Replacing a dirt floor with a clean floor reduces diarrhea by 49% and parasitic infections by 78%, but concrete is usually the only alternative and is unaffordable for many who need it. EarthEnable addresses this pressing and ubiquitous problem by selling high-quality earthen floors that are 80% more affordable than concrete with 95% fewer carbon emissions.

Making living conditions healthier and more dignified for rural families.
Dear EarthEnablers,

2021 was a year of transformation for EarthEnable as we solidified the business model pivot we made in the face of COVID-19. We fully transitioned from a business-to-customer business to a franchise business. We transitioned our senior management team from over 50% expatriate staff to entirely East Africans (other than me). We doubled our operational districts in order to retain our whole team, since the franchise model required fewer people in each district. This was all on top of transitioning our material sourcing from dump trucks and quarries to backyards and roadides at the end of 2020!

Managing this amount of change did not come without challenges, and on-and-off lockdowns throughout the year slowed down our momentum. But we still managed to impact 47% more families than we did in 2020! This improved the living conditions of 22,000 families and 19,000 children through early childhood development centers. I remain confident that our pivot was the right move for our impact and am so proud of the team for persevering through the challenges.

In 2022, we will expand our franchisee network to include more women and to further improve the support we provide to franchisees so that they reach their income goals. We will also continue to design new products that will expand the franchisees’ earning potential, including financing options for customers, and a design for a full house! And very excitingly, we will start to explore scale opportunities in Kenya and Ethiopia through master-franchising - working with existing partners who can distribute our products.

None of this would be possible without those who support us in achieving our mission. After another one-of-a-kind year, we are forever grateful for the time, energy, and support you have given to us.

With gratitude,

Gaya
I am very happy with my new floor and have decided to use the floored room as my children’s bedroom. The floor has saved us from the endless dust in the room, especially the children who suffered while on the old dirt floor. There is a big difference in the children’s comfort in the house now; they rest and play away from the dust. We are also no longer having rats digging inside the room and also the children are no longer being bitten by the bedbugs and other insects which were previously harboring in the dust.

Nakisuyi Fazira
Luuka, Uganda
I started as a mason and progressed steadily to become a franchisee.

Having little academic knowledge, some challenges seemed impossible to overcome as a business owner. I lacked planning and management skills to run my business smoothly. Voicing my worries, I was happy to learn that EarthEnable would train us in these areas, and I can confidently plan and set targets for my business now. With these skills, I have been able to grow my business and set and accomplish goals not only in business but also in life.

Jean Marie Vianey
Kamonyi District, Rwanda
A chance to dream bigger.

I joined EarthEnable nine months ago, and since then, I have been able to secure several building contracts that have led to my financial independence. I now have a savings account and can afford food and clothing! Living life as an independent woman who earns her own income is allowing me to enjoy my life and my work!

Marie Musabyimana
Ruhango District, Rwanda
99% of our customers said that as a result of our floor their health improved and healthcare costs decreased.

99% of our customers said they would recommend our floor to a friend.

1,929,808.8kg reduction in construction carbon emissions in 2021 as compared to carbon emissions of building the same number of floors with cement.

Masons across Rwanda and Uganda earned $102,526 in total income from EarthEnable.

99% of our customers said that as a result of our floor their health improved and healthcare costs decreased.

COVID-19 in Rwanda and Uganda:

- Early curfews, movement restrictions between districts
- July 17th - 26th 2021 - Total lockdown

JANUARY, FEBRUARY, MARCH, APRIL, MAY, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER, DECEMBER
Breakdown of local materials and building process:
Breakdown of plaster construction process:
Successes in R&D:
The R&D team was busy throughout the year. A number of new innovations and developments were made but the most outstanding is the approval and regulation of the adobe blocks! These have been under process throughout 2021 and co-chairing the Local Materials Think Tank with the Rwanda Housing Authority helped us achieve approval and regulation for our adobe blocks! This approval paves the way for whole-house builds. These beautiful and affordable blocks contribute greatly to the vision of affordable and sustainable housing.

Resilience in the face of adversity:
Despite restrictions on movement across districts and counties, and curfews, EarthEnable’s team of franchisees and support gurus ensured that those who needed better homes got them! We even continued growing as a company training over 100 new masons!
Our model business model:

Last year, we successfully pivoted to our franchise model turning masons into their own businesses. This year we have perfected what is needed to support our micro-franchisees and we spent it on starting dialogues with organizations to become our master-franchisees. With agreements and strategies in place, we will license our brand to them and leverage their networks, spreading the mission and techniques further afield more quickly.

Co-operating with Co-operatives in Rwanda:

Even our affordable floors are out of reach to many of the poorest families, and so we worked with 51 co-operatives in 14 districts of Rwanda to provide 708 floors for families. The co-operatives provide security for credited floors allowing the customers to spread their payments out over 6 months. In 2022, we hope to continue this co-operation with even more groups!
Best starts on the best floors:

Early Childhood Development Centres (ECDs) are the modern-day kindergarten in rural Rwanda playing a crucial role in the education and care of children. They have been part of EarthEnable’s focus in 2021 seeing us build floors for 989 ECDs! These centres were not as safe as desired due to the dirt floors with the children regularly picking up bugs and sickness. Now with our earthen floors, the children are attending their EDCs without any threats to their health.

Micro-franchisee certification:

To make sure that our micro-franchisees stay on top of our techniques and methods, we rolled out the certification program. So far, 15 micro-franchisees have passed and we expect more to follow since more are being equipped with the skills they lack like planning, people management. With this, their productivity will definitely multiply!
Products built

5140 floors constructed
179 houses plastered

Districts served

9 districts in Uganda
20 districts in Rwanda

Employment

177 full time staff
450+ micro-franchisees
Looking ahead to 2022

**Welcome to Kenya**

In 2022, we are expanding our vision of clean homes to Western Province, Kenya! In this 1-year pilot led by EarthEnable Uganda, we will look to establish ourselves through floor builds before organically scaling across the west of the country. We hope to train a number of micro-franchisees in this period and are excited about this new geography and possibilities!

**Designing a Healthy House**

EarthEnable intends to build on the success of our housing products by prototyping a whole house combining EarthEnable products, which optimizes the design of the home to save families money in the long term while meeting their needs for security, safety, space, and functionality.

**Expanding Affordability**

Continuing from 2021, we are expanding our financing options for families across Rwanda and Uganda. We are opening up to more co-operatives, VSLAs, and SACCOs. Financing allows us to bring the benefits of our products to people who otherwise would not be able to afford them.

**Expanding our Franchise Network**

We are committed to breaking down stereotypes in construction, and training 50 women as masons, and a further 150 unemployed people including youths.
Financials

Expenses by Category 2021

2020 Expenses by Category

Floor Installation

Office Administration

Depreciation

Sales and Marketing

Gain and Loss on Foreign Currency

Salaries, benefits and professional development

Tools and Equipment

$350,000
$300,000
$250,000
$200,000
$150,000
$100,000
$50,000
$25,000

Total Customer Revenue

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<th>Office Administration</th>
<th>Depreciation</th>
<th>Sales and Marketing</th>
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<th>Tools and Equipment</th>
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Donors and Volunteers

Adrian Simmonds
Al Capitanini
Alaine Warfield
Anant Gupta
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Andrew Kinton
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DKM
DOEN Foundation
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