Supporting Sanitation Entrepreneurs Worldwide

Dorothee Spuhler, Stockholm August 2015
OUR APPROACH

INNOVATION & INTEGRATION

➡ Linking up multiple disciplines
➡ Innovations for sustainable development

seecon gmbh
society - economy - ecology - consulting

TEACHING, CAPACITATING & CHANGING

SUCCESSFUL & SUSTAINABLE DEVELOPMENT
TEAM – 13 people from multiple disciplines

- Geographer
- Engineers
- Business experts
- Economists
- Training specialist and coaches
COMPETENCES – Innovations for sustainable development

SUSTAINABLE SANITATION & WATER MANAGEMENT

STRATEGY DEVELOPMENT

BUSINESS DEVELOPMENT

PARTICIPATORY APPROACHES

KNOWLEDGE MANAGEMENT

CAPACITY DEVELOPMENT

URBAN AND REGIONAL DEVELOPMENT

COACHING
SEECON – Capacity Development Portfolio

Integrity Management in the water sector

SUSTAINABLE SANITATION AND WATER MANAGEMENT TOOLBOX

International centre for water management services

SSWM: sustainable sanitation and water management

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international centre for water management services
The cewas Approach

Water/sanitation challenges => YOUR idea + cewas =

- BUSINESS competence
- Water EXPERTS
- Training & Business CENTER
- Personal COACHING
- Global NETWORK

YOUR Start-Up!
What does it offer You

- Innovative Ideas
- Networking
- Business Training
- Business Coaching
- Together with other local and international start-ups
- Working space

Business competence in water, sanitation and resource management

Access up-to-date knowledge
Develop innovative solutions
Reduce start-up risks
The cewas Start-Up Programme
The cewas Start-Up Programme

**MODULE 1**
**BUSINESS DEVELOPMENT**
Defining your idea

**MODULE 2**
**MARKETING**
Selling your idea

**MODULE 3**
**OPERATIONS**
Launching your business

**MODULE 4**
**FINANCES**
Getting the numbers right

**MODULE 5**
**FUNDING**
Structuring, managing and financing a project

**COACHING**
**MAKING IT HAPPEN!**
30 cewas Start-Ups in Operation from the last 4 years

Services
- Acquawise
- aquasis solutions
- Environmental Opportunities Africa
- WASAZA
- Sr3 consulting
- Caribbean Waters
- Concept WaSH
- Wasser für Wasser
- ESF
- Lillian Volat
- ClimateRe

Seda Consult

Foodways consulting
- Sustainable sports
- Shaan
- Foodwaste.ch
- L.A.K.E.S

Swiss Toilet Organisation
- recode Oregon
- refiller
- Foodways consulting
- Seda Consult
- Acquawise
- Wasser für Wasser
- Concept WaSH
- Lillian Volat
- ESF

Products/Technologies
- Foodways consulting
- L.A.K.E.S
- Foodwaste.ch
- Seda Consult
- Acquawise
- Wasser für Wasser
- Concept WaSH
- Lillian Volat
- ESF

„North“ Market
- recode Oregon
- Foodwaste.ch
- Seda Consult
- Acquawise
- Wasser für Wasser
- Concept WaSH
- Lillian Volat
- ESF

„South“ Market
- recode Oregon
- Foodwaste.ch
- Seda Consult
- Acquawise
- Wasser für Wasser
- Concept WaSH
- Lillian Volat
- ESF

OrganomoSh
- essento
- refiller
- Foodways consulting
- Seda Consult
- Acquawise
- Wasser für Wasser
- Concept WaSH
- Lillian Volat
- ESF

Phoster
- essento
- refiller
- Foodways consulting
- Seda Consult
- Acquawise
- Wasser für Wasser
- Concept WaSH
- Lillian Volat
- ESF

Eco solutions forge
- Aqgri+
- Yaku&You
- Urban Green

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From Willisau to the World

cewas Regional Programmes

cewas south asia
business competence in water, sanitation and resource management

cewas middle east
الكفاءة العملية في الإدارة المستدامة للمياه والصرف الصحي
business competence in water, sanitation and resource management

Smart Start-Up Program in Peru, Brazil and Bolivia

Smart Start-Up Program in Zambia
Smart Start-Up

Preparatory phase

cewas ateliers

Module 1
Coaching

Module 2
Coaching

cewas Smart Start-Up

Follow-up
Scanning the business environment

Business idea fair

Analysing competitors

Segmentation and targeting of customers
Impressions from training programmes

Development of business canvas

Pitching of business ideas

Workshop atmosphere
Impressions from training programmes

**cewas Smart Start-Up Zambia 2012-2015**

**2014**
6 young companies and Start-Ups

**2015,**
Training of coaches and start-ups
Impressions from training programmes

Start-Ups Zambia, 2014

Zoom Lion Ltd
Premium Household Waste Management Services

Malikelelo Estates Ltd
Tailor-made water and wastewater treatment systems

Prime Development
Empowerment of rural water committees in Zambia

WISEC Engineering
Operation and Maintenance of Water Systems

Aqua Zoo
First Zambia Aquarium preserving local species

AMO Consulting
Integrity Change Process Management and Audits
Impressions from training programmes

cewas roadshow 2015, Lusaka
Providing business development and training support to water and sanitation projects

**Project**

- Objectives
- Thematic focus
- Coordination & management
- Results

+ **cewas Smart Start-Up**

  - Development of solutions in collaboration with future technology and service providers
  - Activation of the market
  - Sustainability of the action
Impressions from training programmes

Business Training for NaWaTech Entrepreneurs, India

Decentralized Natural Water & Wastewater Treatment Systems
Resource Recovery and Safe Reuse (RRR)

From Research to Implementation
RRR Business Development Toolbox

RRR Business Development
Module 1: Training the Trainers
Module 2: Sector Inputs
Module 3: RRR Business Models

Module 4: Business Development Part I - Entrepreneurial Adaptation of Generic Business Models

Module 5: Health Effects & Integrity Management
Module 6: Business Development Part II - From Business Plan Development to Business Management

Entrepreneurial Basics
- RRR Entrepreneurs
- The Seven Habits
- Deadly Mistakes of Entrepreneurs
- From Challenges to Opportunities

Business Model Development
- Business Model Canvas
- Scanning the External Environment
- Political Environment
- Legal Environment
- Economic Environment
- Social Environment
- Technological Environment
- Environmental Factors
- Blue Ocean Strategy
- Elevator Pitch
THANK YOU!

Thank you!

Re ya leboha!

Danke!

Gracias!

Terima kasih!

Grazie!

Obrigado!

Kiitos

Sukriya!

Zikomo!

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