

**Collaborative thinking within the  
International Transport & Logistics  
Industry**

neat  
INITIATIVE

## Background

Following the Transaid Zambia trip, in October 2019, there was a passion across the group of members who attended, to deliver initiatives that improve awareness of the charity whilst increasing the charity's annual revenue.

Furthermore Ligentia, like many organisations, has been keen to respond proactively to topics that bring the industry together, and act as an enabler to improve output. As a Transaid corporate member this has been the perfect time to develop a new project.

'Neat Initiative' has been launched with the objective to introduce projects that primarily drive awareness of Transaid, whilst actively creating additional revenue streams, alongside identifying new ways of approaching wider eco-friendly topics.

## Bike ambulances

Transaid continues to deliver many projects across Africa linked directly to logistics, particularly in relation to health. The bike ambulances, which are a very simple innovation, deliver significant benefits to every community that is fortunate to have already received one.

Transaid works with communities across Africa to identify methods of emergency transport that are sustainable, accessible and suitable for the terrain. In some places this has meant using canoes or an ox and cart, but in Zambia where there is already a strong bicycle culture, the introduction of the bicycle ambulance has been instrumental in communities being able to access health care when they need it most. To put this into context, the people that were visited in Zambia would be expected to walk or be carried up to 50km's to access a health centre – more in some regions. When people are incredibly poorly this means of travelling is just not viable.

To encourage usage and long-term success of the bikes there are dedicated volunteers responsible for maintaining them and providing access, which ensures they are used correctly and are always available when required.



## Neat water bottle

Ligentia recently launched a stainless steel water bottle (500ml, keeping fluid cold 24hrs and hot 12hrs) as a giveaway, which has been a huge success. Given that the current market trends highlight there is a high demand for quality water bottles, this presented the simplest and most effective initial neat project.

Neat branded water bottles (no other branding included) have been designed to sell until Dec 2020, with all profits donated to Transaid. The commercial structure is non-profit, therefore every 100 bottles sold at £12 equates to 1 bike ambulance.

This approach has been agreed with the Transaid team alongside the tag branding as per the below which is included with the bottle; however this can be customised at an additional cost of 10p per tag. The current plain box can also be utilised with either labels or a sleeve to be produced by the purchasing company.



Every bike that is provided through the neat initiative Project 1, will have neat branding included on the frame.

## How can you get involved?

1. Buy a bottle

Whether for personal use or to showcase in your office with an order form you can order a bottle via [Kelly.hobson@neatinitiative.com](mailto:Kelly.hobson@neatinitiative.com) or by early Dec 2019 we will have the bottles listed on the RHA online shop - <http://www.rhaonline.co.uk/shop.php> - to purchase. These can be delivered internationally with the cost of posting as an additional cost.

2. Buy in bulk

The bottles are perfect for customer giveaways to promote your CSR policy or as staff gifts/ induction items. To buy in bulk please contact [Kelly.hobson@neatinitiative.com](mailto:Kelly.hobson@neatinitiative.com)

2020 bulk orders will be supported by our supplier with the ability to buy direct at £12 with a rebate being paid to Transaid. These will have a lead time of 10 working days subject to the UK supplier holding stock.

3. Promote the bottle through your network

If you have access to a large network, communication to build awareness would be hugely appreciated. To discuss how best to promote the product please get in touch to discuss method, route to market and support required.

4. Become part of the wider neat initiative group

If you believe that neat has a long term place within the international transport and logistics space why not help shape our voice by becoming a member of neat initiative. 2020 focus will prioritise project 1 but with enough organisations volunteering, we could begin to shape 2021 planning and beyond. Several heads are far better than one!

By doing any of the above you will be recognised as a neat initiative supporter and have the option of being listed on the main social media accounts, as well as accessing banners to use on your own pages like the below.



we're supporting  
**neat**  
INITIATIVE

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**For further information please contact:**

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