

## ECODANA EXECUTIVE SUMMARY

### **Our Mission**

Ecodana is a non-profit social enterprise that supports green solutions to poverty issues in developing countries.

### ***What needs attention?***

Most rural communities in developing nations are struggling to survive. Very often this poverty is caused by environmental degradation. If you and your family have created a livelihood from the forest and one day the forest is cut down, what are you to do? A major dam is built in China; downstream tens of millions of families are affected. \*All over the world, people need to raise their standard of living but run the risk of destroying their habitat further.

### ***What is the solution?***

\*Helping people to improve their lives in a way that is self-empowering and environmentally friendly is the only way to maintain the health of our planet.

We want to create new possibilities. Imagine a world where a farmer makes her own compost and doesn't have to depend on toxic chemicals for fertilizing the food her children will eat, where families create methane gas from animal manure and use it as fuel for cooking and lighting instead of firewood taken from the forest. Imagine a world where people feed themselves without having to endanger animals and plants close to extinction. This is our vision at Ecodana.

### ***How it works***

Ecodana chooses small grassroots projects that help local organizations in developing nations establish green solutions for very real needs in their communities. Ecodana provides an alternative to large institutional giving. We match up people and organizations that want to make a difference with great projects, and provide a way for these donors to stay in touch with the projects' progress as they come to fruition.

We are committed to providing an experience with integrity. To that end, we are personally involved with every aspect of our service. We work with in-country organizations that have a trusting connection to their constituency. We are also committed to providing a transparent and fully-accountable engagement for our donors. \*Likewise, we work with local, small businesses to involve their customers with our work and introduce them to global poverty and environmental issues through familiar, face-to-face interaction.

Ecodana seeks projects that follow these basic guidelines:

1. Fundamentally, the project helps to alleviate poverty.

2. The project is environmentally sustainable.
3. We trust the person running the project based on their track record and our relationship with him/her.
4. The project costs been clearly communicated.
5. The cost is reasonable, that is, it's a small enough amount that projects can be funded within a four-month?? donation cycle.
6. A condition of funding is that our partner be required to provide both a written and photographic summary on completion of the project.

Ecodana provides a web platform that connects donors to grassroots, sustainable projects managed by our local NGO partners around the world. We enable donors to choose a project, make a small donation on our website then follow the progress of their project to completion on the Web and through social media, and share the experience with their friends on Facebook or Twitter.

\*Ecodana partners with trusted businesses and organizations to create mutually-beneficial promotions and fundraising campaigns which serve to raise awareness of sustainability and poverty issues in the general population.

## **SAMPLE PROJECT**

### **Empowerment of women through charcoal composting**

In Indonesia, more than half of all women in the workforce are farmers, often because their household incomes are inadequate to meet their families' food needs. Most farmers use high-priced chemical fertilizers which not only reduce household income but deplete the soil and cause health problems. Our partner Yayasan Dian Tama (YDT), a local Indonesian non-profit, is empowering women by training them in sustainable agricultural techniques, including how to create Biochar, a natural charcoal fertilizer which increases the fertility of the soil and reduces their dependence on costly chemical fertilizer. They will also train women in marketing so they can sell their products and make a profit.

Goal Amount for this project is \$3690



### **Biogas Systems in Vietnam**

Farmers in Long My and Phung Hiep districts are the poorest in Hau Giang province, Vietnam. They raise pigs to earn income but the discharge of animal dung into open gutters and community waterways poses a serious health risk. The villagers also lack basic appliances so they have to rely on firewood for cooking which contributes to deforestation, and climate change. Both of these issues can be addressed with a sustainable solution -- the use of biodigestion to treat animal waste which produces a methane-based gas that can be used for cooking or lighting.

This project will help 40 farmers install biogas systems that make use of pig's manure to provide fuel for cooking. This will help reduce pollution in the rivers and reduce the need for wood-based fuels. Our partner, Anh Duong, one of our partners in Vietnam, will support farmers in installing the systems, which are relatively easy to install and economical.

Goal Amount for this project is \$1040



## Team

Marc Henrich is the founder and executive director of Ecodana. He was raised multilingual (Spanish, French, English) in five countries– Belgium, Iran, Philippines, Japan and the United States. After college, Marc owned and managed a video post-production company, working with corporations as well as small independent producers, but the desire to live in a foreign land still called to him. In 2008/09 he and his family moved to Laos where he got involved with Sunlabob, a Lao renewable energy company, and where the idea for Ecodana first germinated. Marc is also a sometime editor, filmmaker and photographer.??? Ecodana combines his interest in helping others with his background in the arts by making donation into an interactive project. He attended Hampshire College and received his MFA from the San Francisco Art Institute.

Amy Moon, Content Strategist, has 20 years experience as a reporter, editor, filmmaker and multimedia producer garnered at the San Francisco Chronicle/SF Gate and independent film and digital media companies in Los Angeles and San Francisco. MFA, Cinema Production, University of Southern California.

## Advisors

Philippe Taieb

Sri Artham

Bios coming soon.

## Our Partners

### Non-Profit Partners



MaD is a Cambodian Charity/NGO working to make a difference for good in Siem Reap, Cambodia. MaD is registered as a charity in the USA (501c3), as an NGO in Cambodia, and we are registering as a charity in the UK. Working in partnership with rural Cambodian communities, our aim is to empower individuals, families and villages with the knowledge and resources they need to build themselves a sustainable future free from poverty. Through our Rural Community Development and Children's Welfare Programs, we offer Cambodian communities assistance in areas such as water, sanitation, housing, construction, sustainable agriculture, healthcare, childcare, orphan care and education



Anh Dương is a Vietnamese NGO with community development as its goal. It has been set up by a group of social workers and experts with long and solid field experience. Aiming at **the poorest**, who often do not even have one third of a euro per person per day. Working with a **strong involvement** of everyone in the community. Leading **low cost and sustainable** actions.



Asociación Amigas del Sol is a multi-ethnic women's organization that promotes the integral development of communities in the southwestern coastal region of Guatemala with its programs

and projects, fostering and contributing to a higher quality of life through appropriate technology and the formation of leaders.



Thien Chi (“goodwill”) is an independently operated Vietnamese non-profit organization that works to create sustainable development opportunities for the people of Binh Thuan province. Projects include agricultural, economic, and educational support, among other assistance.



Yayasan Dian Tama (YDT) was founded in 1987 in Pontianak, West Kalimantan, Indonesia. YDT’s mission is to improve the prosperity and welfare of rural communities through the transfer of appropriate technology that is both economically and ecologically sound, through the process of continuing organizing activities, with the following three programs: community-based village level enterprise development, ecological and economic watershed management and compact charcoal technology development.



Donatus Rantan, founder of NGO Mata Rantai

Donatus Rantan has been an environmentalist and activist since becoming a staff member of Yayasan Dian Tama YDT (Dian Tama Foundation) in 1990. From 1992 to 1994 he was Vice Executive Director and founder of YDT’s Integrated Charcoal Technology Development Center at Toho, West Kalimantan, Indonesia. In 1995, Mr Rantan became Executive Director of YDT.

From 2004 to 2008 he was Project Manager of Communal Management of Tropical Forest and Reforestation of Degraded Grasslands in Ketapang, West Kalimantan, a cooperation between the European Union and Yayasan Dian Tama. In 2010, Mr. Ranatan founded the NGO, Mata Rantai.

## Fundraising Partners



Littlegreencyclo is a mobile food truck which brings fresh, delicious, Vietnamese street food to the San Francisco Bay Area. Its founders – Chef Quynh Nguyen, Monica Wong and Susie Pham – serve up a menu that showcases all the great flavors of Vietnam. They offer a variety of affordable choices for both meat lovers, vegetarians and vegans. Live in the SF Bay Area, find out their location [@lilgreencyclo](#) .



VSAY stands for the Vietnamese Student Association at York University. Our mandate is to preserve the Vietnamese heritage through influencing VSAY members to engage in social activities that integrate the Vietnamese culture and language. VSAY exists to provide a setting where members can become actively involved within the community and can receive mutual support from other members academically, socially, and culturally.

VSAY organizes events and activities throughout the school year for York's students including both Vietnamese and non-Vietnamese students. We attend and perform at cultural events, volunteer for charitable work within the community and organize events for everyone to socialize with one another.

## Marketing

Ecodana's target market is people of all ages who are concerned about poverty alleviation and the environment. We follow a two-pronged approach: We focus on individual donors who are internet savvy, use social networks, and want to contribute to making positive change in the world. \*We also form partnerships with businesses and organizations that have philanthropic

goals or that want to help people and preserve the environment in specific countries with which they have a business, social or personal connection or from which they might outsource raw materials that define their business.

We have implemented a low-cost, high-impact marketing strategy that focuses on public relations, word-of-mouth, and co-branded campaigns. We market predominantly through personal connections, social and professional networks, and digital media.

### **Financials/Growth Strategy**

Beyond its startup costs, the Ecodana business model is designed to eventually be financially self-sustaining. We are a non-profit seeking business-oriented solutions for the problems we address. The kinds of projects we seek integrate and promote income generation into their goal of providing recipients with the opportunity to become self-sufficient. Ecodana adds 10% of the project total -- for our operating expenses -- to the project budget to calculate the total goal amount. In this way our partners always get 100% of what they ask for???

### **Accomplishments**

Ecodana successfully launched in April 2010. To date, we have partnered with eight in-country, community-based organizations in Vietnam, Indonesia, Cambodia, and Guatemala to provide services and education for local villages. We are in the process of partnering with five additional organizations in Nicaragua, Panama and Thailand. \* We have also partnered with businesses and organizations to cross-promote our brands and raise awareness of sustainability and poverty issues in the developing world. We have also formed an international network of volunteers who help us translate, fundraise and promote Ecodana.

Our goal this year is to fully-fund 20 additional projects. We will also be revamping the website in the spring and are seeking to expand our network of strategic fundraising and promotional partnerships.

### **Sample Projects**



## Vietnamese School Children Recycle Plastic to Fund Scholarships



Goal Amount: \$675

[Updates!](#)

**FUNDING ENDS 6 months, 0 weeks, 2 days ago**

### Vietnamese School Children Recycle

\$ 681.68 / 675.00 raised

The donation goal has been reached.  
Thank you for your support!

\*By donating you agree to Ecodana's [terms of use](#).

[Share](#)

#### The Issue :

Rural areas discharge more than 100 million tonnes of trash every year. This is expected to increase to



Children Picking Up Trash

145 million tons by 2020. But only 30-40 per cent of it is being collected.

Did you know that in rural Vietnam, over 100 million tons of trash accumulates each year? And, only 30-40% of this trash is being picked up. We've partnered with Vietnamese NGO Anh Duong to help combat this problem by setting up programs that will raise environmental awareness among Vietnamese school children. The program will teach children about the effects of pollution and organize drives to collect plastic waste and recycle it. The funds raised will offer awards to participating schools which will be used for school improvement and scholarships for poor students. With your support, we can continue to educate children about protecting the environment, clean up existing trash and, as a further benefit, provide for childrens' educations today and tomorrow.



View [Anh Duong - School Recycle](#) in a larger map

## Women's Empowerment Through Charcoal Composting



Goal Amount: \$3690

FUNDING ENDS in 4 weeks, 2 days

### Women Farmers Empowerment Through Charcoal Composting



\$ 530 / 3690 raised

Donate:

\$ 25

Donate



\*By donating you agree to Ecodana's [terms of use](#).

[Share](#)

In Indonesia, more than half of all women in the workforce are farmers, often because their household incomes are inadequate to meet their families' food needs. Most farmers use high-priced chemical fertilizers. Unfortunately, these high priced fertilizers not only reduce household income but deplete the soil and cause health problems. Our partner Yayasan Dian Tama (YDT), a local Indonesian non-profit, is empowering women by training them in sustainable agricultural techniques, including how to create Biochar, a natural charcoal fertilizer which increases the fertility of the soil and reduces their dependence on costly chemical fertilizer. They will also train women in marketing so they can sell their products and make a profit. With your support, we can help these women feed their families and grow organic produce for sale while enriching the soil so they can continue to thrive and sustain the earth.



View [YDT-Charcoal Composting](#) in a larger map

To learn more about Charcoal Composting, or Biochar, as a soil enhancer that can hold carbon, boost food security and discourage deforestation read [HERE](#). Or, take a look at this great [video](#) on the promises of Biochar.

## Biogas Systems for Vietnamese Farmers



Goal Amount: \$1040

**FUNDING ENDS** in 1 month, 2 weeks, 6 days

### Anh Duong Biogas Project



\$ 491 / 1040 raised

Donate: \$ 25

**Donate**



\*By donating you agree to Ecodana's [terms of use](#).

Farmers in Long My and Phung Hiep districts are the poorest in Hau Giang province, Vietnam. They raise pigs to earn income but the discharge of animal dung into open gutters and community waterways poses a serious health risk. The villagers also lack basic appliances so they have to rely on firewood for cooking which contributes to deforestation, and climate change. Both of these issues can be addressed with a sustainable solution -- the use of biodigestion to treat animal waste which produces a methane-based gas that can be used for cooking or lighting. Anh Duong, one of our partners in Vietnam, has successfully helped 583 farmers install biogas systems, which provide a clean source of renewable energy, reducing CO2 emissions, and alleviating disease and deforestation. You can help us support these farmers to better their lives and the environment by helping to fund this project, sharing it with friends and by following its progress on Facebook and our Web site.

## Sample Updates



Juana Maldonado



Veronica Barrios explaining latrines to the women

October 24, 2010

Cristo El Salvador

First, Veronica Barrios (President of Community Board and former beneficiary of Latrine) gave the opening welcome and then the group put some eggs to cook in the solar oven for refreshment for the group. Then I explained that Ecodana is helping us in the construction of four latrines, and I told them what their contribution to the project entails: Q100.00 (\$12.50), their labor during the construction, materials for the roof and walls around the latrine, food for the Outreach Worker and Constructor, and sand for the cement mixture. I explained the correct use of the latrine through some diagrams that will be posted in the latrine after it's built, for the family to remember to use ash each time they use the toilet.

We talked about the different kinds of latrine the women know and we concluded that the LASF (Family Dry Composting Latrine) is the best option because it is a single expense over many years, while the open pit they have now must be renovated each year as it fills quickly and pollutes because the excrement goes straight into the earth. We talked about the health benefits of using the composting latrines. The participants expressed their gratitude to Amigas del Sol and Ecodana for supporting this project and hope to comply with the terms of the agreement, to use the latrine well and so help other families in the future to also be able to have a latrine.

Veronica spoke about her own experience, and explained that it is very comfortable going to the latrine and most importantly that there is no pollution or odor if properly used and that you can also take advantage of the fertilizer from both stool and urine to fertilize the plantation and fruit trees.

The meeting was joyful and participative, and we set a date for starting to build which will be the first week of November. During the meeting we cooked and ate the eggs. I could see that the women are very motivated, I hope this project will be very successful.



-Miguelina



Meeting with the beneficiaries of the composting latrines

Attendees:

Eulogia Aguilar y her husband  
Manuela de Jesus Cruz  
Juana Adelina Maldonado  
Maria Santos, in place of Isabel Quiquix  
Oneida Paz, in place of Valentina Arguete  
Cristina Oxlaj  
Veronica Barrios: President of the COCODE (community board of directors), and previous beneficiary of the project in 2008

October 19, 2010



Farmer Tô Thị Liên with her new Biogas system

Here are some pictures of farmer Tô Thị Liên and she lives in Đức Linh district.

Her family has just been supported to install biogas system by Thien Chi. When we visited her, she said: " My family hoped to have an Biogas system for a long time. But we didn't have enough money and also didn't know how to install biogas system. Therefore, we have to use wood from the forest for burning, the smoke in my house was very terrible. It cost a lot of money to buy wood, and sometimes, my children and husband had to go to the forest to get wood. But now is wonderful. We can save money to pay school fee for my children and I have more free time to take care them. Thank you very much."

Next I will visit Mrs Nguyen Thi Ut (the woman in picture on project page on your website.) I will send you her family information.

Ánh - Thien Chí fundraising officer