



INNOVATE4WASH FORUM 2023, NAKURU

Climate proofing our WASH systems and Solutions.

Nakuru County, Kenya

6th to 9th September 2023

Organize jointly by



In partnership with



Supported by



For more information get in touch with

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INTRODUCTION

Billions of people in the world are still living without safely managed water, sanitation solutions and menstrual hygiene management. Achieving SDG 6 is integral to the success of the 2030 agenda for sustainable development, which aims to end extreme poverty and protect the planet. The 2030 Agenda for Sustainable Development called for 'ensuring availability and sustainable management of water and sanitation for all' under SDG6

Climate change inhibits people's access to safe water and sanitation. For instance, in Kenya, droughts have a significant effect on the availability of safe water. They cause water scarcity, so people are more likely to use unsafe water sources nearby or travel long distances.

BACKGROUND

The UN 2030 Agenda rightly places the private sector to drive sustainable development for the good of the people, the economy and the planet. Private sector can make huge contributions and investments into developing innovative technologies and business models to tackle the sustainable development challenges while also increasing competitiveness, creating jobs and promoting sustainable, inclusive economic growth in the county and the country.

It is therefore important that an integrated approach is applied in;

- A. Developing solutions that demonstrate efficient water use and greater storage capacity thereby enabling among other activities; greater agricultural production and make zero hunger

possible through a sponge city approach

- B. Ensuring that there is adoption of sustainable wastewater treatment and pollution technologies and solutions to protect life on land and in water
- C. Providing a sustainable water supply through utilization of clean energy (solar, wind etc) that ensures there is continuous production of affordable, industrial development, decent work, economic growth, and the elimination of poverty.
- D. Ensuring water and access to sustainable sanitation solutions are available to all, is necessary to achieve equality based on gender and other factors, and to prevent conflict and preserve peace.
- E. Increasing investment in WASH to generates positive returns in reduced medical burden and increased productivity, removes barriers to marginalized groups' participation in society, and creates long-term jobs.
- F. Increased Innovative financing for water resource management will be needed to help attract investment, create jobs, and support governments in fulfilling their water and climate goals.
- G. Applied efficiency measures along the entire agrifood chain can help save water and energy, such as precision irrigation based on information supplied by water providers, and protection of ecosystems alongside agriculture and energy production can ensure environmental integrity.

INAUGURAL I4WASH FORUM, 2023 NAKURU

The proposed Forum is a 'home grown' initiative that seeks to provide a sustainable approach to addressing the need for innovation in the water and sanitation sector not only in Nakuru but the region as well through private sector engagement. Technology and innovation have been prescribed as the strategy to deliver this aspiration as an enabler to efficient water use, which thereby reduces the strain on the utility companies in the country.

While climate change threatens clean and safe water, sanitation, and hygiene, it also offers an opportunity to rethink our approach to sustainable outcomes.

By nurturing 'home grown' solutions developed by local and regional innovators, the Forum seeks to provide a platform which show cases cutting edge innovations by private sector and seek to address WASH challenges that hinder uptake of the same.

This Forum will bring together various stakeholders and provided a platform for them to:

- A. **Gain an understanding** of the policies, programmes, and interventions that the government has in place aimed at fostering positive action in sustainable water management.
- B. **Showcase various innovations** in the Eastern African Region market and the value they create within the water and sanitation sector.
- C. **Facilitate an exchange** between the sources and seekers of capital by offering organizations the opportunity to present, in time-limited segments, their mission,



their value proposition, and other relevant information.

- D. **Give presentations** on the available sources of financing, and requirements.
- E. **Showcase their areas of intervention**, for those not directly involved in seeking capital and financing.
- F. **Create partnerships** geared towards sustainable water and sanitation management.

OBJECTIVES

The Innovate for Water and Sanitation, Nakuru Forum will have the following five (5) key SMART objectives.

- A. Demonstrate the role of the private sector in achieving water security providing a new thinking and new ways for stakeholders to work together toward water security, bringing many of them out of their comfort zones in the process.
- B. Provide an avenue for discussion between different WASH stakeholders along the value chains; prioritizing the needs/gaps that impede the adoption of improved WASH solutions.
- C. Create a trust-building environment and facilitate connections for dealmaking: Create visibility for local stakeholders who have a deep knowledge of the local context and pressure realities in which they operate, including mature for-profit solutions providers, operators and technology providers, impact investors, water utilities, government agencies and regulators, development banks, corporation and incubators.
- D. Develop solid fruitful relationships and consolidate local ecosystems: Provide the opportunity to organizations to present and discuss their needs and current and realizable projects.
- E. Build the capacity and enable the scaling-up of relevant water nexus technologies and business models in the local context: Leverage the interest of local organizations who innovate, including disruptive technologies and social business models, to contribute to SDGs, job

creation and empowerment of minorities (i.e. youth and women).

EXPECTED OUTCOMES

- A. Facilitate connections for deal-making.
- B. Give visibility to organizations (UN, NGO's, Corporations, WASH Development partners) presenting their needs and/or current projects (impact funds, coalitions, innovative public/private models, new financial vehicles) to potential service providers (social entrepreneurs, sanitation and technology experts, etc.) partners and investors.
- C. Form sustainable partnerships in adapting suitable innovations in combating threat posed by climate change in the water and sanitation sector
- D. Strengthened and improved desire and understanding of innovative business practices.
- E. Improved hands on action and implementation within the Water and Sanitation sector.
- F. Promote climate smart WASH technologies including Water Recycling and Reuse.

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

INTENDED AUDIENCE

The event is relevant for:

- A. Government policy makers active in the water and sanitation sector e.g Ministry of Water and Sanitation, WASPA, WASREB
- B. County Government representatives and utility companies
- C. SMEs and multinational companies with interests in the water and sanitation sector Development partners
- D. Sources of finance, including development finance institutions, commercial banks, institutional investors, and impact investors
- E. WASH institutions (foundations, coalitions, NGOs) G. International organizations within the WASH sector.

- F. Universities / incubators / research institutions

KEY PRIORITY AREAS FOR INTERVENTION

- A. Water – Food - Energy Nexus
- B. Integrated water resource management – Water catchment
- C. De-fluoridation solutions
- D. Solarization Programs/Clean & Sustainable Energy Solutions (Green Energy)
- E. 5 Building Blocks of Sanitation – Upscaling the Nakuru CWIS Strategy, NACOSTEC and CWIS-SAP Tool and Financing Sanitation Options.
- F. Water Harvesting Solutions
- G. Water Recycling Solution
- H. Innovative WASH finance
- I. Integrated solid waste management solutions
- J. Menstrual Hygiene management

SPONSORSHIP OPTIONS

(1) Premier Sponsor: (Kes. 4,000,000)

- Speaking opportunity at main plenary session along other high-level dignitaries
- Corporate branding with large logo on Forum materials and main branding of Forum as well as website and media ads
- Permission to install corporate branding at the main venue
- Extra-large Corporate profile of 1 page in Forum booklet
- Guaranteed slot / interview in event-video
- Distinguished word of thanks in opening session
- Complementary exhibition booth
- Complementary participation of up to five company representatives
- Preferential seating in all sessions and events

(3) Gold Sponsor: (Kes. 3,000,000/=)

- Speaking opportunity as main speaker (first speaker with more time allocated) at a thematic session/ panel discussion/roundtable
- Corporate branding with small logo on Forum materials and main branding of Forum as well as website and media ads
- Permission to install corporate branding at main venue
- Large corporate profile of 1/2 page in Forum booklet
- Word of thanks in opening session
- Complementary exhibition booth
- Complementary participation of up to three company representatives

(3) Silver Sponsor: (Kes. 2,000,000/=)

- Corporate branding with small logo on Forum materials and main branding of Forum 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 Forum booklet
- Word of thanks in opening session
- Complementary exhibition booth
- Complementary participation of up to three company representatives

(2) Bronze Sponsor: (Kes. 1, 000,000/=)

- 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
- Word of thanks at the beginning of the session.

Exhibition Booths (for 3 days): at Kes. 200,000.

This cost covers ;

- One 3m*3m Exhibition booth
- Full draping for your stand in your company corporate colors (not more than 3 colors)
- 1 fully draped table and 2 chairs for use for 3 days
- All access conference pass for one person that will be manning the stand for the 3 days, including the networking cocktail
- The booth will be set up at your preferred position.

N/B (you are responsible for your own branding materials)

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

ANNEXES

Tentative Program

	Day 1	Day 2	Day 3	Day 4
Morning	Introduction ceremony and pitch by enablers	Pitch by SMES, Utilities	Pitch by Local FIs	Technical site visit to 3 locations (8am – 1pm)
Mid day	Pitch by investors	Pitch by NGOs, CBOs	Pitch by SMEs	
Afternoon	Pitch by SMEs	Pitch by Innovators, Startups	Final presentations and wrap up	
		B2B Networking cocktail		

ORGANIZING PARTNERS

Quercus Group “The world needs more coordination, collaboration and communication. Silo thinking and silo organization is too prevalent. Knowledge gaps prevent funding from reaching solutions, and solutions from reaching the problems they can solve”. Quercus Group is a strategic and hands-on consultancy firm founded in Copenhagen in 2012 by Nicolai Rottboll. We specialise in sustainable development and regional economic growth through crossborder collaboration and strategic partnerships. Our story began with the creation of the Europe's largest cleantech cluster and the firm belief that collaboration and multi-stakeholder engagement can help accelerate sustainable development worldwide. We make things happen by engaging decision-makers, businesses, knowledge institutions and last but not least – people – to co-create solutions for shared global challenges. This Quadruple Helix approach is rooted in our Danish heritage and hands-on experience. We believe in creating value and lasting impact by translating complex issues into simple, tangible action points and delivering tailor-made solutions to every one of our clients. In Kenya, we have been working closely with Kenya Association of manufacturers (KAM) in promoting circular economy in the manufacturing sector where we are looking at waste management, wastewater management.

We recently partnered with other Nordic partner to implement a Kenya Green hub that will ensure we promote and provide access of Green solutions from the Nordics through a mutual partnership.

Sanitation research and development for Africa (SARDA): is a consultancy company that specializes on localizing SDG 6 in Africa. Since conception in 2018, the company has been working with a critical mass of frontline service providers to influence behavior change and develop the demand for innovative and affordable sanitation solutions at community level. These include training and coaching the innovators and entrepreneurs in adopting business practices such as creating a consumer-focused value proposition, marketing strategy, route-to-market approach and define the overall business case. The organization strives to establish a sanitation multi-stakeholder platform that can bring together various actors along the value chain to facilitate dialogue, share knowledge, building partnership and providing business support. Backed by a team of immensely capable and committed personnel and combined with a vast hands-on experience, SARDA is committed to meet the challenging issues of environmental risk and deterioration including sanitation, wastewater management, waste management.



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