

EARTH COMPANY

IMPACT HERO 2023

OYUNGEREL TSEDEV DAMBA

Final Report



IMPACT HERO 2023

OYUNGEREL TSEDEV DAMBA

Founder of Local Solutions

A pioneer launching a Toilet Revolution in Mongolia, where 60% of the population still lacks access to clean toilets.

Oyungerel “Oyuna” Tseveddamba grew up in northern Mongolia under the former socialist regime and later dedicated her career to advancing democracy, civic participation, and sustainable development in Mongolia through both political leadership and civil society work.

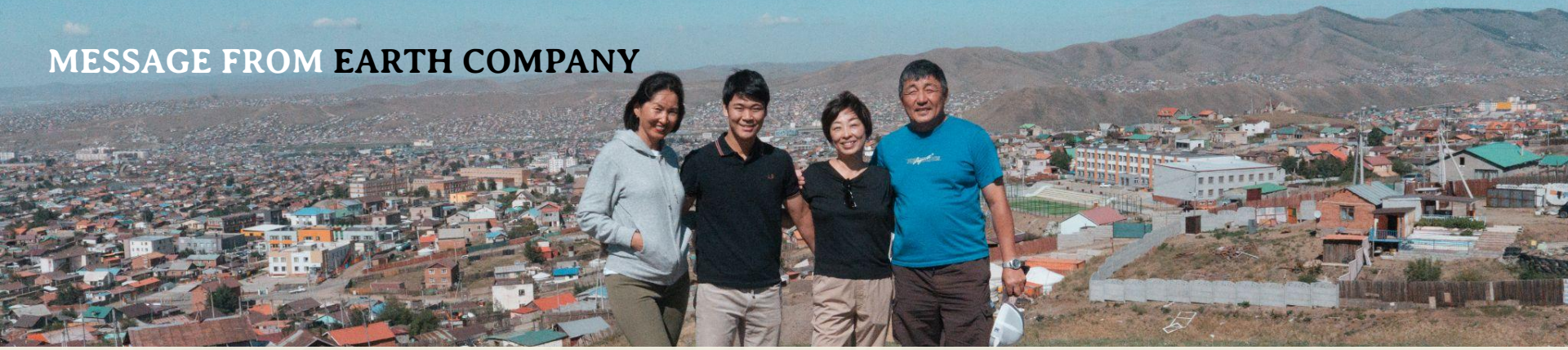
Today, Mongolia continues to face serious sanitation challenges, with access to improved sanitation facilities at just 58% nationally.* In rural areas and urban ger districts without proper water infrastructure, unsafe pit latrines remain common, causing health risks and accidents.

To address these issues, Oyuna launched the “Let’s Change Our Toilets” campaign in 2017. The initiative promotes safe, environmentally friendly toilets while providing sanitation education, community training, and partnerships to improve hygiene and living conditions across Mongolia.

*Source: [UNICEF](#)



MESSAGE FROM EARTH COMPANY



When we first learned about Oyuna, we asked ourselves, “Does someone like her really need support?” Having served as a government minister and being widely recognized in Mongolian society, she seemed like someone who had already built her own path through strength and determination. However, when we met her at the Heroes Camp in Bali, our impression changed completely. Despite her remarkable achievements, Oyuna was humble and eager to learn. Through our conversations, we realized that even someone with her leadership and vision still needed support as she took on the challenge of leading a new social business venture. We also felt that Earth Company’s support could help turn her vision into reality, which became the reason we chose her as an Impact Hero.

The journey that followed was not easy. In the second year of support, our assistance was paused for a year while Oyuna ran in an election. As a result, the third year became a time to restart and address Local Solutions’ financial sustainability challenges.

In the end, we were truly grateful to open the long-awaited Toilet Education Center before the onset of winter. We believe this achievement was made possible by the strong commitment of Oyuna and her business partner, Daagii, who were determined to share both the realities and the potential of Mongolia with our supporters.

Mongolia’s first Toilet Education Center now serves as a place where people can learn and experience the importance of sanitation and environmental awareness firsthand. Above all, it marks an important first step toward changing perceptions of toilets in Mongolia and improving people’s daily lives. We are truly grateful to have played a part, together with Oyuna and her team, in bringing this “Toilet Revolution in Mongolia” to life and supporting positive change in local communities.

IMPACT HERO 2023 - OUR 3 YEARS JOURNEY TOGETHER



Selected as the Impact Hero 2023

Chosen as one of nine changemakers in the 2023 cohort!

Grant Support

Provided a US\$30,000 grant for education materials and awareness-raising activities related to toilet.

Crowdfunding Campaign

Raised US\$61,706 from 215 supporters to build Mongolia's first Toilet Education Center—turning a long-held dream into reality.

Japan Tour

Visited supporters, spoke at events hosted by Earth Company, and received media coverage in Japan.

2023.6

2023.7

2024.1-10

Support Paused

2024.12

2025.2

2025.6

2025.7

2025.10

2025.11

Kickoff Meeting

Created a plan to support dry toilet sales and educational activities.

Strategic Planning Session in Bali

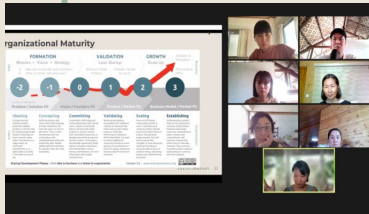
Developed a plan to install 6,000 dry toilets across Mongolia by 2030.

Mongolia Field Visit

Visited the country to better understand local sanitation and environmental challenges.

Opening of the Toilet Education Center!

The center has welcomed 1,000+ visitors even before opening!



EARTH COMPANY'S SUPPORT OVER THREE YEARS

Key Impact

Total funds raised over 3 years:

US\$ **98,654**

The dry toilets installed over 3 years:

261 pcs

First-year visitors to the Toilet Education Center:

1,000+ people

Support Contents

💰 Fundraising



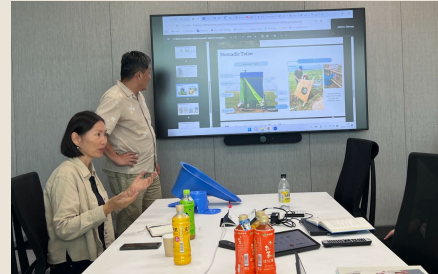
Supported the construction of the Toilet Education Center through crowdfunding, and provided grants for sanitation education books and outreach activities.

👛 Business Consulting



Supported toilet sales planning and financial simulations, and helped develop a mid- to long-term plan for the Toilet Revolution.

🤝 Partnership Development



Facilitated partnerships with Japanese housing equipment manufacturers and aluminum companies to develop portable toilets for rural areas.

🌐 Marketing Support



Helped raise awareness in Japan through newspaper and radio coverage, promoting the project across multiple media platforms.



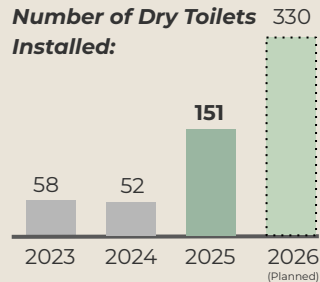
Crowdfunding Campaign
Transforming Sanitation in Mongolia
with a Toilet Education Center

US\$61,706 raised from 215 supporters

Successfully built the “Toilet Education Center,” a hub dedicated to improving sanitation in Mongolia

Opened in November 2025 in a ger district outside Ulaanbaatar, the center serves as both a sanitation & environmental education hub and a dry toilet sales center, aiming to help install 6,000 safe toilets across Mongolia by 2030.

First-year visitors	1,000+
Toilet inquiries received	4,167
Total dry toilets installed	1,000



Grant Support
Education, Publishing, and Training Projects
to Expand Toilet Improvements

Support from our monthly donors, Earth Lovers

3 sanitation guide books were produced, printed, and distributed!

The grant supported the production of 3,000 copies of the Green Yard handbook, which introduces ways to use waste from dry toilets to improve soil for home gardening. Two additional guidebooks were also created, and training sessions were delivered to 550 participants.

Achievements

- **3,000** educational materials (toilet improvement, soil improvement, and bio-waste management) produced for the general public
- **500** handbooks for toilet sales businesses
- **100** manuals for nomadic communities
- Training delivered to **500** nomads and **50** toilet sales businesses

In 2024, Oyuna's election campaign limited the organization's ability to receive donations. During this challenging period, **the grant covered about 75% of annual operating costs** and helped sustain their activities.



Supporter Engagement in Japan

During her visit to Japan, Oyuna met with companies and foundations, shared her work through media and events, and personally thanked supporters who have supported her journey.

People met

60+

Meetings and
supporter visits

10

Media appearance

2

[🔗 Impact Hero 2023 Oyuna, Japan Visit Report](#)

[🔗 Re:Earth 2025 – A Day to Nurture the Seeds of Regeneration \(in Japanese\)](#)

Partnerships with Japanese Companies for Nomadic Toilet Development

In Tokyo, Oyuna visited companies exploring collaboration opportunities in toilet product development. Her team is currently testing prototypes for Mongolia's winter conditions, with discussions ongoing toward a planned launch in summer 2026.

Companies visited:

- LIXIL Corporation
- UACJ Karoyaka Foundation (founded by aluminum manufacturer UACJ)

IMPACT CREATED IN 3 YEARS, AND BEYOND

Vision

A Mongolia where everyone has access to safe, hygienic, and environmentally friendly toilets.

Impact

Changing Community Behavior

More local residents than expected have begun taking action to address sanitation issues through visits to the center, inquiries, and toilet purchases.

Outcome

Opening of the Toilet Education Center

- Visitors: **1,000+**
- Inquiries received: **4,167**

Expanding Dry Toilet Adoption

Government officials have visited the facility, and more toilet sales businesses are entering the field, helping build cross-sector support for dry toilets.

EC's support

Funding support for the construction of the Toilet Education Center

Progress Toward Financial Sustainability

Profits from toilet sales are expected to cover **30%** of operational costs by 2026, and **70%** within three years.

Issues

- 2 out of 3 people still lack access to safe and hygienic toilets
- Soil-related infections remain a major risk for children under five
- Sanitation remains a taboo and difficult topic to discuss openly

Development of mid- and long-term strategies for toilet adoption

Support for educational materials and awareness activities

Partnership development for improving toilets designed for nomadic communities

MESSAGE FROM OYUNA



Earth Company's support over the past three years has truly been a lifeline for us. At a time when continuing our activities felt uncertain, the support of people in Japan gave us the strength to move forward again.

Establishing the Toilet Education Center in a ger district of Ulaanbaatar, where water and sewage infrastructure remain limited, was a major milestone. In just a few months since opening, the center has welcomed more than 1,000 visitors and received over 4,000 inquiries. More importantly, it has become a place where residents can learn about and experience practical sanitation solutions firsthand.

Looking ahead, we plan to expand the center beyond toilets by introducing environmentally friendly heating systems, solar panels, and other sustainable technologies to promote eco-friendly lifestyles in Ulaanbaatar. The center is already attracting not only residents but also policymakers, becoming a space for dialogue and problem-solving.

None of this would have been possible without Earth Company's flexible and trusting support. We are deeply grateful for the opportunity to turn our vision into reality.

Building on the foundation created over these three years, we will continue working toward a better future for Mongolia.

Future Challenges

“Replacing Mongolia’s remaining 600,000 pit latrines with safe and hygienic toilets.”

In a country where toilets have long been considered a taboo subject, Oyuna is leading this bold challenge.

Over the past eight years, her campaign has reached more than 10 million people through social media and helped improve sanitation for 1,000 households. In 2025, her efforts also led to a partnership with a major Mongolian bank to launch a low-interest loan program for dry toilet purchases, making safe sanitation more accessible.

The next goal is to replace 6,000 of the 145,000 remaining pit latrines in Ulaanbaatar. While this is only around 4% of the total, visible change can help shift public awareness and make dry toilets a more common and accepted choice.

As this movement grows, more private companies are expected to join, helping make safe and clean toilets the norm in Mongolia. To achieve this, it is essential not only to expand access to products, but also to work closely with government and local authorities to drive both policy change and public awareness.


Mongolia’s Toilet Revolution is steadily moving forward, but continued support will be essential to create lasting change.

We warmly invite you to continue supporting Oyuna and Local Solutions as they work toward a healthier and more sustainable future for Mongolia.

How to Support Oyuna

1. Follow Oyuna in Social Media

 <https://www.facebook.com/oyungerel.tsedevdamba>

 [oyungerel_tsedevdamba](https://www.instagram.com/oyungerel_tsedevdamba)

2. Donate to Local Solutions

To make a one-time donation to support Oyuna’s work, please use the QR code or the link below:

<https://hesperian.org/local-solutions-in-mongolia/>



3. Contact Oyuna

For partnership opportunities or media inquiries, please visit the Local Solutions website:

<https://www.jorlon.net/>

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Earth Company
April 2026

EARTH COMPANY

We do not inherit the earth from our ancestors.
We borrow it from our children.

