million people should be ensured access to clean water.



Human Rights

- Principle 1: *Business should support and respect the protection of internationally proclaimed human rights.*
- Principle 2: *Business should make sure that it is not complicit in human rights abuses.*

Human rights are civil, economic, political, social and cultural rights that are entitled to all humans regardless of their parentage, age, sex or religion. The protection and promotion of these rights are not only the responsibility of states, but also of international organisations, individuals and the private sector. We as a social business and part of the private sector actively support and respect human rights and are against discriminations under all circumstances.



The declaration of the „**Right to Water and Sanitation**“ was a big and important step for society. The Right to Water and Sanitation was officially declared by the United Nations General Assembly on the 28th of July in 2010 and recognises „the right to safe and clean drinking water and sanitation as a human right that is essential for the full enjoyment of life and all human rights“. It confirms that access to essential supplies of safe water and basic sanitation is a legal entitlement, rather than a charity or only a moral priority. Working in the water sector, this declaration is crucial for our company Helioz R&D, because we can use this proclaimed right to lobby our target to improve access to safe water.

Our water disinfection device WADI is aiming to meet **the MDGs** and promotes social development. All our projects are directed towards the Millennium Development Goals. One of them implies “halving, by 2015, the proportion of people without sustainable access to safe drinking water and basic sanitation” (UNESCO, 2006). This is fulfilled by the simple, cost-effective and sustainable system of water disinfection for which solely the user is responsible, thus giving them a chance to organize self-determinedly their clean water supply with a simple method for guaranteed five years.

Access to water is fundamental to life!

The MDG target number 4, **reducing child mortality**, seems to be another reason for using WADI, since children are the primary victims of polluted water, considering that their immune system is not as strong as those of adults. The waterborne disease diarrhea is also the second greatest killer of children worldwide (UNICEF/WHO, 2009).



Labour

- Principle 3: *Business should uphold the freedom of association and the effective recognition of the right to collective bargaining.*
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"The rules of the global economy should be aimed at improving the rights, livelihoods, security, and opportunities of people, families and communities around the world." (World Commission on the Social Dimension of Globalization, 2004)

In 1919, the International Labour Organization (ILO) has maintained and developed a system of international labour standards aimed to promote equal opportunities for women and men to secure decent and productive work in conditions of freedom, equity, security and dignity. Nowadays, in the globalized economy, the international labour standards are becoming more and more of an essential component in the international policy framework. Helioz R&D as an internationally acting company and all our partners are very keen on respecting the labour rights and providing the benefits of growth to all people involved.

Our company respects and complies the fundamental labour rights set out by the United Nation, the International Labour Organization (ILO), the Organisation for Economic Cooperation and Development (OECD) and the UN Global Compact. We are always attempted to put forward the idea of social justice.

Helioz R&D is a small start-up company, with currently 5 employees. For us it is important to enhance a large sense of independence within everybody's areas of responsibility. The development of our own social and technical skills are central to our company's philosophy. We deeply respect each other and enjoy a mutually beneficial and exceptionally satisfying working relationship.

Environment

- Principle 7: *Business should support a precautionary approach to environmental challenges*
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Our commitment to environment

For Helioz Research and Development the protection of the environment is more than just a concept. First of all WADI has an imminent sustainability and efficiency advantage. Sustainability in terms of ecology arises out of the avoidance of domestic fireplaces which are deemed to be one of the biggest CO₂ producers worldwide. By **substituting these fireplaces not only CO₂ emissions are reduced**, but also soil erosion and forest clearance is avoided.

Using renewable **solar energy** for **disinfecting water** is more much more sustainable than other solutions in water supply management. Energy is also one of the highest expenditures of households. By minimizing these costs and the time necessary for collecting water, the saved resources can be used elsewhere, such as for education, health care, work etc.

The complementary tools to use **WADI are water, the sun and a standard PET bottle**. At the moment there are enough PET bottles already distributed and available worldwide, so they can be used for the WADI system. In order to meet sustainability standards, the use of PET bottles with WADI increases the lifetime and recycling of PET bottles. Recycling of plastic can reduce the use of raw materials and energy as well as greenhouse gas emissions originating from waste combustion. Moreover, WADI is self-sustaining for five years, implying lower environmental burdens than other comparable solutions that produce drinkable water. Also, we are establishing a recycling program for reusing some of the parts of WADI after expiration date.

Legal Notice

How do you intend to make this COP available to your stakeholders?

This COP will be published on our website www.helioz.org and on the website of the UN Global Compact www.unglobalcompact.at



This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact**.

We welcome feedback on its contents.

Helioz Research and Development GmbH

Ruedigergasse 10

1050 Vienna

Tel.: +43 1 815 26 24 44

Mobile: +43 699 17 19 19 16

Mail: office@helioz.org

Web: www.helioz.org