

**Organization: Diversey, Singapore**

**Project Title: Soap For Hope**

**Project objectives:** Millions of children and their families around the world live and work in slums, in dire poverty, with very little access to soap. How can Diversey help?

Diversey has launched a soap recycling program using discarded soap from hotels which is made into reconstituted bars of soap. These are then distributed to households in poor communities that do not have access to basic sanitation and healthcare. Access to soap is the easiest and most cost-effective way to provide basic sanitation to these communities.

Recycling used hotel soap is not a new idea; however, the costs are usually high due to collection, shipment, a centralized reprocessing plant and redistribution. Through an innovative but simple cold-press method that is easy to operate, Soap For Hope decentralizes and brings the initiative to communities that are located near partner hotels.

**Soap For Hope Impact:**

Impact 1 : Free access to soap for those who need it, thereby reducing the chances of serious illnesses for the community, especially young children.

Impact 2 : Create livelihood opportunities by enabling families to earn a small living by making soap.

Impact 3 : Hotels have a meaningful way to recycle soap and hotel staff can be involved in the project, making a positive difference to the hotel and in the community.

Diversey is operating around the world, but needs help with expanding to new destinations, in particular the UK, Brazil and EU countries.

**Expected Outcomes:**

- 1. Local legislation analyses** - deep analyses of used soap recycling legislations in the EU, UK and Brazil, outlining the possibilities for Diversey to operate in these countries, i.e. is it legal to recycle/reprocess used hotel soaps in these countries?
- 2. Market analyses** - are there any similar programs running in the EU, UK and Brazil? If yes, where are these located? Are they run as NGOs or as for-profit entities?
- 2. Recommendations to Diversey** on entering the countries in question, specifically in the area of legal compliance.

Powered by



In collaboration with:



## Deliverables:

- Legislation systems overview report covering such topics as: What are the existing frameworks and restrictions? What are the opportunities to establish local operations for NGOs? Will Diversey's model be eligible to operate?
- Recommendations on entering each of the countries: potential partners (hotel chains, NGOs, volunteer groups or youth organizations), media support suggestions, rules of engagement with the key stakeholders.

## Is this project reoccurring?

- Yes, but with different geographic targets

## Would you like for this project to be delivered by more than one team?

- Yes - two please

## Which sector is this project focused on?

- Hospitality
- Travel & Tourism
- NGOs with the SDG goals of SDGs #1, #3, #6, #8 and #17

## Which skills might be required for the successful delivery of your project?

- Business Analyses
- Law & Policy: Legal Research and Analyses
- Research

## Can the project outcomes be shared with the public?

- Yes (with written permission from Diversey)

## SDGs related to this project:

- SDGs #1, #3, #6, #8 and #17

## Resources available to the team:

- [stefan.phang@diversey.com](mailto:stefan.phang@diversey.com)
- <https://diversey.com/en/sustainability/soap-for-hope>
- [Soap For Hope videos in youtube](#) (click link to watch)