



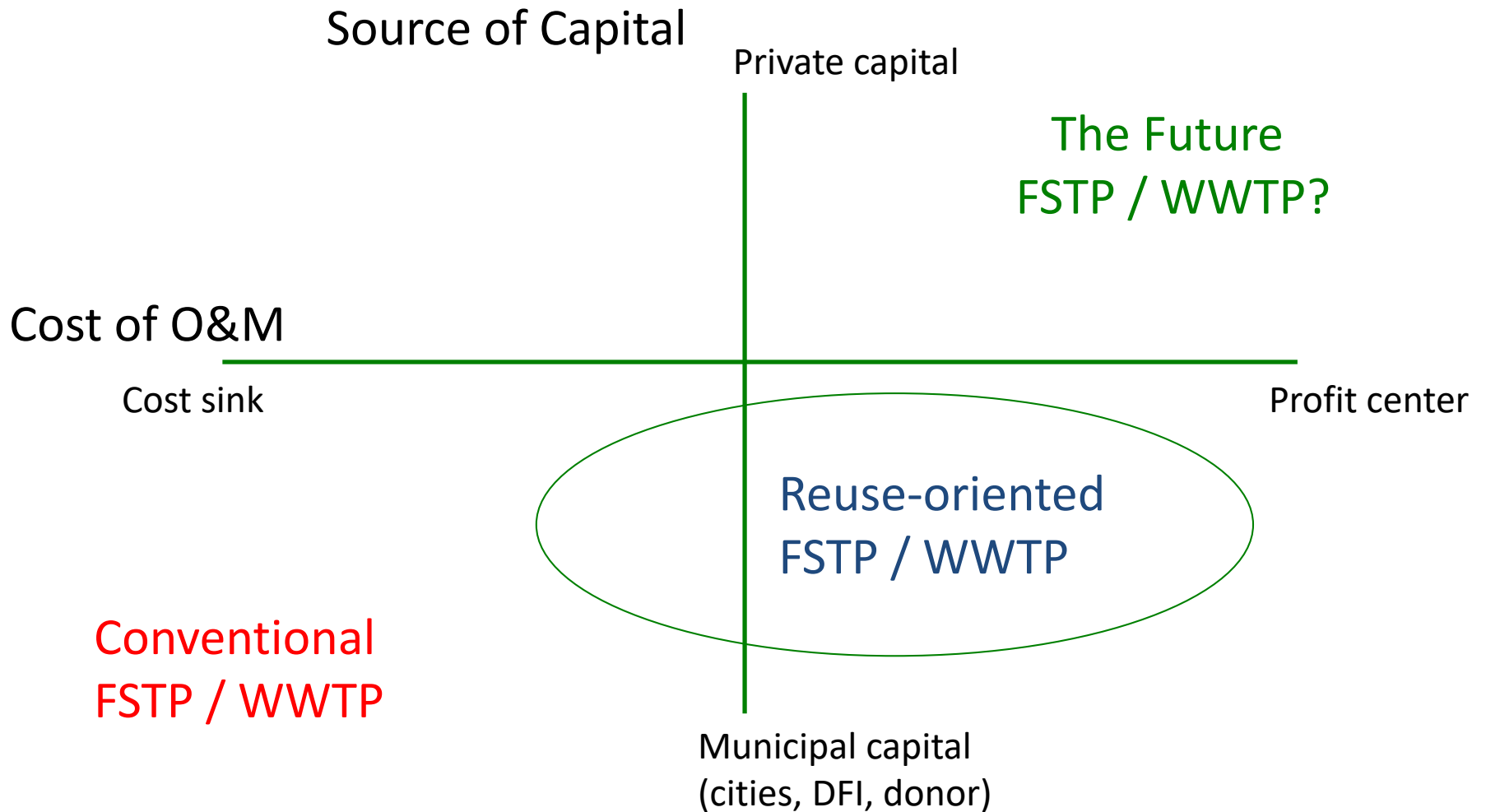
**Is resource recovery and reuse
bankable?**

...An entrepreneur's perspective

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Comparative advantage of reuse



**BUILD A BETTER
MOUSETRAP AND
THE WORLD WILL
BEAT A PATH TO
YOUR DOOR**

Ralph Waldo Emerson

...unless you're in the sanitation sector ³

Challenges to project development

Payment

- Cities ~~don't have~~ unwilling to come up with \$
 - Prioritization
 - Precedent
- Limited market for innovative solutions
 - Risk averse
 - Shallow expertise
- Reuse revenue \neq full cost recovery
 - Suspicion
 - False assumptions



Money there but hard to access

Challenges to project development

Procurement

- Tender processes exclude innovation
 - Pre-defined inputs
 - Pre-qualification criteria
- Conditions DFI funds actively block direct deals
- Transactions with DFIs & public sector slow

System works against value add of private sector:
speed & innovation

Challenges to project development

Politics of B2G sales

- Bureaucratic courtship
- High-touch, expensive sales process
- “New kid in school” with every sales cycle

Discourages participation by small firms



Challenges to project operations

- False perceptions revenue generation
 - Government
 - Citizens
 - End-users
- Lack of standards/certification for reuse products



Some good news: what's working

- Reuse concept increasingly mainstream in SSA
 - Validated markets for end products
 - Energy, irrigation, fertilizer
- IFI's increasingly interested in reuse
 - O&M sustainability is a key concern of the SDGs



An entrepreneur's wish list

- Project development process that fosters
 - speed
 - innovation
- Output-based financing options
- Advocacy for private sector as *part of* the solution
 - Understanding of key public sector stake

