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## HUMANITARIAN PRODUCTS GROUP

Strategic Industrial Design for Humanitarian Purposes

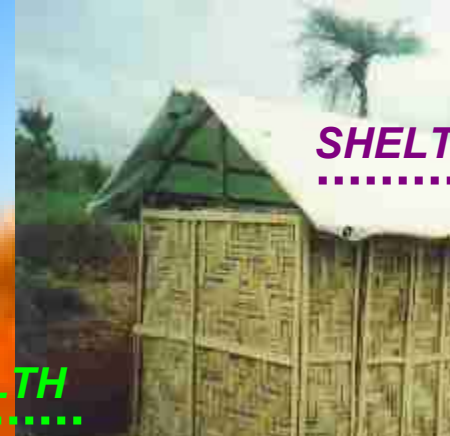
*SUSTAINABLE PRODUCT DEVELOPMENT  
TO RELIEVE SUFFERING AND CREATE  
OPPORTUNITIES FOR THOSE IN NEED*

**HEIGEN**  
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**HEALTH**  
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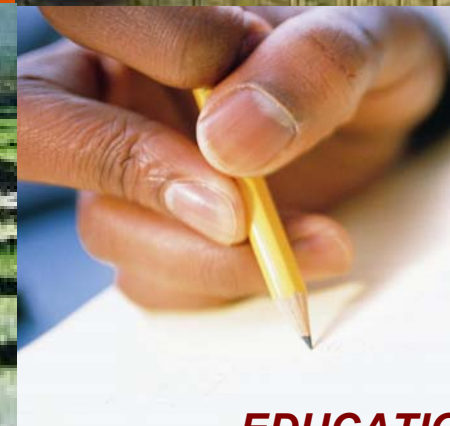
**SHELTER**  
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**AGRICULTURE**  
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**EDUCATION**  
.....





### Statement of the mission

- 1. To develop and deliver innovative products that prevent suffering, improve quality of life and create opportunities for those in need around the world.*
- 2. To do this within a solution context that empowers communities and individuals to help themselves*
- 3. To use 'Appropriate Aesthetics' and Industrial Design strategies to alleviate human suffering.*
- 4. To incorporate sustainability, social, and economic considerations into the product design and development process thereby enabling humanitarian organizations throughout the world to deliver superior product solutions to their beneficiaries.*
- 5. To foster a creative, collaborative, international work environment that builds upon teamwork and a mosaic of individual talents.*

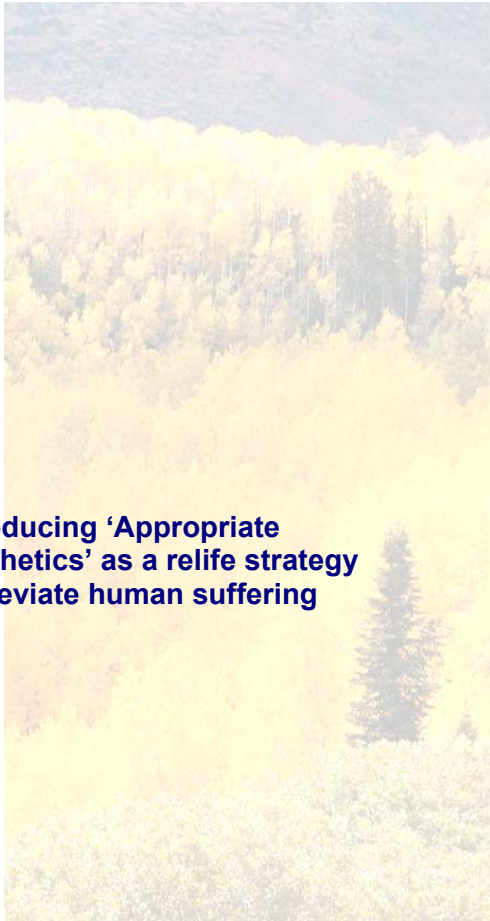
## Humanitarian Products Group Overview

The Humanitarian Products Group is a registered Canadian not-for-profit organization dedicated to alleviation of human suffering by using **Appropriate Aesthetics and Industrial Design Strategies**. HPG designs and delivers superior product solutions for humanitarian purposes. We enable humanitarian organizations to address the growing need for economic, sustainable and socially responsible products. Our aim is to prevent suffering, improve quality of life and create opportunities for those in need around the world. Our solutions are designed to empower individuals and communities towards self-help and restoring basic human dignity.

We work with humanitarian organizations, not-for-profits, charities and NGOs. We offer a comprehensive product development program, designed to deliver custom product solutions that are tailored to the specific needs of their end-users. Products that respect the existing technological, social and environmental balances of the users.

We have assembled a unique team of capable creative people and advisors comprised of product development experts, industrial designers, engineers, production and procurement experts and training specialists. We have extensive experience in quick turnaround, turnkey product development from concept through to production and distribution. This unique combination enables us to quickly and efficiently develop products that meet the needs of humanitarian organizations.

The **Humanitarian Products Group** is a not-for-profit organization, which means that no corners will be cut in the name of profit. We strive to deliver the highest quality products at the lowest cost to end-users, those in need.



**Introducing 'Appropriate Aesthetics' as a relife strategy to alleviate human suffering**

# Why?

## Why are we doing this?

We are motivated by a genuine and urgent wish to prevent suffering wherever it may be and to use our professional skill-set and know-how towards this end.

Millions of people on the planet suffer on a daily basis because of circumstances that they cannot control. For the most part the industrialized world does not consider them to be a viable market and therefore typically does not develop products that are tailored to their specific needs. Unfortunately this makes life difficult for humanitarian organizations as they are forced to procure products that don't necessarily address all of their requirements. This state of affairs also represents inefficient use of precious humanitarian resources.

The **Humanitarian Products Group** is pioneering a dramatic change in this state of affairs. We offer a turnkey product development solution, as smooth and seamless as purchasing off the shelf products. By utilizing our services, organizations can procure much more useful and cost effective products for their end users.

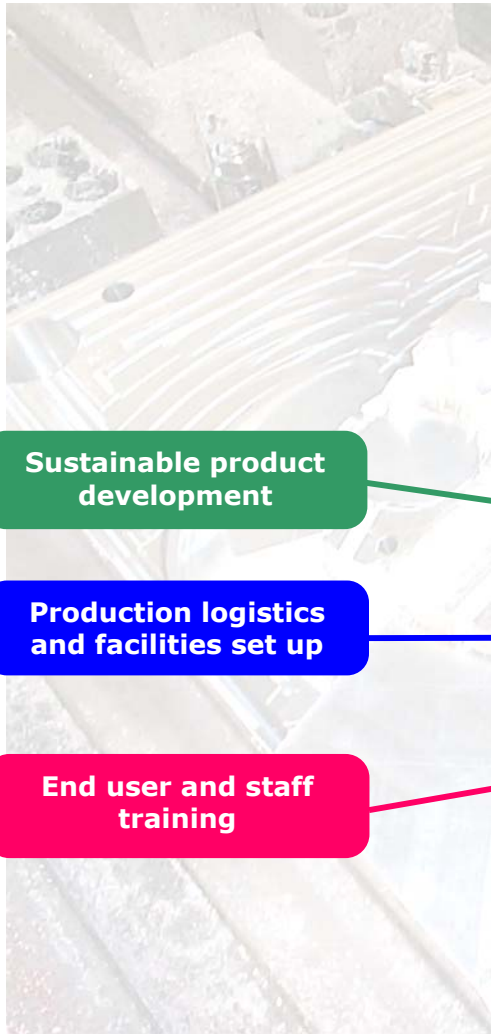
We believe that even in the most extreme circumstances people should not be deprived of aesthetics and have a right to live within an ecology that is aesthetically appropriate. We believe that the aesthetic factor should be used as a relief strategy and a tool to alleviate suffering.

All of us at the HPG are well accomplished and seasoned, each within their own field of expertise, having worked for many years in developing products for the consumer market. We now find ourselves with an incredible capacity to use this knowledge and experience to do good where it really is needed.

# Services

## Services

We provide full service product design and development programs, from concept to distribution. This includes: problem identification and analysis, conceptual development and industrial design, engineering, sustainable processes and materials selection, environmental considerations, prototypes and production tooling, vendor sourcing, sustainable production and procurement logistics, distribution, production and assembly line facilities setup, management and staff training and end-user training.



**Sustainable product development**

**Production logistics and facilities set up**

**End user and staff training**

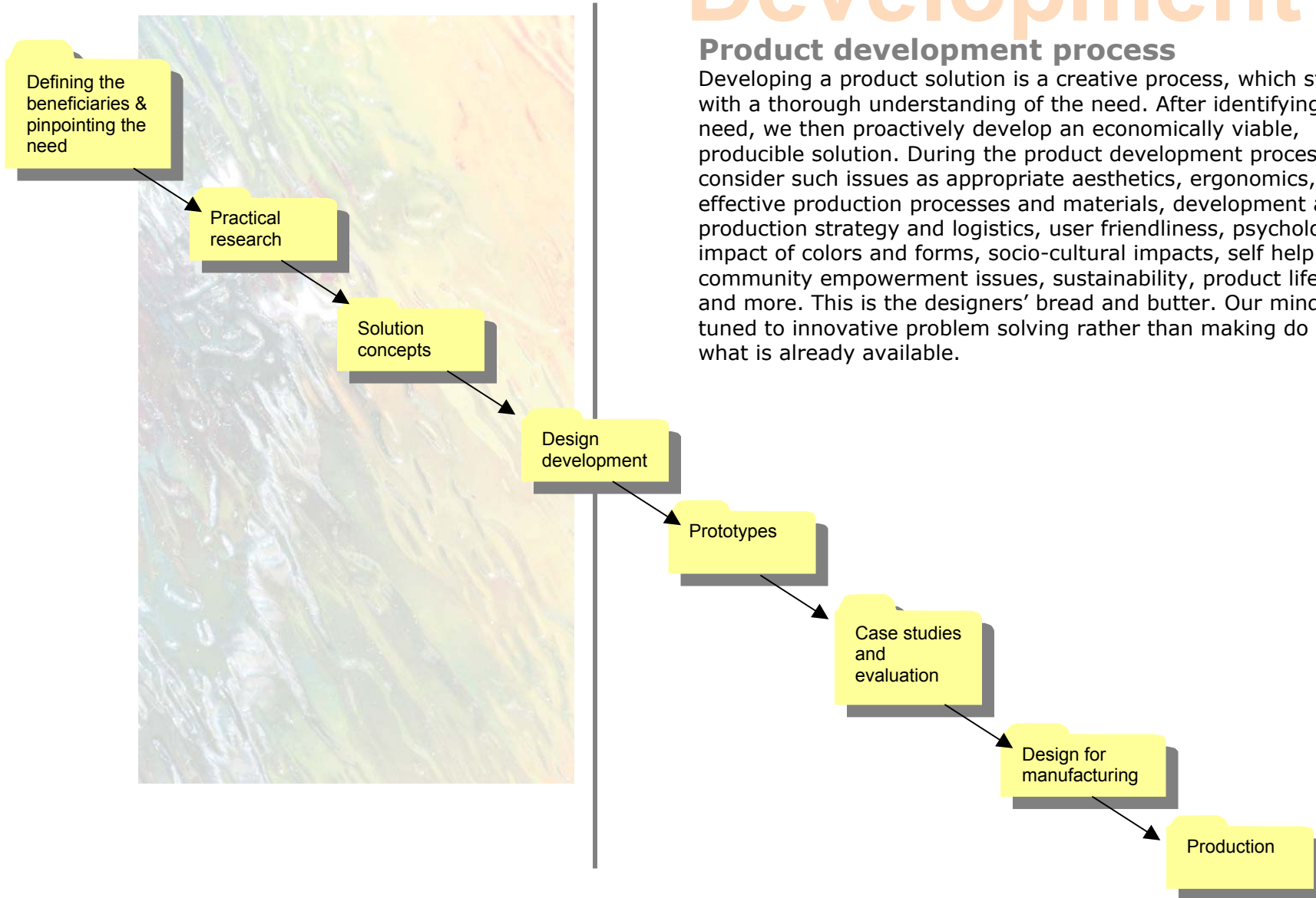


**Beneficiaries get the product they need and learn how to use it**

# Development

## Product development process

Developing a product solution is a creative process, which starts with a thorough understanding of the need. After identifying the need, we then proactively develop an economically viable, producible solution. During the product development process, we consider such issues as appropriate aesthetics, ergonomics, cost effective production processes and materials, development and production strategy and logistics, user friendliness, psychological impact of colors and forms, socio-cultural impacts, self help and community empowerment issues, sustainability, product life cycle and more. This is the designers' bread and butter. Our mindset is tuned to innovative problem solving rather than making do with what is already available.



## Expert advisors

**Dan Ohlson** *M.Sc., P. Eng.*  
*Environmental assessment and  
international development advisor*

**Moshe Finkel** *Agricultural engineer*  
*Water resource development and  
international aid advisor*

**Eitan Rosenberg**  
*Agronomist and human ecology advisor*

**Gregory D. Smith** *D.Sc. T.*  
*Composite materials and wood engineering advisor*

**Aviad Goz**  
*Organizational management consultant  
and training programs advisor*

**Paul Peterson**  
*Plastic materials and processes advisor*

**Moshe Ben Shlomo** *M.Sc. Physics*  
*Project development management and business  
development advisor*

**Mark Langer** *M.Sc. Mechanical design*  
*Mechanical engineering advisor*

# People

## The team

**Lahav Gil, CEO and design manager,** is a senior industrial designer and product development expert with over 14 years of experience in all aspects of the product development process. He is the founder of Kangaroo Design, a company that offers comprehensive product development services to leading international companies within the high-tech industry, such as CREO Inc. and FSONA COMMUNICATIONS. As the initiator of this program Lahav brings with him the know-how, vision, motivation and integrity that are needed to see it through.

**Ron Patterson, VP Business development,** is a senior partner at MM Venture Partners, a leading Canadian venture capital fund, financed out of Silicon Valley in California. He has been actively engaged in financing and building technology companies for over 10 years.

**Tom Nowell, VP Finance,** has over 25 years of financial and managerial experience with Occidental Petroleum Corp. where was Vice President of Finance – Worldwide Oil And Gas Operations. His experience includes planning, business development, administration, division treasury and procurement as well as accounting for the United States and International Operations. He is a CPA, has a MBA and is a board member and officer of several non-profit organizations.

**Markus Fengler VP mechanical Engineering** is a senior mechanical engineer with over 15 years of hands on experience designing mechanical systems and leading product development teams.

For detailed information about our product development programs, please contact Lahav Gil directly at 1 647 2975380.

**Dr. Clifford Vermette** has been practicing as an intellectual property lawyer for more than 25 years with extensive experience in the technology sector. With his engineering background and product development experience he has assisted many companies and individuals with IP issues, technology transfer, litigation and licensing. Clifford currently manages his own law firm Vermette & Co, which he founded in 1995.

He holds a Ph.D. in nuclear physics and is a member of several professional bodies in the patent and trademark area.

**Einat Gil, VP Marketing & communications,** has been involved with creative writing and conceptualizing for nine years. Einat has extensive experience in development of education materials and programs, focusing on teaching aids and instructional design. She is currently involved with Feminenza, a worldwide organization that researches and promotes women's development.

**Ofer Bozo** has been pioneering the area of organizational development and leadership in education for over 15 years, setting a personal example of excellence and humanity. His company, Logos, offers management development coaching as well as workshops for teachers to promote value-driven education and organizational strategies.

**Gil Gutglick** brings with him substantial managerial experience in operations and production and is well known for his drive for excellence and high standards, always accomplished through personal example.

He is currently responsible for a team of 75 workers in his capacity as production/operations manager for a leading Israeli printed labels manufacturer.



Photo images of small huts  
at Bo in Sierra Leone  
courtesy of  
CAUSE Canada  
([www.cuase.ca](http://www.cuase.ca))

## Current In Development

We are currently engaged in the development of a (patented) low cost, sustainable shelter system for self-assembly named **LOGGY**. The system is made entirely from recycled and reused materials. It consists of a prefabricated base component and can be constructed by inexperienced people within a day without the use of professional tools. The results are small and medium size huts that require no foundations or structure and need no maintenance whilst providing superior insulation and protection from the elements.

As part of a holistic approach to a series of needs, HPG is developing a low-tech production facility concept that would be set up in proximity to waste management facilities in large cities. These factories will be integrated with current local waste management activities and assist in their development.

The independent production facilities will be shipped and set up in designated locations where communities will form up small cooperatives centered around low cost shelter production funded through small enterprise funding. Collection lines for recyclable plastic and scrap wood will also be set up as part of the cooperative and/or by collaboration with adjacent cooperatives set up for this purpose. The entire operation will empower communities and individuals by providing jobs, skills, shelter and dignity as well as introducing sustainable procedures, which will greatly benefit environmental issues and general hygiene.

The LOGGY system can be used in places such as the camp seen in the pictures from Sierra Leone to replace these structures and allow international aid organizations to supply their beneficiaries with superior solutions to their housing needs.