

# I4WASH Market Place Forum

MALINDI, KENYA

5th to 8th November 2025



**Scaling Resilient WASH Solutions**

Advancing Sustainable Market-Based  
Solutions for a Changing Climate in Kenya

[www.quercus-group.com](http://www.quercus-group.com)



We're proud and thrilled to once again invite you to Innovate4WASH – Africa's leading community and marketplace for advancing water, sanitation, and hygiene (WASH).

After incredible energy and engagement at previous editions, we are excited to bring Innovate4WASH 2025 to the vibrant coastal town of Malindi, Kenya. This year, we gather under the powerful theme: "Scaling Resilient WASH Solutions – Advancing Sustainable Market-Based Solutions for a Changing Climate in Kenya."

Innovate4WASH is more than a conference – it's a movement, a community, an ecosystem of doers and dreamers, and a platform for action. It's where bold ideas become concrete solutions. It's where local meets global. It's where the WASH future is written.

## Background

Kenya, like many sub-Saharan countries, is facing escalating climate-related challenges that put pressure on already strained WASH systems. From prolonged droughts to flash floods and rising temperatures, climate change is hitting hard – especially in communities that are already vulnerable.

Despite commendable progress in access and infrastructure over the last decade, structural challenges persist: financing gaps, weak supply chains, limited innovation uptake, and insufficient community involvement.

To meet Kenya's Vision 2030, the Sustainable Development Goals (especially SDG 6), and deliver real impact, we must rethink how WASH solutions are financed, delivered, and sustained.

Market-based approaches – driven by public-private partnerships, social enterprise models, and community-led innovation – offer a way forward. Innovate4WASH exists to support this transformation.

## About I4WASH

Innovate4WASH (I4WASH) is Africa's leading platform driving innovation and collaboration in Water, Sanitation, and Hygiene (WASH). More than just a four-day conference, I4WASH is a movement—uniting government, private sector, civil society, researchers, and communities to spark scalable, sustainable solutions for WASH challenges across the continent.

The 2025 theme, "Scaling Resilient WASH Solutions – Advancing Sustainable Market-Based Solutions for a Changing Climate in Kenya," spotlights climate resilience, innovation, and inclusive impact. In alignment with SDGs 6 and 13 and Kenya's Constitution, the event will focus on climate-smart technologies, innovative financing, menstrual hygiene, water resource management, and sanitation systems.

With over 500 solutions showcased since 2017 across three continents, I4WASH continues to be a catalyst for policy reform, knowledge sharing, and commercialization of impactful innovations.

Expect engaging sessions, practical tools, high-level dialogues, and real-world solutions—all designed to build WASH systems that are resilient, inclusive, and future-ready. I4WASH isn't just shaping Africa's WASH future—it's accelerating it

The event will highlight the innovative potential of the WASH sector in advancing national priorities such as Kenya's Bottom Up Economic Transformation Agenda (BETA) and Vision 2030. It will advocate for policy engagements that promote institutional innovations and practical skills necessary for creating impactful innovations.

The forum will also focus on strengthening research and commercialization practices to maximize socio-economic impact, ultimately building more resilient communities that can withstand the impacts of climate change.

Through engaging discussions and knowledge-sharing sessions, the four day event aims to catalyze transformative actions that will propel the WASH industry forward through innovative technologies, ensuring a more resilient and sustainable future for all. Emphasis will be placed on investing in climate-smart technologies to enhance crisis response and recovery efforts, ultimately working towards the creation of WASH and climate-resilient communities with equitable access to clean and safe water, empowering people to thrive in the face of changing environmental conditions.

In addition to the main theme, the forum will delve into various related sub-themes and sub-topics in plenary and technical sessions organized by esteemed international, regional, and national organizations.

Beyond immediate problem-solving, I4WASH remains committed to advancing scientific knowledge and understanding to develop practical tools, policies, and concrete measures that will secure a safer and more sustainable future for generations to come.



## **I4WASH brings together the entire value chain of WASH stakeholders and provides a platform to:**

**Gain understanding** of policies, programmes, and interventions that the government has in place aimed at fostering positive action in sustainable water management.

**Showcase innovations** in the Eastern African market and the value they create within the water and sanitation sector.

**Exchanges at matches the sources and seekers of capital** by inviting all participants incl. financiers to present their mission, value proposition, needs, and interests as well as their offer to partners, clients or investors.

**Identify the needs and gaps** impeding the adoption of new WASH solutions.

**Build trust and create partnerships** geared towards sustainable water and sanitation management.

**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.

**Build the capacity and enable 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).

***Our aim is that everybody leaves I4WASH with more hard and soft capital than when you arrived.***

***The more you lean into I4WASH, the more you will gain.***

## THE AUDIENCE

We hope to make a huge splash by gathering you from all corners of the WASH sector.

- **Government decision makers and trail blazers:** Dive into discussions tailored for government and county authorities navigating the realms of WASH, climate, sustainability, and the intricate financing and planning aspects of these vital sectors.
- **WASH Pioneers:** Join forces with WASH organizations and authorities committed to shaping the future of WASH management.
- **Corporate Changemakers:** Engage with the private sector players keen on making a meaningful impact on water-related challenges.
- **Financial Institutions:** Explore opportunities in the financing sector and discover avenues for strategic investments in water activities that can drive positive change.
- **Stakeholder Alliances:** Connect with regional and national stakeholder organizations, including civil society groups, academia, and media, to foster collaborations that transcend boundaries.
- **Community representatives and WASH champions:** If you have a personal interest in water and climate issues, this is the perfect opportunity to be part of a dynamic community and contribute to meaningful discussions that can shape the future.





## CONFERENCE STRUCTURE AND PRIORITY AREAS OF INTERVENTION

The conference will be held over four days, featuring a mix of keynote addresses, panel discussions, technical sessions, marketplace exhibitions, and pitches. Thematic sessions will focus on:

- Climate-Resilient WASH Infrastructure
- Financing Models for Sustainable WASH Markets
- Digital Innovations for WASH Monitoring and Access
- Behaviour Change and Community Engagement
- Public-Private Partnerships in Climate-Smart WASH
- Policy and Regulation for Market-Driven Resilience
- Interactive side events and technical site visits will provide participants with hands-on learning opportunities and foster networking for future collaboration.

## THE FORMAT



Our major **Innovate4WASH guiding principle** is “**take action**”. Our second guiding principle is to “be welcoming and inclusive” because different perspectives is what makes us all more creative and innovative.

We therefore invite a diversity of stakeholders across the sector to make a **10(Ten) minutes pitch presentation** of their solutions, challenges or needs. We focus on pitches to ensure that solutions, challenges, and needs are heard by everyone – paving the way for partnerships, collaboration, and business.

Organizations are also welcome to convene **focused sessions** with their partners or individually.

Facilitate **thought-provoking panels discussions** will be organized to help provide insights to create real value and trigger an exchange of viewpoints among experts and the audience.

Equally, visibility is very important; we therefore create limited exhibition space for participants to showcase their innovations and encourage partnerships and collaborations.

A **stage** and space to meet is great, yet sometimes not enough! During the 4 days, we ensure we create ample chances to meet and talk for **networking** purposes.

# SUPPORT PACKAGES

## - WE CANNOT DO IT WITHOUT YOU.

The forum fully depends on supporters from larger organizations driven by promoting and developing the WASH sector to the benefit of local communities – or corporates or financiers who have done well and wants to give back or invest in the next generation of WASH adventures.

## JOIN OUR EXHIBITORS

### Secure Your Spot Today!

By exhibiting at I4WASH 2025, you'll unlock new networking and business opportunities, ensuring maximum exposure for your brand among participants, exhibitors, and sponsors. I4WASH connects you with the right people and solutions, fostering valuable collaborations and partnerships. It's an unparalleled opportunity to elevate your profile among leading water professionals and companies.

	PLATINUM SUPPORTER	GOLD SUPPORTER	SILVER SUPPORTER	BRONZE SUPPORTER
<b>Logo on all materials</b>	✓ Prime Position	✓ Prominent	✓ Standard	✓ Basic
<b>Speaking opportunity</b>	✓ Keynote / Plenary	✓ Technical session	✓ Panellist	✗
<b>Branding at venue</b>	✓ 4 Banners at the podium	✓ 3 Banners at the podium	✓ 2 Banner at the Podium	✓ 1 Banner at the podium
<b>Exhibition space</b>	✓ Premium booth (6x3m)	✓ Standard booth (3x3m)	✓ Standard Booth(3x3)	✗
<b>Digital media promotion</b>	✓ Featured profile on website and all branding materials, website	✓ Logo on branding materials, website	✓ Logo on branding materials, website	✓ Logo on branding materials, website
<b>Complimentary passes</b>	10 full-access passes	7 full-access passes	5 full-access passes	3 full-access pass
<b>Co-branding in report</b>	✓ Full-page profile	✓ Half-page profile	✓ Quarter-page profile	✓ Mention in credits
<b>Input into final communiqué</b>	✓ Yes	✓ Yes	✗	✗
<b>YOUR SUPPORT</b>	<b>Kes. 4, 000, 000</b>	<b>Kes. 3, 000, 000</b>	<b>Kes. 2, 000, 000</b>	<b>Kes. 1, 000, 000</b>

*Upon confirmation, a tailored agreement and partnership plan will be shared.*

## ORGANIZING PARTNERS

### **Quercus Group**

Quercus Group is a hands-on consultancy headquartered in Nairobi, Kenya. We specialize in sustainable development and regional economic growth through collaboration and strategic partnerships. We make things happen by engaging decision-makers, private sector, academia and last but not least – our communities – to co-create solutions for the shared global challenges.

Our story began with the creation of Europe's largest cleantech cluster and the firm belief that collaboration and multi-stakeholder engagement can help accelerate sustainable development worldwide.

Since our establishment in 2012, we have worked with numerous projects in 45 countries worldwide in Agribusiness and Circular economy. In 2018, WASH entrepreneurship and promotion of innovative technologies that are scalable became one of our main focus.

At Quercus Group, we believe that access to water and proper sanitation for all is the foundation for any economic development in the world.

### **SARDA**

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 behaviour 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.



*“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”.*

**Nicolai Rottboll,**

*Founder & Chairman of Quercus Group.*

[www.quercus-group.com](http://www.quercus-group.com)



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