

14 TREES

ENTREPRENEURS FOR SUSTAINABLE DEVELOPMENT

DEVELOPMENT IMPACT

14 TREES

CREATING AFFORDABLE HOUSING SOLUTIONS



14Trees is a joint-venture between LafargeHolcim, a global leader in building materials based in Switzerland, and CDC UK that aims at accelerating and scaling up the impact of the commercial LafargeHolcim's Affordable Housing program in Africa.

SUSTAINABLE BUSINESS MODEL

- ▶ **Durabric:** is a soil stabilized brick solution which uses local materials and workforce, mixed design and production methods to adapt products to local construction methods.
- ▶ **Durabric Homes:** partners with local contractors, banks and other local suppliers to deliver low-cost solutions and ensure a hassle-free construction process.
- ▶ **Durabric Academy:** a training site dedicated to providing training on the production of Durabric to contractors and construction entrepreneurs.
- ▶ **Smart Diaspora Digital Platform:** is a global remittance platform which enables people living abroad to invest in property back in their homeland.

VALUE PROPOSITION

- ▶ The Durabric Homes offers affordable and environmentally housing solutions with the highest quality in the shortest time period (12 to 16 weeks and 25% less costly than tradition solutions).
- ▶ The Durabric product contributes to lower greenhouse gas emissions and reduced deforestation.
- ▶ The Smart Diaspora digital platform gives the diaspora a trusted point of contact to help support the search of property and facilitate the transfer of funds.

SCALABILITY

- ▶ Since 2013 more than 3 million bricks have been produced in Malawi, and the business has scaled to Rwanda, Tanzania, Zambia and Kenya.
- ▶ Smart diaspora is a global network serving the Malawian diaspora, but more countries will be added in 2019.

PROBLEM

Lack of environmentally sustainable construction and affordable housing solutions.

SOLUTION

- ▶ Environmentally friendly and low-cost brick solution (Durabric).
- ▶ Affordable and timely housing construction.
- ▶ Access to finance from banking partners.
- ▶ Access to a digital platform for diaspora investment.

KEY MESSAGES

For social enterprises:

- ▶ Understand and Manage risks (reaching low – income target groups are different from those in mature markets. E.g. higher volatility of the local currency, lack of housing financing).
- ▶ Clear targets and objectives (reaching 50 million people by 2030).

For policymakers:

- ▶ Develop public credit guarantee schemes to enable access to finance and market rate loans for local people to afford housing solutions.
- ▶ Promote Public and Private Partnerships to disseminate Green housing solutions.
- ▶ Provide incentives to attract Green FDI.



PARTNERS

