

Loowatt

2024 IMPACT REPORT

Loowatt's circularity and impact in action: local farmers using GasyGrow fertilizer to nourish crops



04	Loowatt + Sanitation
08	Women & Children
12	MobiKab Spotlight
16	Waste To Value
18	Loowatt MG Stats
20	Kaloola Stats
22	Impact in 2025
25	Partnerships + Sources

Everyone should have a toilet that's
safe and clean, protects water
resources, supports circular
economies, and most importantly,
brings joy to everyday life.

Loowatt



A word on why we exist

There are good reasons the flush toilet, or 'royal throne,' still reigns supreme in household sanitation: It offers hygiene and the real benefit of getting waste out of sight and out of mind. However, after 150 years, the royal throne reaches only a wealthy minority while billions in cities suffer without the health and dignity afforded by a clean toilet at home. Water-flush toilets are not scalable due to the immense infrastructure and energy costs of piped sewerage, increasing water scarcity, and the basic unsuitability of septic tanks in dense urban areas.

Loowatt is a UK-based technology company founded on the idea that if we are to disrupt the urban sanitation paradigm for the planet, we must deliver a waterless toilet with a superb user experience, a circular treatment system, and a scalable business blueprint.

This year, we're proud to see locally run service enterprises, Loowatt MG and Kaloola, thriving and growing in two very different African economies: Madagascar, and South Africa. Together, we are working towards a better future for urban sanitation in Africa and beyond.

Virginia

3.5bn

nearly half of the global population—do not have access to safely managed sanitation services.

Source: [World Health Organisation](#)

>750M

Urban Sub-Saharan African residents without safe sanitation

Source: [World Health Organisation](#)



33%

Global population have access to private sanitation facilities connected to sewers from which wastewater is treated

Source: [World Health Organisation](#)

17

UN SDGs (yes, all of them!) can benefit from sanitation

Source: [UCL Report](#)

“Today, with a private and clean toilet at home, I no longer have to worry”

- Vololona Juliette Rahavelinoro, Loowatt MG (Tsinja Soa) customer

Loowatt

Innovative technology,
global applications,
local impact



Loowatt MG

Circular economy toilet services
in **Madagascar**



kaloola

Home & commercial toilet
services in **South Africa**

Tsinjo Soa

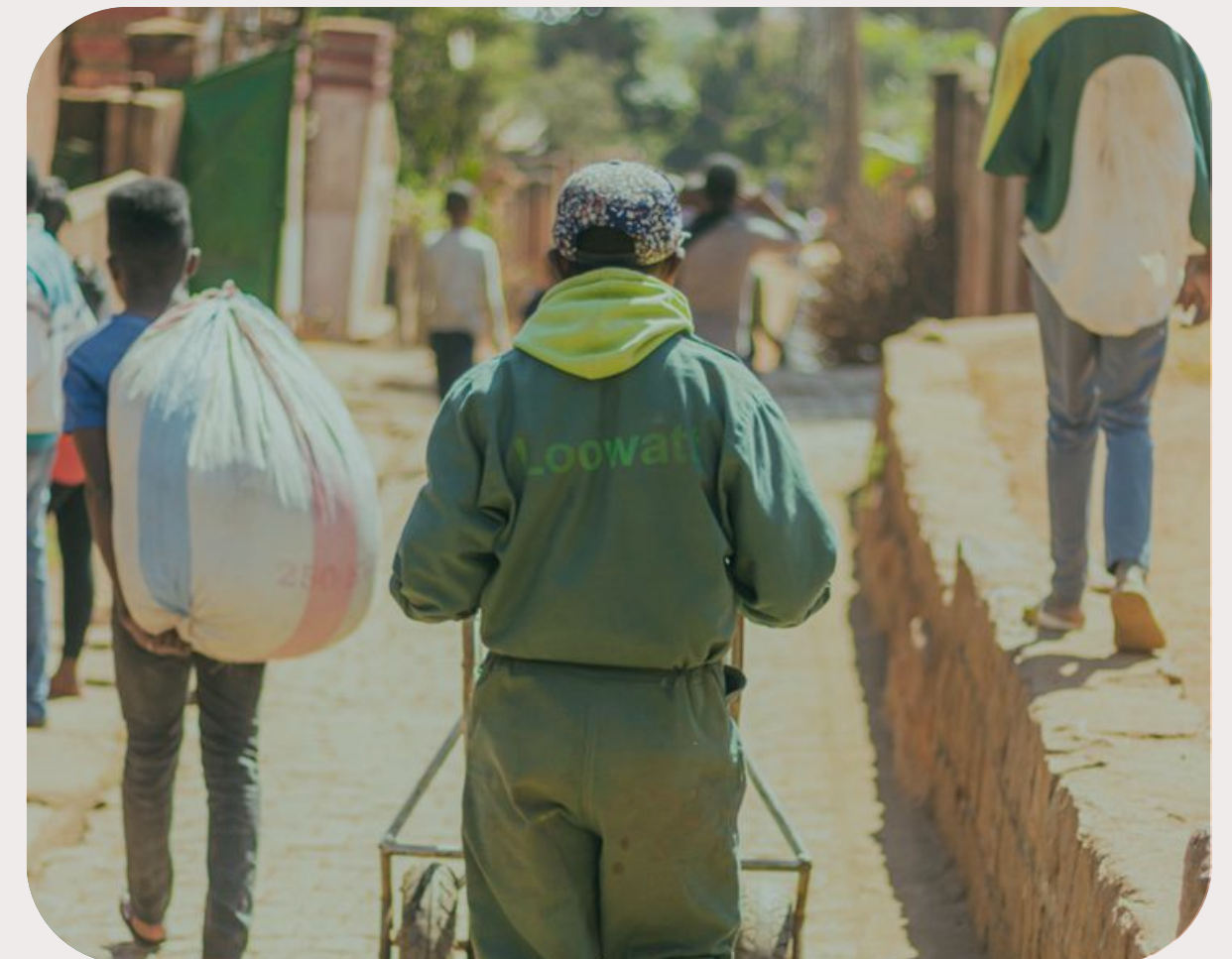
Home services

MobiKab

Commercial services

GasyGrow

Fertilizer sales



SOCIAL IMPACT: WOMEN

62%

of our customers **are women**

This average (across SA and MG) highlights not only the high proportion of female customers, but also demonstrates female agency in sanitation decision-making and the successful adaptation of financially inclusive mobile money systems by women.



Women With Families

Before Loowatt, many families used unsanitary pit latrines or practiced open defecation — exposing children to severe health risks.

Since installing Loowatt toilets, community leaders have reported a 5–10% decrease in diarrhea cases.

Mothers say their children are now healthier and need fewer clinic visits.

“I was especially afraid for my daughter who is just starting to be a teenager.”

- Raharina, Loowatt MG customer

Women Who Work

Without a safe toilet at home, many working women were forced to take long breaks from work to find facilities.

Others refrained from eating or drinking during the day to avoid needing the toilet — leading to long-term health issues.

"As a businesswoman and landlord in the bustling informal settlements..."

"Not only are my tenants thrilled with the convenience and cleanliness of the toilets installed right at their doorstep, but it has also set me apart in a saturated market.

Offering dignified sanitation has become my hallmark, earning me respect and loyalty from my tenants."

- Ntombomzi, Kaloola customer, pictured



A photograph of four women of diverse backgrounds smiling and huddled together against a bright green wooden wall. They are all reaching their hands towards the center, creating a sense of unity and teamwork. The woman on the far left is wearing a blue and white striped shirt. The woman in the middle is wearing a grey cap and a blue shirt. The woman in the foreground is wearing a black leather jacket over a blue shirt. The woman on the far right is wearing a dark blue jacket.

+ Women Who Lead

58%

of the executive teams at
Loowatt businesses are women.

Local female fokontany chiefs – community leaders – in Madagascar, have been instrumental in building trust and advocating for waterless sanitation.

Through education and word-of-mouth, women are transforming perceptions, ensuring that Loowatt's solutions reach more families and improve lives.



Commercial Sanitation with Social Impact

MobiKab, the commercial service of Loowatt MG, provides high-quality portable toilets for businesses, events, and construction sites.

Each MobiKab rental supports our mission of delivering dignified sanitation solutions where they are needed most.

Through MobiKab, businesses directly contribute to expanding access to safe toilets for underserved communities.

Through our cross-subsidy model, each MobiKab toilet rented at a workplace site indirectly finances safe, life-changing toilet access for up to 120 people in low-income communities in Antananarivo.

It's more than just a toilet—it's a tool for change. Every MobiKab rented helps fund access to safe sanitation for those who need it most. In a country where public and household sanitation is often unsafe or unavailable, MobiKab enables people to work, attend public events, and move through daily life with dignity.

In times of crisis, MobiKab has also been rapidly deployed to support emergency sanitation needs—demonstrating the agility and resilience of our circular systems.

This is circular sanitation in action: serving both commercial needs and community transformation.

SPOTLIGHT ON
MobiKab



ENVIRONMENTAL IMPACT: WATER

9.6m

litres of water saved per year

~185 years of water use for one average person in the UK

Water Scarcity Worsens

- In South Africa, up to 47% of treated water is lost through leaks and illegal connections.
- Traditional flush toilets waste potable water, further straining already limited water resources
- Informal settlements often lack reliable access to water, amplifying the crisis.

Conventional Waste Systems = Climate Damage

- Pit latrines and septic tanks generate high methane emissions, a powerful greenhouse gas.
- Wastewater treatment plants struggle due to high operations and maintenance costs, while utility providers are striving to improve their facilities and adopt circular economy sanitation.

Infrastructure Failure = Health Risks

- Inadequate sanitation infrastructure has led to cholera outbreaks and severe health risks.
- Waste mismanagement directly impacts public health and community resilience.



Turning Waste Into Value

In 2024, while our Madagascar AD facilities were undergoing major upgrades, waste was treated using drying beds — still supporting climate resilience, but without methane capture.

Thanks to digestate stockpiled from 2023, our fertiliser operations continued without disruption. Over 1,000 farmers benefited from GasyGrow's safe, nutrient-rich fertilizers this year. Operating at a modest scale, GasyGrow already generates profitable gross margins each month, revealing its sustainability and potential for job creation.

We're continuing to expand the social impact we enable for farmers using GasyGrow — from improving soil health to reducing fertilisation costs.



SPOTLIGHT ON
GasyGrow



1000 Farmers using
GasyGrow in 2024

Loowatt MG

LOCAL IMPACT BY NUMBERS

68,840

Beneficiaries Served

1,250

Toilets Installed
in 2024

63%

Women Contract
Holders

70tn

Waste Removed
Every Month

1,000

Farmers Using
GasyGrow Fertilizer



kaloola

LOCAL IMPACT BY NUMBERS

150+

customers

92%

Rate Their
Experience as
Good or Very Good

95%

Would Recommend
to a Neighbour

60%

Women Contract
Holders

3.2tn

Waste Removed Per Month



Looking Forward to 2025

Measure

Enhancing our regular impact measurement and reporting through digital tools, with particular focus on benefits to women and the environment.

Innovate

Launching new product development to support more efficient circular economy systems

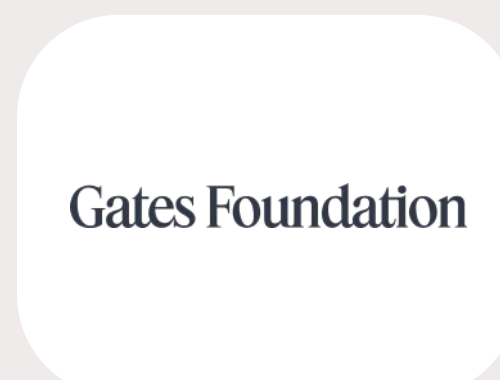
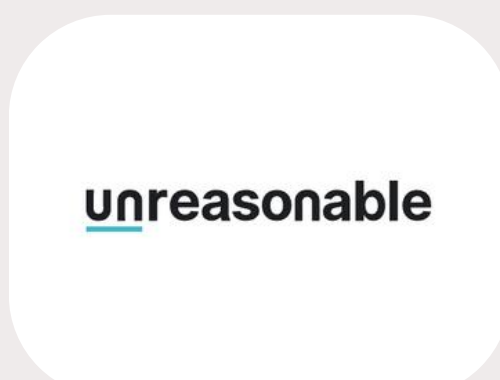
Expand

Expanding our services in Madagascar and South Africa to reach more people in public spaces, workplaces, and at home.





Impactful Partnerships





Sources

Page 5 – Global Sanitation Crisis Statistics

World Health Organization. Water, Sanitation and Hygiene: Burden of Disease. Available at: <https://www.who.int/data/gho/data/themes/topics/water-sanitation-and-hygiene-burden-of-disease>

Page 5 – Sanitation + UN SDGs

Rosier, B. et al. Synergies and trade-offs between sanitation and the Sustainable Development Goals. UCL Open Environment. Available at: <https://journals.uclpress.co.uk/ucloe/article/id/194/>

Page 8 – 63% of our contract holders are women

Average of Loowatt MG and Kaloola customer database, 2024. (Internal data)

Page 9 – 5–10% decrease in diarrhoea cases

Surveys conducted with eight Fokontany chiefs during the first week of March 2025 in Tsinjo Soa service areas. (Internal data)

Page 11 – 58% of the executive teams at Loowatt businesses are women

Loowatt Ltd Gender Pay Gap Records, 2024. (Internal data)

Page 13 – Cross-subsidy model quote

Based on average gross margins per MobiKab rental, each rental generates the equivalent of 10–20 monthly service fees.

While not tied to specific new customer acquisition costs, this enables expanded access to sanitation for an estimated 60–120 people through Loowatt's cross-subsidy model.

Calculation: Average household size = 6 people; 10–20 households indirectly supported = 60–120 people. (Internal modelling, 2024)

Page 14 – 9.6M litres of water saved per year

Loowatt Ltd. Greenhouse Gas Emission Report, 2024. (Internal document)

Calculation: Based on waterless toilet use replacing flush systems. The average UK person uses ~142 litres of water per day (source: Ofwat, UK).

→ 9,600,000 litres ÷ 142 litres/day = ~67,605 days of water use = ~185 years of water use for one person.

Page 15 – 47% of treated water is lost through leaks and illegal connections

Chabalala, J. "Almost half of SA's water lost through leaks," Sowetan LIVE, 6 December 2023. Available at: <https://www.sowetanlive.co.za/news/south-africa/2023-12-06-almost-half-of-sas-water-lost-through-leaks/>

Page 17 – 1000 farmers using GasyGrow

Loowatt MG Internal Sales Data, 2024. (Internal data)

Page 19 – All statistics

Loowatt MG Internal Management Data, 2024. (Internal data)

Page 21 – All statistics

Kaloola Internal Management Data, 2024. (Internal data)

Loowatt

**Shifting the sanitation paradigm
through innovative technology
and pioneering urban services.**

impact@loowatt.com

loowatt.com | kaloola.co.za | loowatt.mg

Curated by Nicola Telford and Reon Hodgson