

Innovation in SSWM

Developing marketable solutions for SSWM



Beirut, Lebanon (Venue tbc)

Monday 5th to Thursday 8th of March 2018

Concept and Agenda

Short description

Recognizing the role of the local service providers, SMEs and NGOs as agents of change in water supply and sanitation to better reach the majority of un-served population and develop economic activities while improving peoples' living conditions, cewas Middle East, in cooperation with partners, offers a **4-day Workshop in "Innovation in Sustainable Sanitation and Water Management, SSWM"**.

The workshop merges the contents of:

- the **SSWM training**, carried out worldwide for almost a decade, that covers software and hardware tools for planning and implementing local initiatives in the field of sanitation and water management;
- the **Compendium of Sanitation Systems and Technologies workshop** of the Swiss Federal Institute of Aquatic Science and Technology (Eawag), offering a systematic overview on different sanitation systems and technologies, and describing a wide range of available tried and tested sanitation technologies;
- the **cewas Business Development program**, that equips participants with entrepreneurial tools and skills to develop their businesses in water, sanitation and resource management.

The "Innovation in SSWM" Workshop follows a participatory, cross-institutional and interdisciplinary approach. While outlining the training programme, great emphasis is laid on participants' interaction: besides face-to-face lectures, group works and case studies, dynamic activities and role-plays reveal creativity and make participants think in a holistic way.

Overall goal of the workshop

The overall goal of the "**Innovation in SSWM**" Workshop is to activate a change in the service provision of sustainable sanitation and water supply in Lebanon, through the design of innovative business models with appropriate technologies and community empowerment approaches, igniting the development of new business within the participating organizations.

Learning targets

The "Innovation in SSWM" Workshop strengthens the capacity of participants and allow them to:

- Understand the underlying philosophy and principles of the concept of sustainable sanitation and water management, as well as the opportunities for resource recovery and reuse.

- Understand the water and nutrient cycles as a key departing point for identifying local challenges in water and sanitation provision.
- Appreciate the value of the SSWM Toolbox, with a wealth of software and hardware tools to convert challenges in business opportunities.
- Consider technology options for sustainable sanitation and water management initiatives, understanding the financial, technical, social, environmental and health implications of their choice.
- Explore the SSWM market in their localities and identify business opportunities adapted to their skills, knowledge and passion.
- Understand their business environment, especially the customer's desires, anxieties and jobs to define a customer-centred value proposition
- Develop an innovative business model in SSWM, specifying the marketing and operational elements for its financial sustainability.
- Prepare a lean start-up strategy to kick off their business line.
- Deliver a good business pitch to attract investors and potential clients.

Target groups

- Local and international NGOs staff members
- Civil society groups
- SMEs
- Practitioners and consultants
- Individuals

With the following characteristics:

- Creative, energetic and motivated
- Interested about water and sanitation issues
- Passionate about their work
- Are looking forward to develop new programmes within their organizations
- Are expanding their portfolio to widen or include products and services in the water and sanitation sector

About cewas

cewas is a Swiss non-profit association specialised in improving business practices in the water, sanitation and waste sector through training and awareness-raising so as to increase the sector's integrity and sustainability. Since 2011, cewas supports entrepreneurs, organizations and businesses to develop financially viable services and products and solve key environmental challenges. cewas operates globally, with a strong focus on the Middle East, and closely collaborates with partners across the fields of resource management and entrepreneurship.

Tentative Agenda

	Day 1	Day 2	Day 3	Day 4	
Session A (09:00 - 10:30)	Workshop Opening and Presentation of participants Introduction of Sustainable Sanitation and Water Management Presentation & Discussion	Recap Introduction to sanitation and sanitation systems Presentation & group work	Recap My Sweet Spot in Water and Sanitation Introduction, Team Work & Coaching My Business Idea Market Place	Recap Business Model Canvas Presentation, Individual Coaching & Peer Review	
	Session B (11:00 - 12:30)	Challenges in managing the Water and Nutrient cycles Team Work & Coaching	Sanitation technologies 1/3 Presentation & Discussions	Understanding my Customer and business environment Presentation & Individual Work & Coaching	Developing and presenting the Lean Start-up Strategy Presentation & Discussion Preparation of Strategy and Pitch Individual work & Coaching
	Session C (13:30 - 15:00)	Hardware and Software Tools to optimise my water and sanitation system: The SSWM Toolbox Presentation & Team Work	Sanitation technologies 2/3 Presentation & Discussions	Development of a Value Proposition for selected customer segment Introduction & Individual Work	Pitching Business Ideas Presentations & Feedback
	Session D (15:30 - 17:00)	Business Opportunities in SSWM Presentations & Discussions Feedback	Sanitation technologies 3/3 Presentation & Discussions Design your own sanitation system Group work Feedback	Revenue Streams Introduction & Individual Work Feedback	Pitching Business Ideas Presentations & Feedback Way Forward Introduction to cewas Start-Up programme Final Feedback and Wrap-Up