



## Inspiring Social Entrepreneur for the Open Source House Company, Ghana

<b>Organisation</b>	Enviu	<b>Type:</b>	Business Developer
<b>Project:</b>	OShouse Project	<b>Level:</b>	bachelor/ master
<b>Project location:</b>	Cape Coast, Ghana	<b>Starting:</b>	June 2010
<b>Run by:</b>	Enviu		

The lower middle class in developing countries is rapidly growing and so is their demand for housing. More than 1 billion people are forced to live in slums and this percentage is growing rapidly. Many of these people have a decent job like nurses, teachers and civil servants and therefore a regular income. Rapid urbanization, wastage of resources, expensive building materials, inefficient construction methods and unshared ideas are all part of the underlying problem. Open Source House aims to make housing accessible for this group of people, for less than 25.000 GhC (12.500 Euro).

### **Enviu:**

Enviu ([www.enviu.org](http://www.enviu.org)) is a non-profit foundation based in the Netherlands. The mission of Enviu is to inspire and involve young entrepreneurial people to co-operate on profitable solutions for environmental and social issues. In short: to inspire, involve and make it happen! Enviu scouts and generates WOW! ideas and makes them happen. We do this through setting up innovative sustainable businesses and organizations.

Enviu has an international network of young entrepreneurs, young professionals and students who share their knowledge and experience in several of our projects. For more information see our site: [www.enviu.org](http://www.enviu.org).

The core values of Enviu are:

- Inspiration and 'joy' in our work and activities as a core aspect
- Being the best in what we do
- Staying true to ourselves and recognizing our strengths
- The power of young people to contribute to change
- An entrepreneurial spirit/approach as a trigger towards sustainable development
- Innovation and pioneering
- The necessity of co-operation between business, civil society and government
- Win-win being a strong basis for solutions
- People's passion as the driver for change

### **Open Source House**

The newest project of Enviu is the Open Source House, which aims to start a social venture to provide affordable housing through sustainable design. After a successful design competition the winning design will be build in Ghana as a pilot. The results of this pilot are the basis to start the social venture. The ambition of OS-House is to have more than 500,000 people living in sustainable houses before 2020.

Open Source House is a revolutionary new idea where sustainable, modular housing is introduced in low-income countries. This will promote the affordability of houses. Moreover designers follow a number of principles, which stimulates sustainability. For example they have to make use of local materials, smart climate use, whole life cycle design and sustainable energy supplies.

The pilot will be built in Ghana from July till November 2010. In this same period the research and development of the business case will be executed. In 2011 the business model is supposed to be introduced to the market.

The venture will be a social company that strives for social and environmental impact maximization. The company will work with a profitable business model, but profit will be partly used to make housing more accessible on a wider scale to the lower-middle class.

Enviu is currently looking for an entrepreneur to pickup the challenge of evolving a business in the field of sustainable housing for the lower middle-income group in Ghana.



**Profile**

Enviu is looking for an individual, organisation or company with the following characteristics:

- Entrepreneurial
- Strong social and environmental values in line with Enviu's core values
- Understanding about the housing market and competitors' products
- Ability to reach local Ghana network (constructors, housing financiers, project developers, local government, local chiefs, producers, distributors, investors etc.)
- Good organizational and time-management skills
- Strong social drive to achieve impact among the lower-middle income group

Enviu has identified the following key tasks for 2010/2011:

- Developing the business case and the business plan for the Open Source House Company
- Starting-up business and responsible for daily operations
- Scouting and selecting of key social, business, investment and technology partners
- Increasing and building the Ghana network
- Introducing the Open Source Houses to the Ghanaian market (2011 and beyond)

Enviu is open to discuss possible shareholdership in the Open Source House Company for the entrepreneur.

**This is what we aim for:**

- **Building 100.000 houses before 2020!**
- **Achieving an enormous increase of sustainable and affordable houses!**
- **Improving the quality of life of thousands of people across Ghana!**

If you want to be part of our dream and if you are the leading entrepreneur to make it happen, please contact our Business Developer Walter aan de Wiel ([walter@enviu.org](mailto:walter@enviu.org)).

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