



# Water. Innovation. Entrepreneurship.

Sub-RésEAU MENA Event

June 11-13, 2022



# CEWAS – Who we are

- The world's first dedicated impact-oriented WASH entrepreneurship support organisation since 2010
- Supported 300+ WASH and green enterprises at all stages which have reached more than 3 Mio. beneficiaries
- «cewas Middle East 2016-2022» co-designed & supported by the SDC-GPW is the foundation of cewas regional branch



# CEWAS Middle East – What we do in Jordan, Lebanon, Iraq and Palestine

## Enhance Ecosystems

Impact gap analysis and ecosystem assessment

Coordinate and network ecosystem partners

Inform policy dialogues and governance

## Develop Markets & Create Demand

Capacitate WASH practitioners

Create awareness for entrepreneurial sol.

Facilitate solution access for industries

Test end-user financing models

## Build Pipeline for Investment Readiness

Activation

Incubation

Acceleration

Scaling

## Catalyse Investments

Engage and capacitate investors

Enhance networks of water investors

Facilitate (catalytic) impact investments

Blend and de-risk investments

# What makes WASH & green entrepreneurship special?

Not well developed, not many entrepreneurs & role models, and proven models

Many NGOs active, mainly grant based

Early mover advantages – opportunity!

Lot of Gov't involvement (natural monopolies)

Difficult to make profit (BoP)

Huge potential demand as it is a basic need

Link to health, COVID-19 → opportunity!

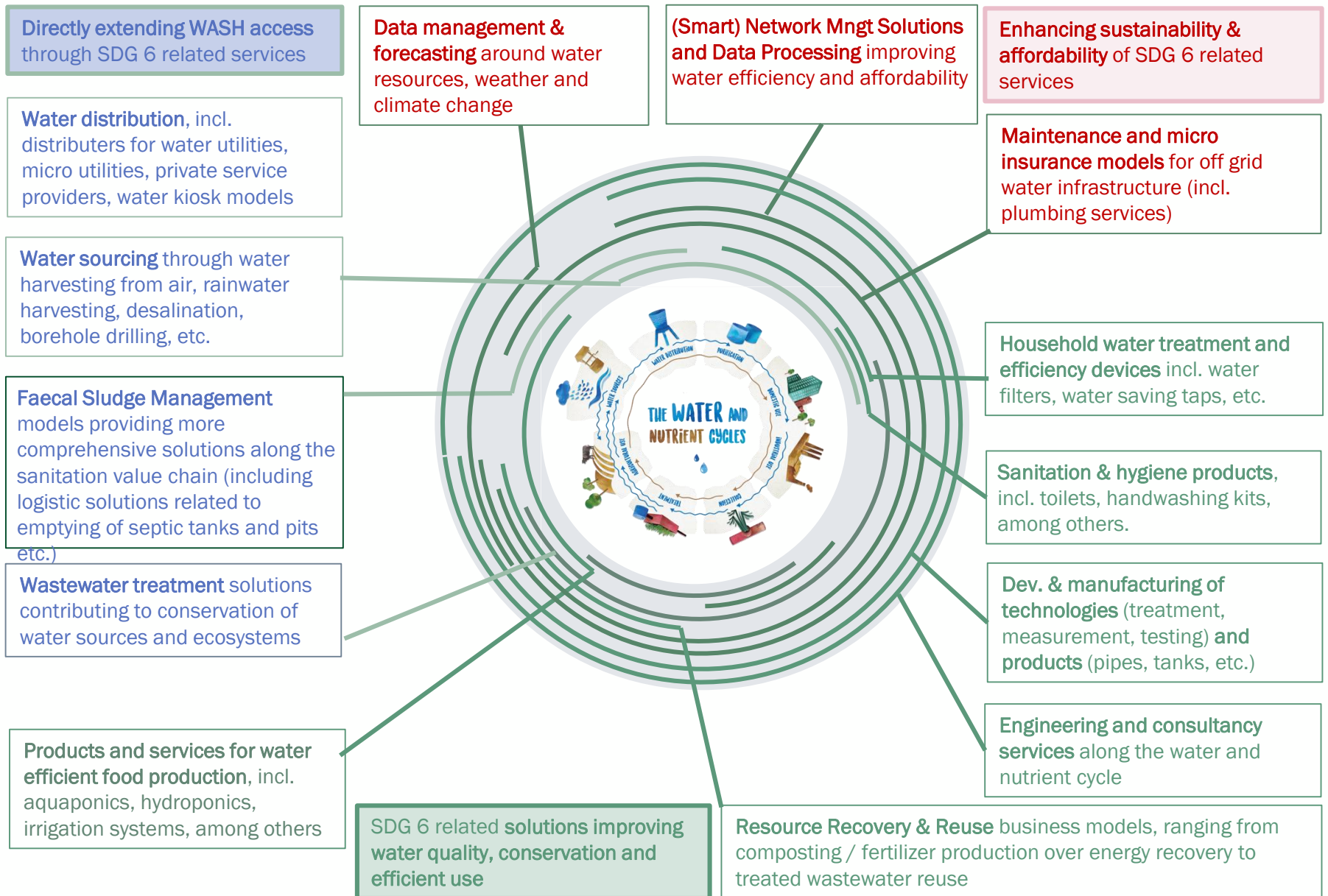
Water is very political, requires a lot to tackle regulations, many stakeholders

Specific (tech) expertise in WASH needed

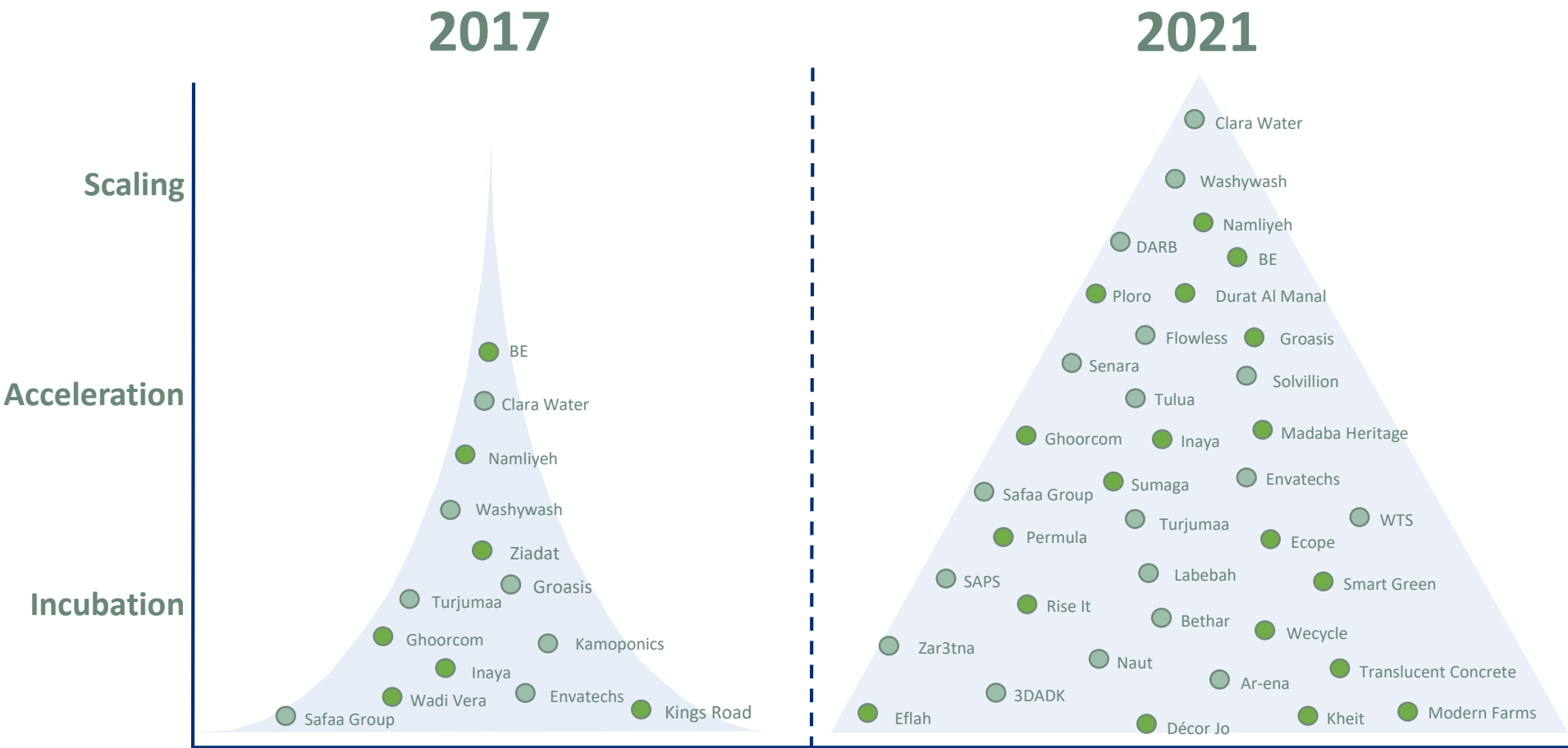
WASH systems still being developed – disruptive innovations possible!

Lack of support programmes, ecosystem not well developed

# Typical Business Models in Water & Sanitation



# Example: WASH & Green Entrepreneurs in Jordan



# Examples of cewas Middle East entrepreneurs



Wastewater/Sanitation/Agriculture



Agriculture/Water



Water(Agriculture)



Agriculture



Agriculture



Solid Waste Management



Wastewater Treatment



Agribusiness



Organic Waste Treatment



Wastewater



# What have been key learnings so far?

1. Sector specific entrepreneurship support is needed in order to help water/green businesses establish and generate impact.
2. The entrepreneurship community is growing, but on average still early stage. We need systematic support from activation to scaling.
3. Water/green businesses require a variety of impact oriented investment instruments to scale, which are yet to be introduced in collaboration with investors.
4. Investing in market and ecosystem development activities is equally essential to direct support activities.





# Considerations for other countries/regions

1. Every country and region has a unique ecosystem for WASH/green entrepreneurship, hence focusing on the specific context and gaps is key
2. Thinking regionally provides multiple opportunities, i.e.: transferring successful business models and solutions, easier market linkages and expansion, leveraging more resources, learning from ecosystem development approaches
3. Building partnerships is crucial to be sector and context specific, but also regional



# Stay Informed

**cewas**

Water. Innovation. Entrepreneurship.

cewas global

cewas Middle East



Facebook

<https://www.facebook.com/cewasMiddleEast>

LinkedIn

<https://www.linkedin.com/company/13009656/admin/>

Website

[www.cewas.org](http://www.cewas.org)

Aline Bussman

[aline.bussmann@cewas.org](mailto:aline.bussmann@cewas.org)

Maisam Otoum

[maisam.otoum@cewas.org](mailto:maisam.otoum@cewas.org)