

## THE CLEAN SHOP

### We clean school toilets to keep children in school

Since I was very young, I recognized the importance of education. My father was a school inspector and my mother, a school principal. Both my parents encouraged us 5 children to take pride and joy in our education, resulting in us all now being highly qualified professionals.

I loved school so much, I used to remain there long after the last bell had rung, and I always volunteered to help with ground maintenance or odd jobs.

This love of education has remained with me, and after noticing more and more children off school grounds during school hours, I was driven to find out why. I questioned over 100 children about their truancy and many replied that they were going to the toilet, which led me to the schools to investigate. I found filthy, filthy toilets, which shocked me so much that I have devoted my life to cleaning school toilets and schools in general.

The Clean Shop has a mission to teach everyone, especially school children, to refuse to use dirty and unhygienic public toilets and to protest loudly and vigorously dirty public toilets.

I was one of the first trained black geologists in South Africa and worked as chief geologist on one of

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Schools Sanitation Improvement and Enhancement Project: Enhancing the Educational, Hygienic, Health and Safety Environment

Country: South Africa

Organization: The Clean Shop

Field of Work - Sanitation

Year the initiative began: 1996

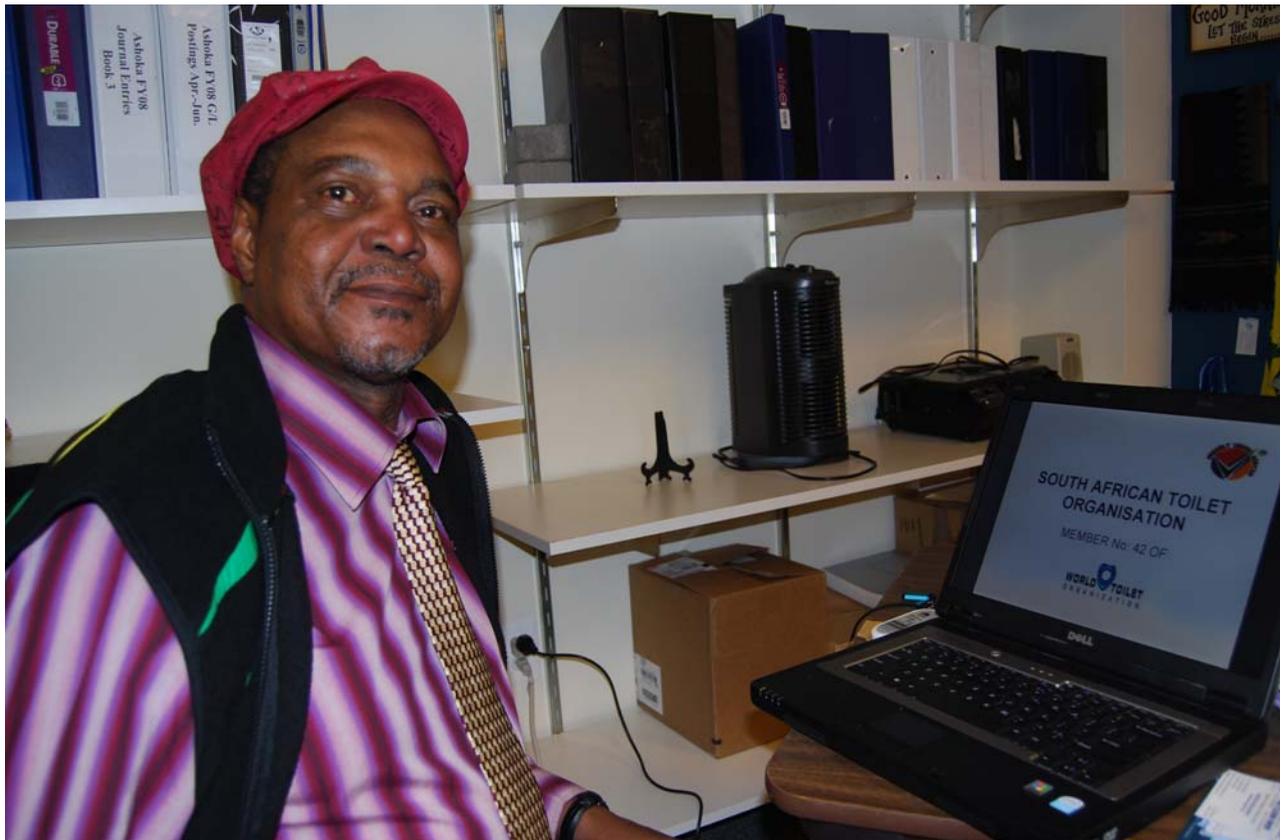
Project URL: <http://www.thecleanshop.co.za>

South Africa's largest mines, with all the perks of a well paying job such as company cars and a house. I resigned from this comfortable job to follow a new path, to clean toilets, and to give back to the education system that served me and my family so.

**We protest dirty toilets, we clean the toilets, and we keep the toilets clean.**

#### CLEAN TOILETS CHANGE LIVES

In effective sanitation, the process and the methods can be as vital as the facilities themselves. People may know the location and purpose of a sanitary facility, but not how to use it correctly, vastly undermining potential impact. Building pipes or constructing facilities without also building a system of maintenance or education leaves you with very little. I



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run The Clean Shop on the principle that clean facilities are the most powerful form of persuasion—the more visible the change, the more convincing are my strategies.

Personally, I seek to win hearts and minds of my fellow people through clean toilet facilities, and the rest would follow. More basically, I realized our most powerful impact would emerge from changing the way people used toilet facilities in their daily lives, and creating a culture of personal accountability for sanitary practices.

I approach the problem from the perspective of an educator rather than a cleaning contractor. I teach the skills to maintain facilities and use them correctly. I have sought to inspire a change in attitude, teaching people to refuse to use dirty toilets. In my thinking, cleaning facilities is what ensures continued use—“no one wants to use a dirty toilet, no matter how poor they are.”

### WHAT WE DO

- Develop the approaches in the use of the emerging private sector in contributing to the sustainable improvement of sanitation in the schools.
- Develop and implement training and awareness program for better use of sanitation facilities in schools linked to vigorous teaching of fundraising projects by the schools to be able to continue on

***AngloGold Ashanti Limited is the largest gold mining company in Africa. This is their testimonial about The Clean Shop.***

“We hereby confirm the following:

We would like to rate their performance under the following drivers:

1. Safety and Health: - They apply safety standards as per our requirements and their staff/cleaners are trained accordingly.
2. Cost: - Very efficient and competitive. Also assist in cost saving campaigns.
3. Production: - Standard of hygiene and cleanliness is excellent and backed by our Health Inspector's monthly audits. Kitchens, ablution blocks and change houses are kept spotless clean and toilets clean all the time 24 hours a day every day of the year.
4. Technology: - The Company uses latest technology available and always prepared to look at new innovations.
5. People Development: - Have a well motivated staff and develops own people for better positions within the company. Since The Clean Shop inception in June 2002, the company has never experienced any industrial action.”

their own once The Donor and Corporate funding has sown the seed and stopped funding.

- Stimulate the sense of ownership by the communities in their schools by initiating a serious campaign in public participation processes.

### HOW WE KEEP CHILDREN IN SCHOOL

The Clean Shop cleans and maintains school toilets by employing parents as toilet cleaners and monitors. The parents are properly trained, motivated, supervised and equipped to undertake the massive cleaning task. The result is that the cleaning and hygiene maintenance of school toilets becomes effective and sustainable. Toilet paper which was not usually available, which leads to rapid blocking of the water borne systems when other wiping materials such as socks, newspapers, stones, grass, are used, is issued to each child weekly.

Initially, building new toilet facilities was thought to be a solution of getting rid of dirty toilets, but we rapidly found that this was not enough as even new toilets quickly became dirty, blocked and unusable.

### FUTURE PLANS

In collaboration with University of Venda, I intend to start a parent teaching education system that will teach parents how to clean and maintain clean toilets in the schools based on the following plan:

The Clean Shop intends to partner with the University of Venda on a drive to formally educate unemployed women in the Venda region and provide them with permanent employment thereafter. Through the partnership the University of Venda will offer a short course on the dynamics of cleaning and hygiene and will provide an accredited certificate upon completion. The Clean Shop will deploy 3 graduates at each of the 100 schools, thus permanently employing 300 women. This approach will:

- Create clean, safe and useable school toilets for public schools in Venda
- Create school environments that are conducive to seamless teaching and learning
- Empower school children with life skills on the importance of maintaining clean toilets at home and at school
- Educate, train, and employ women from underdeveloped areas in Venda
- Facilitate skills transfer on the dynamics of sanitation and hygiene to women and school children
- Empower disadvantaged women with skills and knowledge to actively participate.

### CLIENTS

Currently The Clean Shop has industrial cleaning contracts for big clients that include:

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- AngloGold Ashanti Limited West Wits Operations Mine Hostels Cleaning
- University of Venda Students Residences Cleaning
- Harmony Gold Mines Toilets and Change Houses Cleaning
- National Union of Mineworkers (NUM) Offices country wide cleaning
- Royal Bafokeng Nation 10 Schools Cleaning in Rustenburg
- President Supermarket in Fochville cleaning
- Once off Deep Cleaning project for various companies like factories and petrol stations.

Two partnerships go back to June 1996: AngloGold Ashanti Limited and Harmony Gold Mines. All partnerships were created by our marketing strategy of highlighting to our clients that we have a value solution to their sanitation needs and negotiating working for them. Since 1996 we have never been dismissed from a contract due to non performance, the single termination resulted from a business closing.

### OUR IMPACT

Our impact can be summarized by the way teachers and educators in the schools we work with have started using the same toilets as the school kids, as they now appreciate that a clean toilet is for everybody, not only for teachers.

### BARRIERS WE FACE

The main barriers we face in creating an environment which could speed up our achievement of our impact is that the Government is failing to realize that the following problems have been positively identified in our schools and many parts of world:

- There is serious lack of sanitation infrastructure in all if not most of our schools
- This situation negatively impacts on learning capabilities of scholars when they have to leave school to find a toilet in the bush or in the neighborhood
- There is poor health and mental development of pupils, especially now with the outbreak of cholera and many other diseases
- Social and cultural issues are that school pupils are not supposed to clean their schools' toilets, thus there is a need for private sector involvement
- As the problem of sanitation in the schools is not being addressed, more and more black children are hating and abandoning schooling, contributing negatively to the economic development of the region.

### WE CARE ABOUT SAFETY

Other measures of the impact of our innovation revolve around the safety issues of using industrial cleaning chemicals and equipment. This can be rein-

forced by the following statements.

Safety is a constraint. Any new initiatives must be safe even when replacing practice that is even less safe such as filthy and unsightly ablution blocks. The argument of the lesser of the two evils cannot be applied to hazards associated with sanitation and use of cleaning chemicals.

The whole solution is dependent on the success of hygiene education and environmental awareness since no cleaning system can survive the constant abuse of toilets. Hygiene education is dependent on a working cleaning system, since pupils are unlikely to be responsive to hygiene, health and safety messages if the school toilets are filthy.

### SOUTH AFRICAN GOVERNMENT POLICY

There is no government policy intervention in South Africa. We keep on talking to the stakeholders in Government, but we are sure that sooner or later they will start hearing us, as did our current clients like the University of Venda, AngloGold Ashanti limited, Harmony Gold Mines, Royal Bafokeng Nation and their King, National Union of Mineworkers and President Supermarket in Fochville. These organizations made it their internal policy that clean hygienic toilets and living areas are always clean as they provide them with happier and healthier employees.

### BENEFICIARIES OF OUR WORK

Our beneficiaries are all the school children in schools we work with in South Africa and fortunate students at the University of Venda, as well as the adults who are working on Gold Mines and in all building facilities we maintain clean in the country. Also important beneficiaries are all the people and parents we who work with us who are permanent employees of The Clean Shop and their families. Not forgetting all the owners of buildings we render services in as they know for sure that their employees and themselves are guaranteed clean offices and toilets all the time they are away from home and they are at their workplaces.

### FINANCING FOR THE CLEAN SHOP

Our initiative is self financed. Although our operations are completely directed to solving social problems like lack of proper and adequate sanitation facilities, for the sake of sustainability and growth, we work for profit. Unlike most non-governmental agencies in the world, we never pursue funding organization for project funds. We just carry on with marketing our services to organizations and companies that appreciate clean and safe environment for all the people that use their facilities like sports stadiums, mine hostels, where public toilets are in demand to be kept clean all the time of the day. Therefore we charge a fee for our services and we

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do not work for charity and we do not utilize volunteer workforce, as we believe that everybody who has worked must be paid a fair salary.

It is worth saying it here that we will never turn down a funding offer from any source.

### CURRENT SOURCES AND STREAMS OF REVENUE

Our current annual budget is USD2,203,539 Our annual budget for 2006 and 2005 was USD937,846.

Our current sources of income are from the cleaning contracts we have with the following clients:

- AngloGold Ashanti Limited West Wits Operations Mine Hostels Cleaning
- University of Venda Students Residences Cleaning
- Harmony Gold Mines Toilets and Change Houses Cleaning
- National Union of Mineworkers (NUM) Offices country wide cleaning
- Royal Bafokeng Nation 10 Schools Cleaning in Rustenburg
- President Supermarket in Fochville cleaning
- *Once off Deep Cleaning* project for varies companies like factories and petrol stations.

### WHY THE CLEAN SHOP STAYS IN BUSINESS

The potential demand for our innovation is huge. Everybody, everywhere in the world, people go to the toilet more than once a day. Of all the people of the world and below heavens, nobody would like to use a dirty toilet. It is not high rocket science that we all love to use a clean toilet irrespective of our social standing, whether we are female or male, African, European, Asian, which religion we have, our sexual orientation, whether we are able or disabled, tall or short: we are all human and we all need the dignity of a clean toilet.

### FINANCIAL SUSTAINABILITY

The main barriers to financial sustainability are caused by organizations who solely rely on grants and handouts for their survival. The Governments of the world and funding organizations should also not only rely on non-governmental organizations to perform critical duties to uplift communities from poverty and despair, and only be willing to assist the non-governmental organizations.

Ashoka Social Entrepreneurs like me and my company The Clean Shop should also be assisted with funds as we are also contributing tremendously to uplifting our people through employment opportunities and clean safe toilet facilities.

### *By Fhauwni Trevor Mulaudzi*

Mr Mulaudzi is the founder and owner of The Clean Shop, [www.thecleanshop.co.za](http://www.thecleanshop.co.za), motto "Agents of

change in Southern Africa". Contact by e-mail: [trevor@thecleanshop.co.za](mailto:trevor@thecleanshop.co.za), and by telephone, 27-82-325-1051 or 27-82-973-1082.



### *From the Publisher of Medical Journal of Therapeutics Africa*

Mr Mulaudzi and 2 other Ashoka Fellows from Africa visited the United States in February, and I was privileged to meet them at the Ashoka Foundation Headquarters in Virginia, towards the end of the Metro Orange line.

The previous time I was in Washington was to celebrate the inauguration of President Obama on the streets (15th and Pennsylvania Avenue), in a Kenyan Embassy Party (Thomas Circle) and at a Kenyan Inauguration Ball (Silver Spring), so African successes and achievements were very much on my mind.

The 3 Ashoka fellows I met are all involved in sanitation: architect Mr David Kuria builds toilets in Kenya's Kibera, arguably the biggest slum in Africa, engineer Dr Joseph Adelegan recycles waste from slaughter houses in Ibadan, Nigeria.

The biggest shock was listening to Mr Mulaudzi. He is a big cheerful, happy, passionate man who loves everyone and everything, and especially his wife of 30 years whom he met at the University of Witwatersrand when she studied medicine and he geology. He talked about her love and support and brilliance several times during our interview.

And he loves, loves children, and the knowledge that he is keeping children in school by cleaning toilets. Of course, what he is doing is restoring dignity, telling children they are worthy of human dignity and that education is worthy of them.

He happily showed me pictures of really disgusting toilets, I could almost smell them, but I kept looking. After a few minutes he looked at me and said he was amazed I was carefully studying everything, most people turn away. I had not realized that turning away was an option; because he did not turn away and MJoTA exists to bear witness to visionaries whose vision is to help the most helpless in a most unphotogenic way.

MJoTA applauds the Ashoka Foundation for sponsoring Mr Mulaudzi and applauds the Mulaudzi family for choosing a filthy job so that children can have brighter futures.