

What would you do with an
extra 15 hours a week?



the
washing
machine
project

supported by
Whirlpool
FOUNDATION

'One of the most important books I've ever read —
an indispensable guide to thinking clearly about the world' Bill Gates

FACT FUL NESS

TEN REASONS
WE'RE WRONG ABOUT
THE WORLD — AND WHY
THINGS ARE BETTER
THAN YOU THINK

Hans Rosling with Ola Rosling and
Anna Rosling Rönnlund

Questions

1. In all low-income countries across the world today, how many girls finish primary school?



- 20%
- 40%
- 60%

2. Where does the majority of the world population live?



- Low-income countries
- Middle-income countries
- High-income countries

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3. In the last 20 years, the proportion of the world population living in extreme poverty has . . .



- Almost doubled
- Remained more or less the same
- Almost halved

4. What is the life expectancy of the world today?



- 50 years
- 60 years
- 70 years

10. Worldwide, 30-year-old men have spent 10 years in school, on average. How many years have women of the same age spent in school?



- 9 years
- 6 years
- 3 years

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The Problem



India

Currently

1,000,000,000

families do not have access to an electric washing machine.

The burden of hand washing clothes falls on women and children, preventing opportunities to work, study or rest.

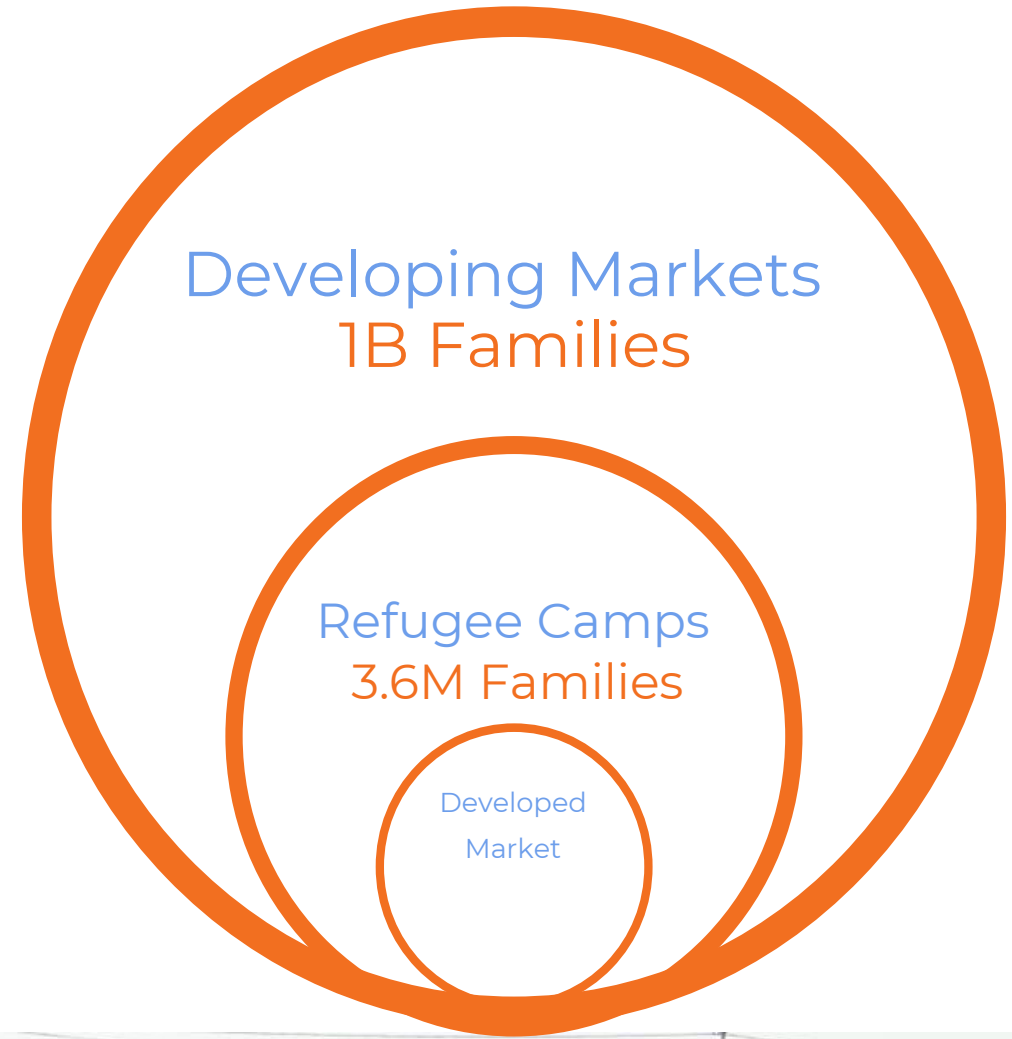
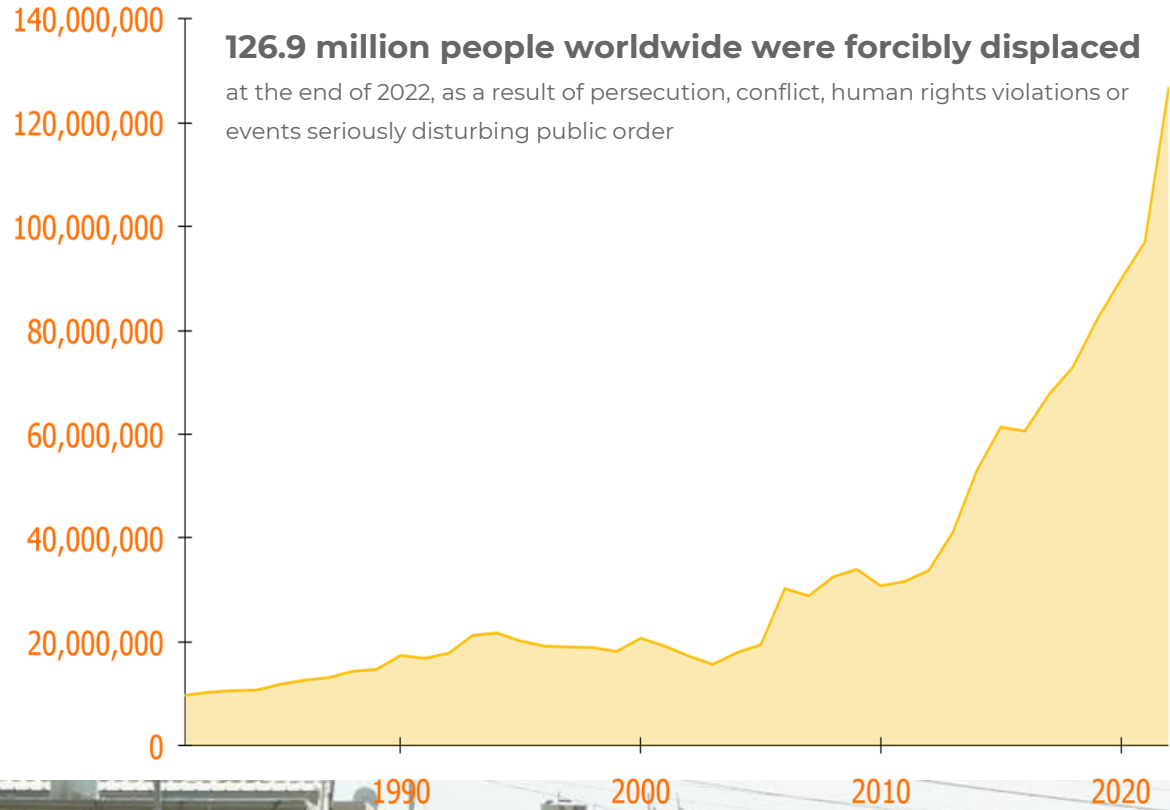
Innovative **research and development**

understanding user needs and behaviors

Programmes that put academic collaboration, monitoring and evaluation at the core

Sustainable products and operations building products and services that last

Market Need



60% of the world's population hand wash clothes.

That's over 5 billion people.

This issue predominantly affects women and girls.

Spending up to 20 hours per week, those who hand wash clothes are prevented opportunities to rest, play, access education and generate an income.

When washing clothes at a water source, women and girls are at increased risk of gender-based violence and other forms of violence.

It is much safer to wash clothes at home, however for many users this is not possible.





Physical Burden

Hand washing clothes takes a **physical toll on users**.

Sustained periods hand washing clothes can lead to back pain, skin irritation, as well as physical issues in later life.

Constant exposure to water and detergents can cause hand injuries, skin ailments, and respiratory problems.

According to UNICEF, there are more than **100 million people in the world using untreated surface water**. In these places, children are especially vulnerable to infectious diseases from using unsanitary water.

Laundry takes time

Up to 20 hours or 2.5 working days each week is spent hand washing clothes globally.

With up to 2.5 days/week saved, **women and girls could dedicate an entire school year's worth of hours (1,000 hours) to education.**

The time taken annually equals the hours of a part-time job.

Giving this time back unlocks potential for income generation or professional development, **enhancing female livelihoods** and community prosperity.



Our Solution: The Divya Washing Machine

Salad Spinner



Divya 1.0



Divya 1.55





2C16
-C2

TWMP Iraq Pilot Build
Irbid Refugee Camp, 2021
spec'eres Hudo KATM care



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Reclaiming time, improving lives.

The Divya Washing Machine



Divya

Key features

- 1 Horizontal axis, rotational hand crank
- 2 Metal construction, no welding, tooling free, flat pack
- 3 Completely disassemblable design

Key benefits

- 1 Scope for rapid design iterations based on user feedback
- 2 Sustainable & fully recyclable
- 3 Robust and repairable



The World's First Flat Packable Washing Machine



TWMP, UNHCR unloading 100 machines ready for distribution to Republic of Congo, 2024

Scope for rapid design iterations based on user feedback

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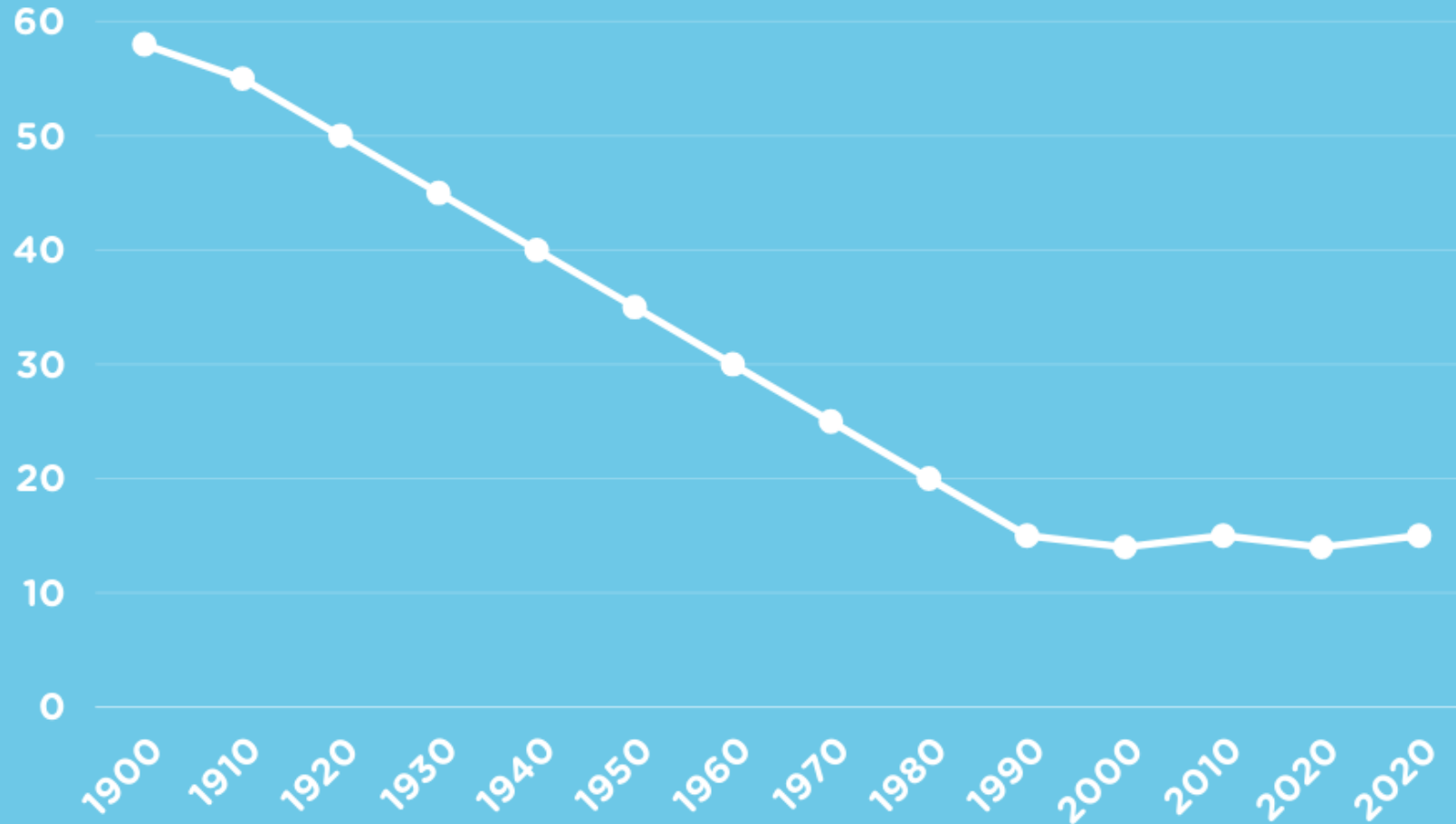


The Global Washing Divide

Time Spent on Household Chores over the 20th Century

US Households

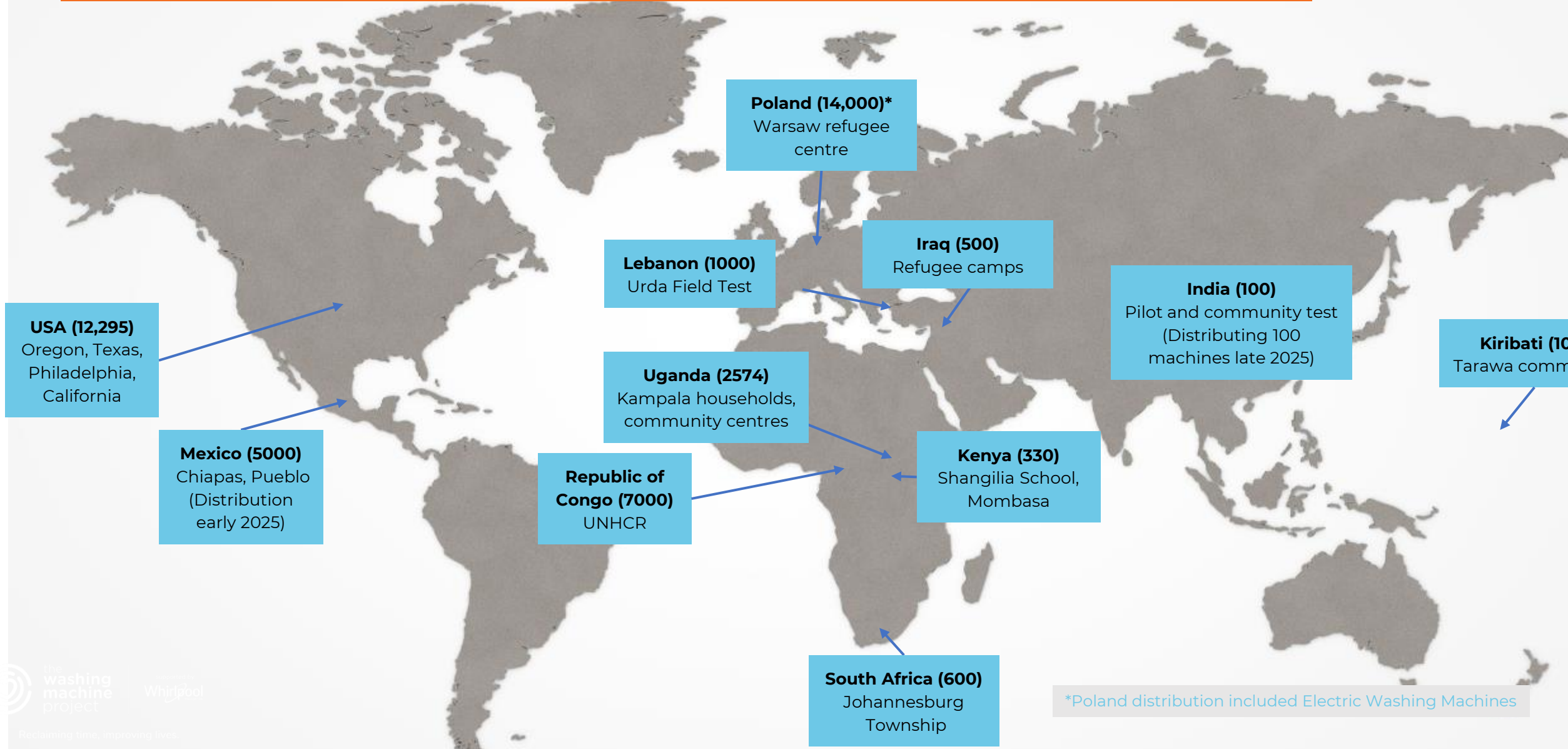
Hours per week



The Greatest Invention Of The Industrial Revolution?



TWMP has improved over 31,599 lives globally



*Poland distribution included Electric Washing Machines



Anjali, Tamil Nadu





Reclaiming time, improving lives.



Sylvia, Uganda





africell

the washing machine project

RS MW

My name is Namaganda Sylvia

the washing machine project

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Reclaiming time, improving lives.

Collaboration and Community



Supporters

Agencies

We work with NGOs, INGOs and local agencies in our programming, using their local knowledge to carry out needs assessments of end users, monitoring and evaluation, obtaining government support and distributing Divya washing machines.



Universities

Collaborating with academic institutes provides us with research and engineering support, alongside monitoring and evaluation expertise.



Companies

Corporate partners support us through funding, facilities, employee volunteering to build machines, sharing knowledge and expertise and promoting TWMP to their audience.



Employee Engagement & Builds



The Washing Machine Project has a vision to create a world leading organisation, which brings together *Innovation, Research and Development* to solve some of the world's most pressing humanitarian and development challenges.

The Promise

2017

Create a Global Hive Programme to
distribute 75 machines and 10,000 people
impacted

\$100k for 75 machines in Uganda

\$2k-\$5k each

Tailored CSR and ESG partnership and
collaboration opportunities with your
organisations

Strategic direction and amplification of The
Washing Machine Project through thought
leadership and talks

5.6 billion people
wash their clothes by hand

We're changing that.
One wash at a time.



the washing
machine
project

thewashingmachineproject.org

JCDecaux

11

10 10

WiFi
Wide Platform Gate

UpperCrust
Locally Fresh Supermarket



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