

Southern Trident - background and brief company description

The partners

The backers of Southern Trident consist of a group of partners based in Denmark, South Africa and Ghana respectively.

Each of these partners is a businessman, with long established privately owned businesses that they currently own and manage. The partners' involvement in Southern Trident is as **Social Entrepreneurs**. A Social Entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change. Social entrepreneurs assess their success in terms of the impact they have on society and not on profits made. The partners are:-

From Denmark: Jesper Jarlbæk, Peter Blom and Karl Kobberø.

From South Africa: Faaik Allie, Nasief Allie, Jens P. Rasmussen

From Ghana: Moses K. Baiden,jr.

Each of these partners have for the past 2 years been devoting their time and energy to realize the vision of Southern Trident. All the partners share the vision of the Company and want to help bring safe drinking water to poor people. No partner has withdrawn any salary to date.

The business approach

Southern Trident is *not* a non-profit organization. It is organized as limited corporations in South Africa and Ghana respectively. The partners understand that achieving the Vision will take many years and they believe that operating as a company will help to better achieve the vision in the long term.

By working as partners with NGO's and Government authorities in the relevant countries on a commercial basis, the partners believe that Southern Trident will be able to achieve much greater leverage and thereby help far more people. We think the commercial element helps to the project to stay focussed and helps the project to deliver the Vision.

The Vision and Mission

Southern Tridents has the following vision:

"To help eradicate extreme poverty by making safe drinking water available to all people"

Southern Tridents has the following mission:

- ***"Our mission is threefold. We want to***
 - ***Create awareness about the necessity and positive effects of safe drinking water, leading to reduced mortality rates, better health, improved quality of life and higher productivity.***

- ***Empower the poor by introducing innovative water purification technologies that are affordable to users even on commercial terms.***
- ***Co-operate with a range of partners to make safe water available to the world's poorest and victims of emergencies"***

Values

The partners of Southern Trident believe that the needed international co-operation between first and third world countries can only succeed if their common project is based on shared values.

Accordingly, the partners have decided to register Southern Trident as a member of the **UN Global Compact**. The Compact contains the guiding values upon which all aspects of Southern Trident is operated. A description of the 10 basic principles of the Global Compact can be found on our website.

The companies

Currently there are three entities in the Southern Trident group – two in South Africa and one in Ghana. The South African entities were established in 2005; the Ghanaian entity was established in 2006.

Southern Trident is headquartered in Port Elizabeth, South Africa.

Sponsors

Because of Southern Tridents commitment to work as closely as possible to the end user, **DANIDA**, the Danish State foreign aid agency has approved a grant to help set up a production facility in Uitenhage, South Africa. This facility is now fully operational and is helping to create jobs for historically disadvantaged black women in an area of great unemployment in South Africa.

Aquasafe Background

The company is based on an invention patented by a Danish company, Osprey Systems ApS. The invention relates to a solar energy powered unit that has the ability to disinfect water, so that it becomes safe to drink. The unit is known as **Aquasafe**.

Southern Trident has entered a license agreement with Osprey Systems to promote the wide-scale use of the Aquasafe unit in underdeveloped regions of the world where the population lacks access to safe drinking water.

Contact details:

More information can be obtained from our website: www.southerntrident.com.

The partners behind Southern Trident can be contacted by email, as described on our website.