

**INNOVATE
4 WATER**

A matchmaking forum for sustainable development

INNOVATE 4 WATER Nairobi

2018 April 26 -27

A matchmaking forum
for sustainable development

**The role of private sector in providing
innovative solutions to the water sector in
Kenya and Eastern African Region**

1. **Innovate 4 Water**

In June of 2017, in Geneva – Switzerland, Waterpreneurs co-organized “[Innovate 4 water: A matchmaking forum for Sustainable Development](#)” with WaterVent and the United Nations World Intellectual Property Organization’s “WIPO GREEN (“The Marketplace for Sustainable Technology”). WIPO hosted the event that brought together various water & sanitation stakeholders over the course of two days (entrepreneurs, investors, large and small companies, non-governmental organizations, UN agencies, incubators) who are contributing to achieving the [United Nations Sustainable Development Goal number 6](#).

The objectives of the event were to:

- Create visibility for entrepreneurs in the water sector in order to enable them to reach impact investors;
- Promote the transfer of innovative water technologies and innovative business models in emerging markets and developing countries;
- Facilitate connections to catalyse collaborations

All together, 350+ global experts participants from all continents 40+ presenting entrepreneurs [60+ challenges shared](#).

1.1. **Innovate 4 Water – Nairobi, April 2018**

1.1.1. **Objectives:**

The forum proposed for Nairobi builds on lessons learned from the Geneva event, following many of the same principles that were introduced at the inaugural forum in Switzerland.

The event has four objectives:

- ✓ Showcase the various innovations in the Eastern African Region market and the value they create within the water sector.
- ✓ Facilitate an exchange between the sources and seekers of capital by inviting organizations the opportunity to present, in time-limited segments, their mission, their value proposition, and other relevant information
- ✓ Create awareness in companies and private operators, through a half-day workshop, on the most effective ways to articulate their corporate vision in a way that is standardized and easy for sources of finance to quickly assess through typical due diligence processes
- ✓ Inform the various of finance on the types of projects that are likely to be seeking finance and encourage the streamlining of their due diligence to enable seekers of finance to put their applications in front of a larger audience

1.1.2. Expected Outcomes

- ✓ Facilitate connections for deal-making
- ✓ Give visibility to organisations (UN, NGO's, Corporations) presenting their needs and/or current projects (impact funds, coalitions, innovative public/private models, new financial vehicles) to potential service providers (social entrepreneurs, water and technology experts, etc) partners and investors
- ✓ Form sustainable collaborations in adapting suitable innovations in combating threat posed by climate change in the water sector
- ✓ Leverage the interest of entrepreneurs who innovate, including with disruptive technologies and social business models, thus contributing to SDG 6
- ✓ Promote climate smart WASH technologies including Water Recycling and Reuse

The day will be dynamic, with time allocated to facilitate connections between project owners, potential partners and investors.

Intended Audience:

The event is relevant for:

- National and county government representatives from across sub-Saharan Africa
- Government policy makers active in the water and sanitation sector
- SMEs and multinational companies with interests in the water and sanitation sector
- Sources of finance, including development finance institutions, commercial banks, institutional investors, and impact investors
- Water institutions (foundations, coalitions, NGOs)
- International organizations, national and local governments
- Universities / incubators / research institutions

1.1.3. Event Details

When: 26/27 April 2018

Venue: Strathmore University, Nairobi, Kenya

Participation fee: Kes. 10 000 (~\$100) per participant (covers conference materials & meals)

SPONSORING OPTIONS

<p>Premier Sponsor: (Kes. 2,000,000)</p> <ul style="list-style-type: none"> - Speaking opportunity at main plenary session along other high-level dignitaries - Corporate branding with large logo on conference materials and main branding of conference as well as website and media ads - Permission to install corporate branding at the main venue - Extra-large Corporate profile of 1 page in conference booklet - Guaranteed slot / interview in event-video - Free company specific contribution in post-event supplements - Distinguished word of thanks in opening session - Part of press-conference - Complementary exhibition at large premium booth* - Complementary participation of up to five company representatives - Preferential seating in all sessions and events 	<p>Gold Sponsor: (Kes. 1,500,000/=)</p> <ul style="list-style-type: none"> - Speaking opportunity as main speaker (first speaker with more time allocated) at a thematic session/ panel discussion/roundtable - Corporate branding with small logo on conference materials and main branding of conference as well as website and media ads - Permission to install corporate branding at main venue - Large corporate profile of 1/2 page in conference booklet - Brief company-specific contribution in post-event supplements - Word of thanks in opening session - Complementary standard booth* for exhibition - Complementary participation of up to three company representatives
<p>Silver Sponsor: (Kes. 1,000,000/=)</p> <ul style="list-style-type: none"> - Corporate branding with small logo on conference materials and main branding of conference as well as website and media ads - Permission to install corporate branding at main venue - Appoint a speaker for the panel? - Specific corporate profile of 1/4 page in conference booklet - Brief company-specific contribution in post-event supplements - Word of thanks in opening session - Complementary standard booth* for exhibition - Complementary participation of up to three company representatives 	<p>Sponsor: (Kes. 500,000/=)</p> <ul style="list-style-type: none"> - Complementary standard booth* for exhibition - Complementary participation of up to three company representatives - Appoint a speaker for the panel - Permission to install corporate branding in the session room - Brief company-specific contribution in post-event supplements - Word of thanks at the beginning of the session.

SPONSORING - CONFERENCE BAG INSERTS

Innovate for water (I4W) will have over 150 conference bags. Each participant will receive such a bag. This is a good opportunity to promote your organization, product or service. We offer the opportunity to include your promotional material in the **Innovate for Water (I4W)** conference bags. You can add a single sheet flyer, a small booklet or a gadget.

SPONSORING - EXHIBITION INFORMATION BOOTH

The exhibition offer space for companies and young businesses to present themselves and their products, services and innovations. Institutions, associations, investment agencies, universities, governments as well as programmes and initiatives, service providers can showcase their one-stop support-opportunities

Exhibition Booths (for 2 days): at Kes. 100,000

Note: alternative agreements can be negotiated, and each sponsorship package can be customized.

For More Information Contact

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ANNEXES

2. **Tentative Program**

Coming soon

3. **Organizing Partners:**

Blue Ribbon Concepts is an award-winning investment advisory firm, which spearheaded the '**Maji ni Ustawi**' a private sector led initiative to advocate for increased private investment in the water sector. Funded by the Governments of Sweden and UKAid. The initiative was implemented in partnership with public sector agencies such as the Tana Water Services Board and Water Utilities, Muranga and Mathira water and sanitation Compony and private sector players to lobby for a private sector framework for the sector. For these efforts, Blue Ribbon Concepts was awarded the **Maji Performance and Innovative award award 2016** under the Private sector category. Blue Ribbon Concepts Limited was established on 2008 and is committed to providing innovative solutions to the challenges of development in Kenya and the wider East African Region. The firm focusses on the key growth sector particularly water, agriculture, tourism and small and medium enterprises (SMEs). The range of products of products include; design and implementation of agricultural value chain projects; public, private investment models; capacity building of local communities and resource mobilization in tourism, wildlife and water sector.

Kenya Climate Innovation Center provides holistic, country-driven support to accelerate the development, deployment and transfer of locally relevant climate and clean energy technologies. The KCIC provides incubation, capacity building services and financing to Kenyan entrepreneurs and new ventures that are developing innovative solutions in energy, water and agribusiness to address climate change challenges. The Kenya CIC is an initiative supported by the World Bank's infoDev and is the first in a global network of CICs being launched by infoDev's Climate Technology Program (CTP). The Kenya CIC is funded by the United Kingdom's UKaid and the Danish Ministry of Foreign Affairs.

Quercus Group is a niche strategic and hands-on advisory firm specialized in sustainable development through project and partnerships development, strategic consulting and capacity building. Quercus Group works with clients and supports them in forming partnerships and developing business cases and collaborative platforms that help them realize their green growth and agribusiness potential. The

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company is one of the few consulting firms who not only provide analysis and advice, but also act as partners in the practical implementation of projects and internationalization activities within cleantech, sustainable water solutions, agribusiness and smart cities. Quercus Group has offices in Kenya, Denmark & India, and has worked with private companies, membership organizations, regional governments, public institutions, and knowledge institutions in more than 25 countries.

Waterpreneurs aims to help solve the problems raised by the 17 Sustainable Development Goals (SDG) with a focus on SDG No. 6 (Water and Sanitation). Waterpreneurs works on a dialogue and provides multi-stakeholder solutions (private, public, civil society ...) around issues of human rights, security and peace in the world, through the development of entrepreneurs who provide basic services to the most vulnerable populations, in particular through access to drinking water. Waterpreneurs is a global "for-impact organization", supporting the scaling-up of impact investments financing the growth of water and sanitation (WASH) enterprises operating in developing countries, and respecting human rights. Waterpreneurs operates with a hybrid governance based in Switzerland through a For-profit SàRL (Limited Liability Corporation) dealing with the private sector, scaling up WASH entrepreneurs impact; and a Social Purpose Association dealing with the public sector and not-for-profit organisations, serving the common good in the WASH sector.

3.1.1. Participating Organizations (Tentative)

	Organization
A	National Governments
	Ministries of Water and irrigation
	Ministries of Devolution and Planning – SDG unit
	Water Sector Trust Fund
	Vision 2030
B	County governments
	All county governments (Departments of Water)
C	Financial Institutions
	Kenya Commercial Bank
	Housing Finance Develop
	Sidian Bank
	Kenya Bankers Association
	Safaricom Foundation
	EABL Foundation
	Kenya Climate Ventures
	KIFFWA (Kenya Innovative Finance Facility for Water)
	Cardano Development
	Savanna fund
	Novastar ventures
	Grassroots business fund
	Fanisi venture capital
	Equity Bank
	GroFIN
	Swedfund
	Finfund
	Norfund
	Investisseurs et Partenaires
	Symbiotics
	BlueOrchard
	COLAM Impact
	Familly Business Network
	Take a stake
	Finance in Motion
	Roots of impact
	Water Equity

D	Water Utilities and other water equipment's companies
	Water Service Providers association (WASPA) (ALL THEIR MEMBERS)
	Relevant companies dealing with water equipments eg Grudfos, Davis and Shirtliff
	Water services regulatory board
E	SMEs
	Kenya climate innovation centre
	Water Sector Trust Fund
	Kenya market trusts
	Safe Water Network
	Swiss Fresh Water
	WeConnex
	JIBU
	Untapped
	Kinetics
	UDUMA
	WaterLife
	CUBO Technologies
	SweetSense
F	Public institutions
	WIPO
	International Red Cross
	African Water Facility
	AfDB
	CTCN
	SDC
	AFD
	WBCSD
	GIZ
	UNICEF
	UN-Water
	Swiss Water Partnership
	Global Water Partnership
	French Water Partnership
	SIDA
	Dutch Water Partnership
G	Foundations, NGOs
	OXFAM

	WaterAid
	Solar Impulse Foundation
	Aqua4All
	Biosfera Foundation
	GSMA
	PSI
	REEP
	R20 - Regions for Climate Action
H	Corporate companies
	Unilever
	Danone
	Nestlé
	Anglo American
	Veolia
	Suez
	Schneider Electric
	Grundfos
I	Incubators, Universities
	Impact Hub Nairobi
	Ashoka
	CEWAS

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4. Participants to Innovate 4 Water in Geneva in June 2017



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5. *The Water and Sanitation Sector – Global Trends in Innovation*

The water and sanitation (WASH) sector finds itself facing unprecedented challenges. The World Economic Forum has placed water at the top of its global risks register, and few countries and communities will be left unaffected by the major drivers impacting upon water: climate change, rapid urbanization, increasing consumption, and demand for food and energy.

The demand for water and sanitation services is greater than it has ever been and will only rise as the world's population grows by an estimated 2 billion by 2050. No wonder water sits at the top of the political agenda.

The recent adoption of the Sustainable Development Goals (SDGs), at least provides an ambitious framework to address these challenges. By putting WASH at the centre of the global agenda, the SDGs also put WASH professionals at the heart of finding innovative solutions to these challenges. This presents opportunities for the WASH sector to develop innovative solutions and to scale-up best practice.

If we are to plan and design the resilient WASH sector of the future, we need to recognize that we must work across disciplines to identify the challenges, opportunities and solutions that will deliver a sustainable water future.

Utility companies and private operators across sub-Saharan Africa have ambitious capital investment plans for long-term financially-sustainable growth. Similarly, financiers across the spectrum – from concessionary-rate development finance institutions to commercial banks to institutional investors like pension funds and insurance companies – have expressed a strong interest in expanding their portfolios to include WASH infrastructure. Until now, there has not been a facilitated matchmaking between the so-called sources and seekers of finance in a way that encourages the origination of transactions that benefit both sides.

The proposed **“innovate 4 water - Nairobi”** will seek to match financiers and service providers from the private sector with water utilities and SMEs in Eastern African Region, with a view to providing innovative solutions to the water sector. Innovations related to clean technologies in water treatment, use of technology in increasing efficiencies in billing and revenue collection as well as metering are key to enabling water utilities achieve efficiencies.

The adoption of clean technologies in water and sewerage treatment is in tandem with the global goal of reducing greenhouse emissions and provides long term sustainability in environment protection and reduction of costs. Adopting Innovative technologies in leak detection and immediate repair will enable Kenya meet the global industrial average for non-revenue water (NRW) of 20%.

6. *Zooming in The Water Sector in Kenya*

The provision of water in Kenya has remained a preserve of the government and as earlier mentioned the private sector has had very little contribution to the provision of water.

Water management has been a challenge across the decades in Kenya. One of the main challenges being the perception that water should be a commodity and service provided by the government for free. What this has created is the lack of willingness to pay for water, which is one of the causes of increase in Non-Revenue Water (NRW) in Kenya. This has caused a situation of unsustainable water institutions in the country due to lack or insufficient revenues from the provision of water in the country.

The other main issues in water in Kenya are around the quality of water, continuity of water supply and wastewater treatment. Currently due to the failed rains there has been a shortage of water and this can be seen through the pronounced water shortage that has been experienced in the country for the past few months and seems to be getting worse. The availability of water in rural areas has also been one of the greatest challenges with water shortage affecting water for irrigation and for animal use

One of the greatest roles that the private sector should be playing is innovation to create the solutions to improve the access to water and reduce the high volumes of Non-Revenue Water, which is one of the greatest challenges that the water sector in Kenya faces. The private sector steps in to offer the services and especially those that are based on innovative solutions to the water crisis in the country. Kenya being a water scarce country there is need for every effort to be put towards the preservation and efficient use of the water that is available.

The annual sector development budget of KES 32 billion has contributed significantly towards new investment and the rehabilitation of dilapidated infrastructure. KES 12 billion comes from the government budget and KES 20 billion from appropriations in aid, either in the form of soft loans guaranteed by the Treasury or grants¹

As revenues are generated at the WSP level, Kenyan financiers have indicated that they will lend to WSPs to capture cash flows from consumers directly. Financial resources from the private sector can provide supplementary finance for water and therefore complement funding from the public sector and development partners. The private sector, at present, plays a negligible role in financing water and sewerage infrastructure.

¹ FINANCING URBAN WATER SERVICES IN KENYA, UTILITY SHADOW CREDIT RATINGS 2011

Kenya loses approximately 10.3 Billion shillings a year in revenue due to the challenges of under-supply, old and leaking pipes and an inefficient billing and collection system. Through PPPs, WSPs can be assisted to introduce new technologies and innovations, expand infrastructure, improve customer satisfaction, plug revenue gaps and increase profits.

With growing and assured demand, this new level of efficiency will definitely guarantee strong return on investments. Conservative estimates show that such partnerships can grow revenue collected by WSPs five-fold.

The Constitution of Kenya (2010) recognizes that "*Water is a Human Right*". **Vision 2030** calls for: Providing a utility sector (water, sewerage and electricity) that is modern, customer oriented and technologically-enabled to provide efficient, cost-effective, quality service to all citizens by:

- Commissioning of public-private partnerships (PPPs) for improved efficiency in water and sanitation delivery;
 - Using capital markets to mobilize the resources to finance long-term investments such as roads, water and energy
-