

# Accelerate2030 SDG6 - Lagos

Organized by Impact Hub Lagos and Waterpreneurs



Lagos, Nigeria, July 30-31, 2019

Impact Hub Lagos - 7A Milverton Road, Ikoyi, Lagos

PROVISIONAL PROGRAM *prepared by the Secretariat*

Event details and registration: <https://www.innovate4water.net/lagos-2019>

## Structure of the forum

	Tuesday 30 July	Wednesday 31 July
Morning	Pitching sessions and marketplace forum	Co-creation session
Afternoon	Pitching sessions and marketplace forum	-

Accelerate2030 marketplace forum in Nigeria brings together a dynamic ecosystem of water & sanitation stakeholders - 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.

Water is considered key to the social, economic and political development of Nigeria. However, today Nigeria faces a mammoth task to ensure accessibility and availability of Water and sanitation for all its citizens.

There are multiple attempts at decentralized solutions by private enterprises as well as by governments at the State and Central levels. However, solutions have been fragmented and highlight the need for a collaborative approach to truly demonstrate impact at scale. There is a need for all stakeholders in the Water Nexus to come together to share knowledge and leverage networks and resources to solve these problems.

In this context, in order to contribute to closing the visibility gap between entrepreneurs, investors and enablers in the “Water Nexus”, Impact Hub Lagos and Waterpreneurs are co-organizing a business networking event:

### “Accelerate2030 SDG6” Nigeria 2019

This marketplace forum for sustainable development will offer a unique opportunity for key stakeholders in the sector to present their activities and develop collaboration with a curated set of stakeholders in their ecosystem locally.

**When: 30-31 July 2019**

**Venue: Impact Hub Lagos, Nigeria**

Participants are curated in an effort to bring maximum value to each participant, attendance of the event is by invitation only. All participants are encouraged to be active through a series of short pitches, where they have the opportunity to present their activities to gain visibility and share knowledge with other sector stakeholders, to increase collaboration and business opportunities.

### Structure of the forum

The 2 days marketplace will be **dynamic**, with time allocated to **facilitate connections** between the participating stakeholders. There will be several sessions covering relevant topics in an **interactive format** composed of 2 elements:

- Public and private organisations pitching their needs and/or projects (**5 min / pitches**)
- Networking & B2B sessions

The forum is also interactive and innovative. It consists of a limited number of plenary sessions and essentially of presentations, short pitches (5-7 minutes each) and networking discussions, as well as an exhibition marketplace and award ceremony, with the possibility of an extra day for specialised training sessions. Importantly, plenary sessions and presentations are dedicated to facilitating connections between the participating stakeholders, with a focus on discussing concrete projects / funding needs and offers in the field to ensure equality of status, rights and opportunities for all presenters – those in the entrepreneurial / solutions providers community, operators, corporations, and investors. An exhibition marketplace is available during each forum, with selected organisations presenting their activities, innovations, technologies and projects. This marketplace is used for active networking and initiating collaboration and business discussions.

Structure of the forum

MONDAY JULY 29

Afternoon – (Optional) Coaching sessions

TUESDAY JULY 30

Morning

Introduction & keynote address

Reinforcing the capacity of entrepreneurs and accelerate their activities

Women and youth entrepreneurs

Afternoon - Marketplace forum

The emergence of innovative and/or hybrid business models - Safe Water Enterprises & Treatment technologies

Ending Open defecation in Nigeria through entrepreneurship

The role of NGOs and UN Agencies in the enabling environment

Smart water & sanitation technologies (data leveraging, data monitoring) - Off-grid and smart technologies

WEDNESDAY JULY 31

Bringing the discussion to the next level

Co-creation session: designing a growth-based programme for sourcing and developing water and sanitation entrepreneurs in Nigeria

Other topics that will be included in the discussion:

An opportunity: water and sanitation in the circular economy

Innovative finance for WASH market-based solutions

The role of Development Agencies

Reinforcing water utilities

Water energy food health nexus

# MONDAY JULY 29

## Afternoon – (Optional) Coaching sessions

4:00pm - 6:00pm

### Pitch rehearsal and coaching session

Dry run of presentations by all participants pitching (on a voluntary basis).

The objective of this “closed door meeting” is essentially to get prepared for the pitching sessions, get feedback on your presentations and start to meet other presenters.

Facilitated by Waterpreneurs and Impact Hub Lagos

The coaching session is a special occasion for entrepreneurs and other presenters to showcase their pitch and business in front of other entrepreneurs and this in a relaxed but professional environment. The main objective being that during the event, the entrepreneurs will perform convincingly their pitch and will be using efficiently the 5 minutes given.

We recommend the following four sections to include in the pitch:

- Company/organisation
- Product/Unique Value Proposition
- Achievements / Level of maturity
- Financing needs / Challenge

# TUESDAY JULY 30

## Morning

### Introduction & keynote address

9:00am Introduction & keynote address	
Forum introduction and expectations: <ul style="list-style-type: none"><li>● Introduction to Accelerate 2030</li><li>● Importance of SDGs</li><li>● Why focus on SDG 6 in Nigeria</li></ul>	<b>Impact Hub Lagos / Waterpreneurs</b>
Keynote address: entrepreneurship and sustainable development in Nigeria	<b>Nigeria Climate Innovation Centre,</b> Bankole Olorunto
Keynote address on the state of WASH in Lagos	<b>Lagos Water Corporation,</b> Engr. Muminu Badmus
Keynote address on the situation in Nigeria	<b>NEWSAN,</b> Attah Benson
Local WASH issues - Cross River State	<b>United Purpose,</b> Julius Awu

The United Nations' High-Level Panel on SDG 6 announced recently the following decade to be a decade of water action. After examining progress on the SDG, the panel's primary recommendation was to immediately "improve the enabling environment for investment in sustainable water-related infrastructure and services in order to at least double current investment levels."

The variety of players involved in WASH service delivery is large and diverse, with public and private sector entities. It is recognized that universal WASH access will need the contribution from both, public and private entities as their roles and motivations are distinct.

Local entrepreneurs that deliver safe water or sanitation services can contribute significantly to achieving SDGs in bringing sustainable solutions and ensuring the maintenance of operations. Meaning that water and sanitation enterprises can play a key role within a larger national framework for delivering safe, convenient and affordable water and sanitation services to all. This includes providing safe drinking water or sanitation to places that don't have piped water infrastructure (including last-mile delivery), serving low-income communities and providing last mile treatment in places with piped water.

WASH (water, sanitation, and hygiene) entrepreneurs, in the context of this forum, are formal or informal organisations delivering market-based activities in the Water, Sanitation and related areas (irrigation, hydro-electricity, etc.). These activities can include (but are not limited to) the provision of WASH operation services (collection, treatment, distribution, etc.), the construction of small infrastructure (drilling, mini-grid, treatment plants, sanitation facilities, etc.), or the development

and sale of products (filters, pumps, etc.). These organisations can be socially-driven businesses or NGOs with trading revenue.

- Numerous organisations involved (NGO’s, public sector, private sector), often use a silo approach / poor cooperation, in a complex ecosystem, on a transversal issue (“water-nutrition-food” nexus).
- Financing depending essentially on public funding / subsidies / charity.
- Existence of established local water entrepreneurs, providing sustainable solutions with potential to scale their activities
- Impact and socially responsible investors on the rise, including major organisations (banks, insurance, pensions funds, etc.).
- Lack of visibility and trust between entrepreneurs and investors
- Corporate companies concerned about the communities where they operate not having access to safe water
- Need for collaboration between the public sector, the private sector and civil society to support local entrepreneurship

## Reinforcing the capacity of entrepreneurs and accelerate their activities

**Entrepreneurs often require support from partners in the various phases of their growth. The variety of stakeholders involved each with their specializations makes continuity sometimes difficult.**

A number of organisations (incubators, accelerators, development agencies, etc.) offer support to water entrepreneurs in different ways. Most of them are specialized in a specific phase of growth (idea-seed-scale-up-growth-maturity). These phases and their specifics can be confusing and laborious for entrepreneurs looking for help. To facilitate support enabling organisations are now starting to join forces. Their goal is to unlock silos to achieve a more transversal approach to support impactful entrepreneurs, fully respecting human rights.

By organising themselves in a cross-boundary network to collaborate and to share best practices entrepreneurs can find support to expand their business in multiple markets.

Pitching sessions – Entrepreneurship enabling environment	
<i>Innovation Support Network (ISN) is a community of Hubs in Nigeria with the goal of promoting collaboration amongst hubs, entrepreneurship and innovation ecosystems across Nigeria. ISN is a non-profit organization.</i>	<b>Innovation Support Network,</b> Solape Hammond
<i>Impact Hub Lagos is a member of the worldwide Impact Hub community which acts as an accelerator for positive change. Around the world, there are over 16000 Impact Hub workers, 90+ running Impact Hubs spread across 5 different regions of the world. The goal and central aim of Impact Hub are to inspire, connect and enable people around the world to move from ideas to actions. It is</i>	<b>Impact Hub Lagos,</b> Orinayo Ayodele

<i>a community that allows entrepreneurs and innovators to come together and act as peers while they develop their skills and work on their tasks.</i>	
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## Innovative finance for WASH market-based solutions

**Investing in the water sector is often perceived as risky and complex. To de-risk and make the sector more attractive for public and private investments, innovative finance mechanisms are needed. Many are currently being developed and tested.**

Finance offers a wide range of investment approaches from traditional investment to grants. Investors should define clear strategies on what they expect in terms of financial return but also for the social and environmental return. Impact investing propose an interesting alternative when investors seek a weighted financial, social and environmental impact.

The impact investing space has grown to multi-billion figures. From private banks to pension funds, including private individuals, governments, and corporations, interest is there to put capital at work into SDGs 2030, including into water and sanitation, yet little money is flowing to projects today. A major question: How can we build a life cycle investment infrastructure for “water & sanitation enterprises”, from venture capital to mature growth financing?

Pitching sessions – Entrepreneurship enabling environment	
<i>The Lagos Angel Network (LAN) as an example of how to create and angel investor group using the World Bank InfoDev Framework</i>	<b>Lagos Angel Network</b> , Tomi Davies
<i>Africinvest is an investment and financial services company</i>	<b>Africinvest</b> , Paul Okunaiya

## ACCELERATE2030 Process

### Accelerate2030

In Nigeria, a cohort of selected ventures participate in a 4-6-month Scale-ready program implemented by each National Partner together with key national and international partners. The program includes diagnostic and the development of individual scaling plans, mentorship, business coaching, mentorship access to workspace, and curated access to strategic networks and partnerships. In addition, ventures benefit from specific expert support tailored to their needs, connecting them to experts and partners in the WASH sector, incl. mentors, thematic experts, investors, and key forums and events. During this phase Accelerate2030 demo days will take place across target countries, bringing together key program partners, incl. UNDP, national governments, investors, private sector partners.

Presentation	
Presentation and Q&A	<b>Impact Hub Lagos</b> , Orinayo Ayodele

## Women and youth entrepreneurs

**It is recognised by the United Nations that there is a strong link between access to drinking water and improved sanitation as also good hygiene practices. This relation is visible on the overall health of populations and relates to wider socio-economic impacts, particularly for women and girls (in Africa, 90% of the work of collecting water is done by women and girls).**

As primary providers, managers, and users of water, women are often in an ideal spot to help drive productive change in the design and maintenance of water systems, water distribution, and policymaking. What can be done to increase women’s involvement in water management?

For more than two decades, the role of women within the water sector has been examined in studies that have found that more substantial improvements in the governance, transparency, and sustainability of water supplies are achieved when men and women are involved in equal measure than when women are involved only marginally or not at all. A World Bank evaluation of 122 projects found that water projects that included women were six to seven times more effective than those that did not.<sup>6</sup> Yet women make up less than 17 percent of the water, sanitation, and hygiene labor force and a fraction of policymakers, regulators, management, and technical experts.

Pitching sessions – Entrepreneurship enabling environment	
<i>African Women’s Entrepreneurship Program (AWEP) is an outreach, education, and engagement initiative that targets African women entrepreneurs to promote business growth, increase trade, create better business environments, and empower African women entrepreneurs to become voices of change in their communities.</i>	<b>African Women's Entrepreneurship Program (AWEP) - Nigeria Chapter, Angela Ajala</b>
<i>Young Water Solutions Fellowship Programme provided a platform – Training, Mentorship and Seed fund</i>	<b>Young Water Solutions - Shadrack Guusu</b>

## The emergence of innovative and/or hybrid business models - Safe Water Enterprises & Treatment technologies

**The water sector is seeing the emergence of various hybrid WASH models that contribute to solving local problems (in particular service efficiency and sustainability). These models are often considered the most effective, combining complementary and sometimes unconventional approaches.**

There are numerous innovative technologies and business models to provide safe water or sanitation services in remote areas on a paying basis. However, all these operations struggle with barriers such as willingness to pay, traditions, acceptance, legal framework, and overall profitability among others. This limits their ability to break-even or even scale-up and replicate. But there are several promising avenues to be considered to mitigate and overcome these barriers: adapt radically to local needs, diversify product offerings, work on behaviour change, adapt the price to the service quality, cross-subsidize products/services , develop alter-payment schemes, or use technologies to decrease the operating costs.

In regard to water treatment, different types of technologies are available and have proven effective (filtration, chemical treatment (chlorination, flocculation etc.), reverse osmosis, UV treatment, and nature-based solutions). The effectiveness of these technologies depends on the local quality available, customers’ preferences, level of contamination etc.. Yet technology is only one factor which matters to ensure the impact on health. There is also a need to ensure appropriate production

process, operations and maintenance (quality control, container disinfection, monitoring etc.), money collection, awareness raising, good hygiene practices, viable supply chain etc.

Pitching sessions - Innovative water business	
<i>A social enterprise dedicated to scaling safe drinking water solutions in Nigeria</i>	<b>Impact Water</b> , Zacch Akinyemi
<i>BILADA, a Burkina Faso association that produces and markets disinfectants to ensure simple access to drinking water for all</i>	<b>BILADA</b> , Hamed Arthur
<i>The Association of Water Well (Borehole) Drilling Rig Owners &amp; Practitioners is the hallmark organization for anyone affiliated with the groundwater industry in Nigeria.</i>	<b>Association of Water Well Drilling Rig Owners &amp; Practitioners (AWDROP)</b> , Michael Ale

## Afternoon - Marketplace forum

### Ending Open defecation in Nigeria through entrepreneurship

Nigeria ranks second among countries practicing open defecation globally. According to the findings from the 2018 WASH National Outcome Routine Mapping (WASH NORM) survey, 24 percent of the population (47 million people) practice open defecation.

Open defecation has an economic, social, and health impact on national development. Nigeria loses about 1.3% (N455 billion) of GDP annually due to poor sanitation and a third of that cost is as a result of open defecation. More than 100,000 children under five years of age die each year due to diarrhoea; of which 90 percent is directly attributed to unsafe water and sanitation.

In November 2018, the Nigerian president declared a state of emergency in the Water, Sanitation, and Hygiene (WASH) sector, reaffirmed Nigeria’s commitment for eliminating open defecation in the country and launched a national campaign to jump-start the country’s journey towards becoming Open Defecation Free (ODF) by 2025.

The Federal Ministry of Water Resources (FMWR) with support from UNICEF Nigeria, Water Supply and Sanitation Collaborative Council (WSSCC), United Purpose, WaterAid, Action Against Hunger, the World Bank, European Union, UK Department for International Development, African Development Bank (AfDB), and in partnership with inter-ministerial agencies, civil society organizations, the media, the private sector, and the people of Nigeria, is currently leading the “Clean Nigeria: Use the Toilet” campaign to end open defecation by 2025 and achieve universal access to safely managed sanitation.

“Clean Nigeria: Use the Toilet” is an ambitious behavior-change campaign in Nigeria with a strong citizen engagement component. Leveraging on what is currently working (best practice) in states

with Local Government Areas (LGAs) and communities certified as ODF, this campaign is a national movement hinged on policy advocacy, public advocacy, and private sector engagement.

<b>Pitching sessions - Innovations business on sanitation - Facilitated by United Purpose and UNICEF</b>	
<i>SATO is a first-of-its-kind line of innovative &amp; affordable toilet and sanitation products specifically tailored for rural and peri-urban communities.</i>	<b>Lixil - Sato</b> , Michael Adegbe
<i>Eteicon is a recycled based Toilet tissue producing company in Aba, Abia State Nigeria; which uses Toilet Tissue Jumbo Reels made from the recycled pulp of Waste Paper to produce very Hygienic and very Affordable toilet rolls for low income families, Schools, Hospitals and Hotels in Aba, Abia State and other neighbouring states to use.</i>	<b>Eteicon</b> , Emelone Tochukwu Edwin
<i>Is constructing Sanitation Demonstration Units (SDUs) also known as Public toilets in 14 small towns in Ekiti West and Gbonyin Local Government Areas to provide institutional sanitation facilities towards eradicating Open Defecation in Ekiti State</i>	<b>Farewell to Open Defecation</b> , Babatope Babalobi
<i>The WBFA and its partners are committed to improving WASH in healthcare facilities, schools and communities in Nigeria and around the world. Work with Unilever</i>	<b>Wellbeing Foundation</b> , Christiana Asala
<i>Sanitation Marketing Supporting toilet business owners</i>	<b>WaterAid</b> , Michael Adeola
<i>Nexus between demand creation and supply for sanitation services. this can consist of looking at the closing the information gap and bringing the entrepreneurs and the programme implementers. Creating synergies that will allow products be available even in the rural areas</i>	<b>United Purpose</b> , Julius Awu
<i>Provision of equitable access to water, sanitation and hygiene services. Strengthen government efforts to eradicate the practice of open defecation. Strengthen tailored community approaches to total sanitation including Community-Led Total Sanitation (CLTS) in rural, peri-urban and riverine settings. Strengthen national and subnational bodies' capacity to develop and implement equitable and gender-sensitive WASH policies, strategies and guidelines. Ensure sustainability of water services in rural communities.</i>	<b>UNICEF</b> , Ochuko Ege
Interactive session by United Purpose, UNICEF and Waterpreneurs	

## The role of NGOs and UN Agencies in the enabling environment

NGOs are not always perceived as a crucial partner needed for developing successful business cases. This is a missed opportunity, as NGOs can play a vital role in ‘going beyond regular sales’ and play a crucial role in sustainable business ecosystems.

Pitching sessions – WASH enabling environment	
<i>The Society for Water and Sanitation (NEWSAN), a coordinating network of over 300 Civil Society Organisations, Non-Governmental Organisations and Community Based Organisations in water, sanitation and hygiene spread over six geopolitical zones of Nigeria. Our mandate is to ensure access to safe water, sanitation and hygiene facilities for all Nigerians.</i>	<b>Newsan Nigeria, Benson Attah</b>
<i>United Purpose has worked in Nigeria since 1999. We work to empower women and communities to voice their rights, promote good sanitation and hygiene practices to reduce water-borne diseases, and tackle environmental destruction in Nigeria’s depleting mangrove forests. United Purpose is the Executing Agency, facilitating the implementation of the Global Sanitation Fund - Nigeria’s Government’s model Programme for taking Sanitation to scale. This Programme Produced Nigeria first Open Defecation Free Local Government Area and has since then produce two others. In total United Purpose has produced five of Nigeria’s 13 nationally recognized open Defecation Free local government areas</i>	<b>United Purpose, Julius Awu</b>

## Smart water & sanitation technologies (data leveraging, data monitoring) - Off-grid and smart technologies

**New technologies in the water sector can facilitate and accelerate the deployment of successful solutions and the monitoring of activities and their impact. They offer new distribution channels, payment systems, real-time monitoring, capacity building etc.**

Smart water technology is a call for digital disruption all along the value chain of the water economy. It is the case for monitoring (with smart sensors, smart meters, blockchain for cost effective due diligence, etc.), payment (mobile money, prepaid cards), training of entrepreneurs. From a perspective of a better governance to people education and how to bridge cultural gaps, going through spreading technology for usage optimization and productivity improvement or thinking new compensation mechanisms on negative impacts.

It is important to note that smart technologies from outside WASH sector such as solar, rainwater aquifer storage, risk mitigation/statistics, awareness/media should be considered.

The contribution of digital systems in the water sector sometimes seems less obvious than it is in the energy sector. However, it is mainly because it is changing uses and improving the sharing of knowledge that digital can become a lever for development in the field of access to water and sanitation. It facilitates the coordination of projects, for example by making it possible to reconstruct

network plans when the administration is absent or remote (especially in rural areas). It also serves to improve knowledge of the resource: mobile applications provide information on the quality and flow of water points, connected sensors are used to measure the contamination of water by pathogens. All these applications make it possible to improve and secure the day-to-day management of the resource, especially since most users themselves can seize these new tools after a quick training.

<b>Pitching sessions - Smart water &amp; sanitation technologies (data leveraging, data monitoring)</b>	
<i>A globally oriented organization in the fields of water resources and environmental management with a vision to become a leading integrated water resources and environmental management institute on earth.</i>	<b>Aqua Planet</b> , Similade Adeodun
<i>A social venture that is dematerializing, demonetizing and democratizing flood early warning system and management.</i>	<b>FLOEWS</b> , Abubakar Bashir
<i>An app that will allow people to keep track of water usage, learn about the sanitized aspects and pay</i>	<b>Button Solutions</b> , Gabriel Godwin

# WEDNESDAY JULY 31

## Bringing the discussion to the next level

8:00	Welcome coffee in the marketplace	
8:30	Introduction	<b>Impact Hub / Waterpreneurs</b>
8:40	Key words	

## Co-creation session: designing a growth-based programme for sourcing and developing water and sanitation entrepreneurs in Nigeria

**Facilitated by N-CIC**

**AIM** – DESIGN A GROWTH BASED PROGRAM FOR SOURCING AND DEVELOPING WATER AND SANITATION ENTREPRENEURS

### CO-CREATION METHODOLOGY

- DISCUSSION OF BRIEF AND EXPECTED OUTCOME
- IDEATION SESSION
  - Understanding the challenge
  - Conceptualization
- CONCEPT EXPANSION
  - Identification program points
  - Designing of program structure and components
- PROGRAM BUSINESS MODEL
  - Revenue Model
  - Key Resources

## Other topics that will be included in the discussion:

### An opportunity: water and sanitation in the circular economy

Water overuse is a major cause of water stress and human rights breaches. Water reuse and recycling is an opportunity to mitigate the risks faced by large water users and to improve access to water and sanitation for all through innovative technological and entrepreneurial models. Agricultural and health aspects play an important role and various facets of the nexus are at the centre of the discussion.

### The role of Development Agencies

A significant proportion of WASH market-based entrepreneurs are financed through development project money, grants and development aid (public money from Development Finance Institutions (DFIs) / development agencies).

As a general preliminary principle, the key issues of sustainability and scalability need to be considered in deciding whether to fund any type of WASH effort.

#### Policy Enablers

Today, there is a huge gap between the desire of governments to supply safe drinking water to all people, the budget for doing this, and the regulatory controls for utilising the private sector, which is currently neither well recognised nor not well regulated.

### Reinforcing water utilities

**Providing safe water to booming urban and peri-urban populations is an ever-growing challenge for governments and water utilities in emerging economies. Conventional solutions and financing struggle to deploy infrastructure fast enough to keep up with the pace of growth. Innovative solutions can help water utilities address this challenge with technology and financing solutions that expand affordable, quality water services to fast-growing urban areas: securing private capital for new projects, expanding coverage to fast-growing areas, reducing non-revenue water, or increasing operations efficiency.**

### Water energy food health nexus

In the development sector, water and energy issues are closely intertwined. In many instances, coordinated approaches open up creative opportunities for win-win solutions.

Vital for life, water and energy are critical aspects of any economy. Water and energy are closely interlinked in the sense that the use of one depends on the availability of the other. Yet despite the strong interdependence of the two sectors, they are often managed independently.

This nexus is also applicable for food as water is essential for agriculture. Investment opportunities are many as the portfolio of projects can be diversified through different sectors.

It is, even more, the case in the rural or peri-urban area, where the idea of decentralized public services, operated by public or private small-scale players is seen as an opportunity for diversification. The nexus concept can be expanded beyond water, energy, food, and health to touch upon all the other SDGs related topics, including education, climate change, marine ecosystems, land ecosystems, peace and economic growth. Water and sanitation being transversal to all these topics, SDG funders and investors should pay greater attention to WASH funding.