



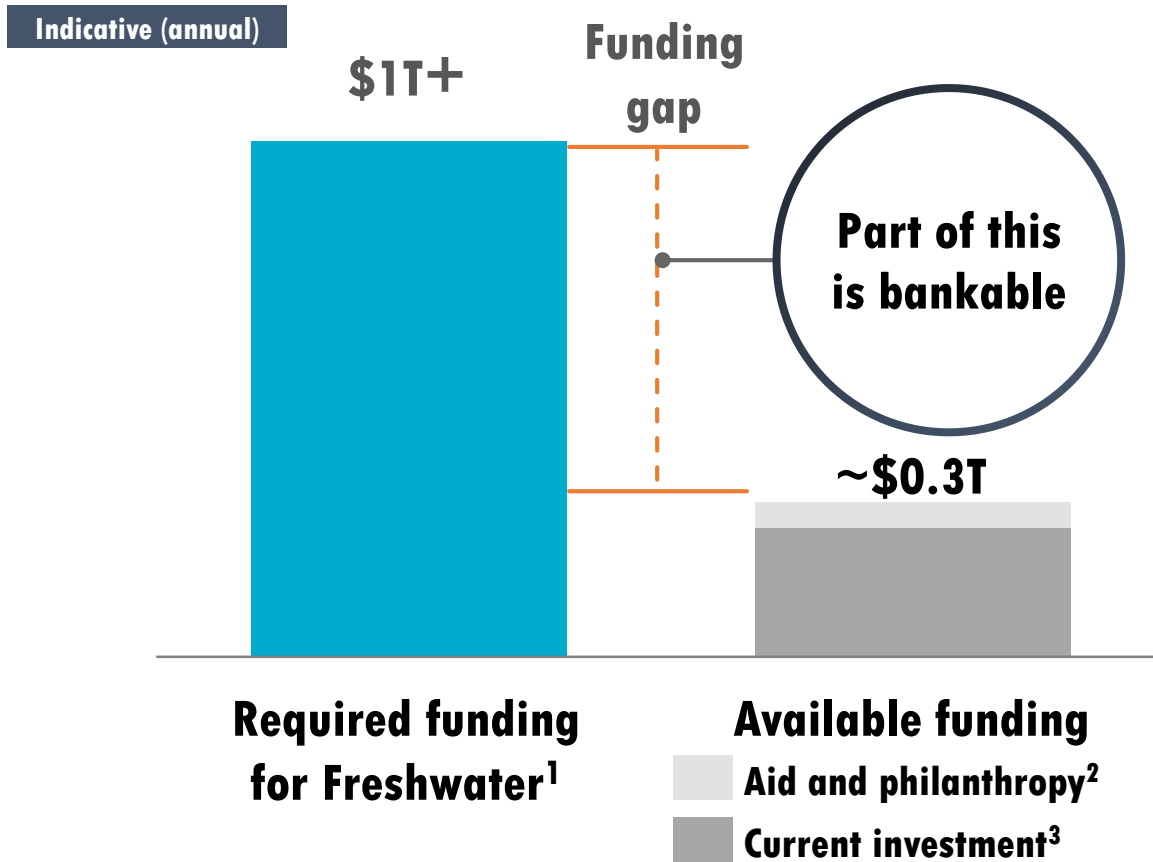
BANKABLE WATER SOLUTIONS

**How water stewardship is
catalyzing bankable
projects and blended
finance in Asia**

SWW, Stockholm
29 August 2018

Problem.

There is a large need for Freshwater projects, but more funding is required



1. Includes wastewater treatment facilities and water supply systems. Real need likely to be larger due to need in industrial and agricultural improvements related to freshwater as well as investment in ecosystem conservation

2. Estimated Freshwater related portion of aid and philanthropy (of \$1T total); shown ratio as for ODA (~5%)

3. Investment in water related projects, excluding Hydropower

Source: OECD, GWI, Hudson Institute

Provides financial opportunity for companies and investors



Solution.

Major Global Investor Pools

\$91T

**Private Sector
Debt**

\$76T

**Global
Equity Market**

\$42T

**Global
Public Debt**

\$6,6T Sovereign
Wealth Funds

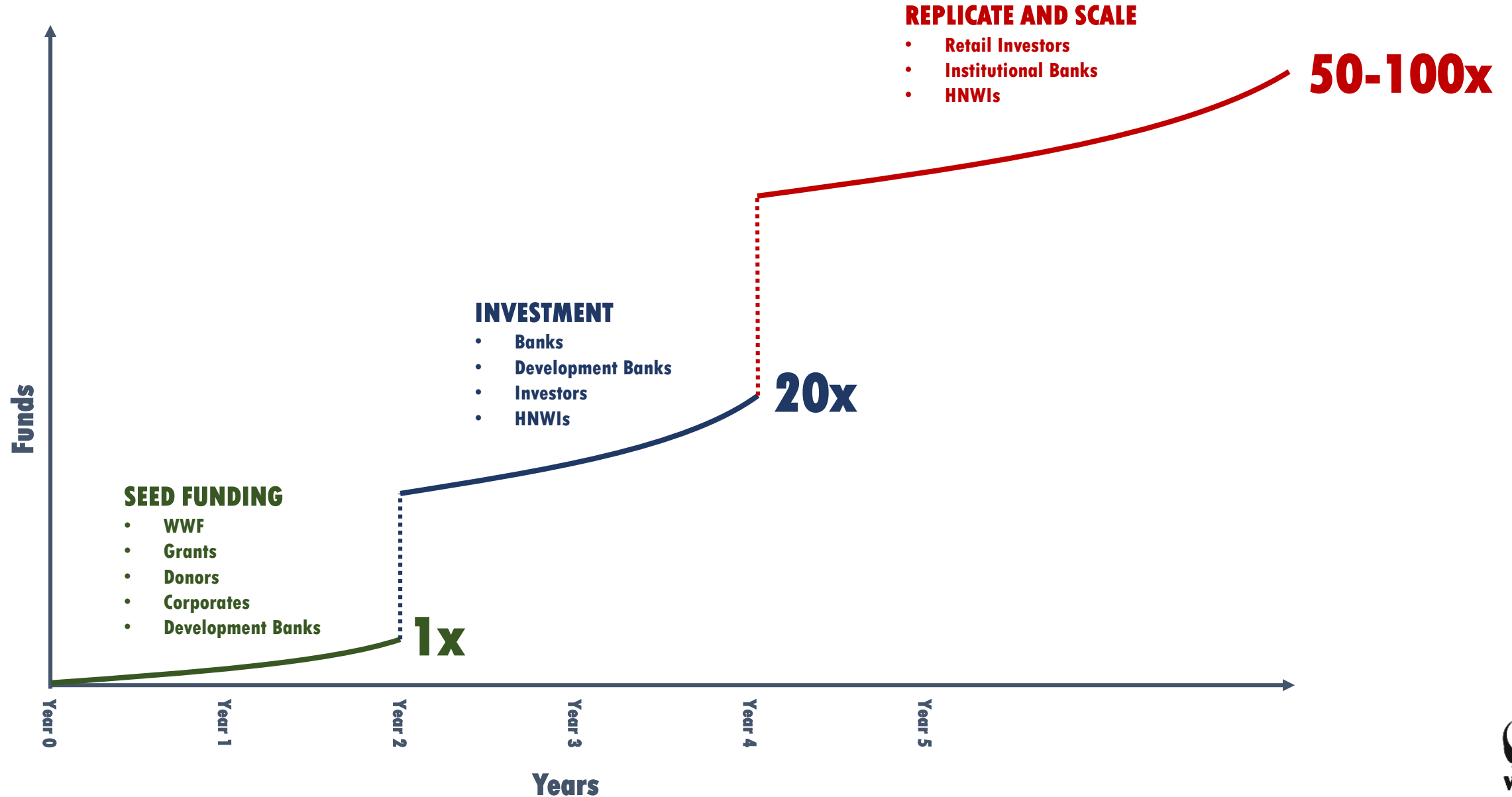
\$4.2T
Private Capital

< \$1T
US Foundation
Philanthropy

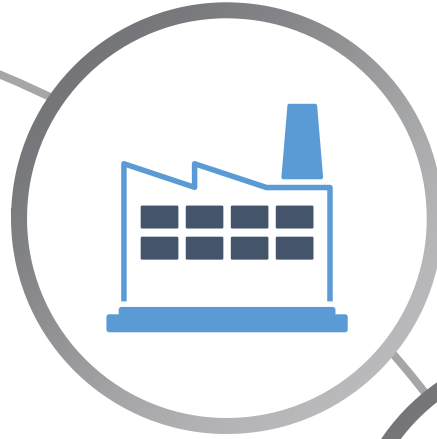
**Global ODA
< \$0,2T**



Leveraging Capital



**We find
projects through
various sources**



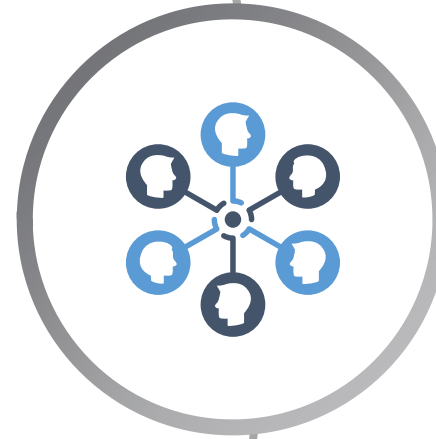
Global supply chain players

- Working with players which want to “green” their supply chain



Governments and local authorities

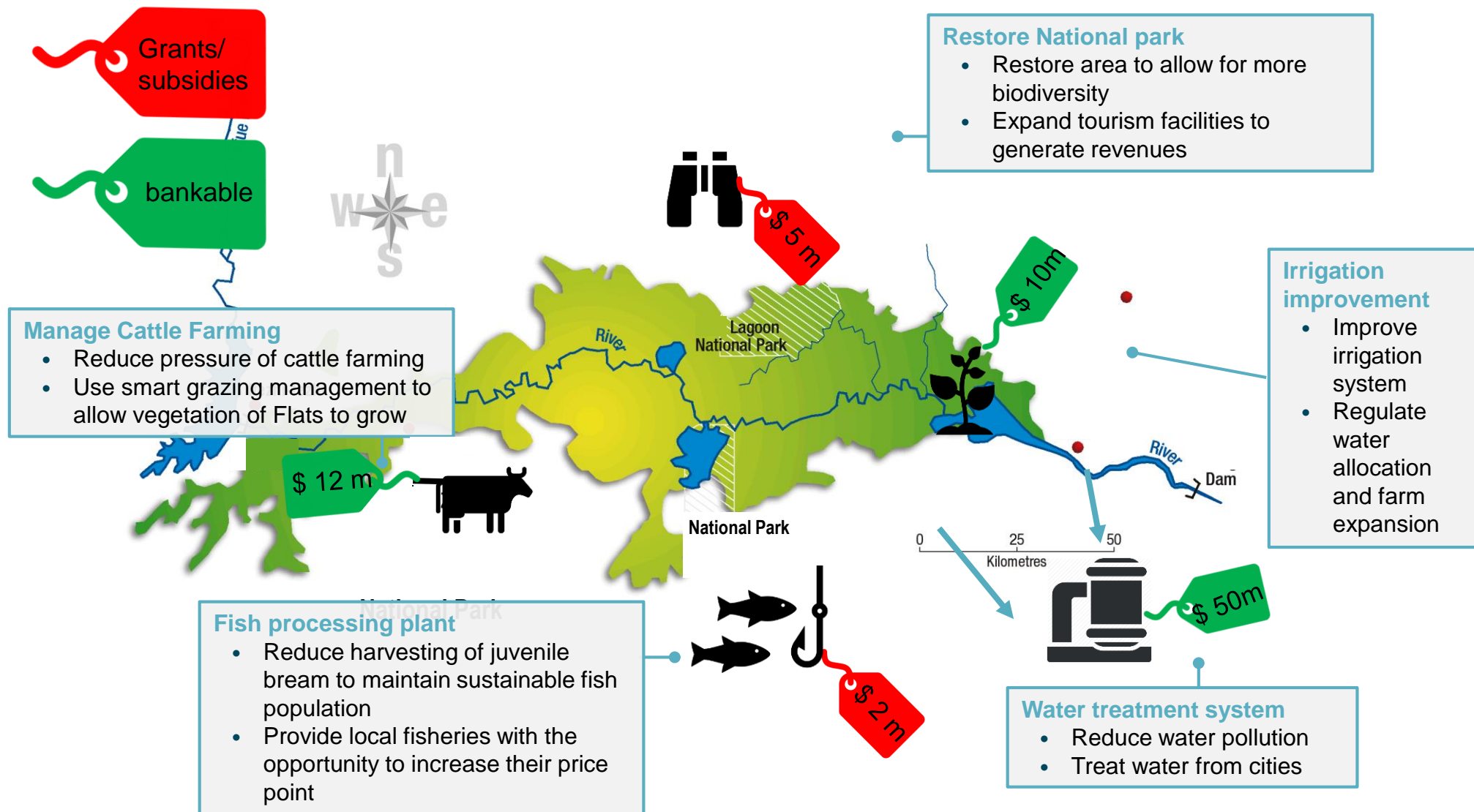
- Supporting entities to improve freshwater governance structures



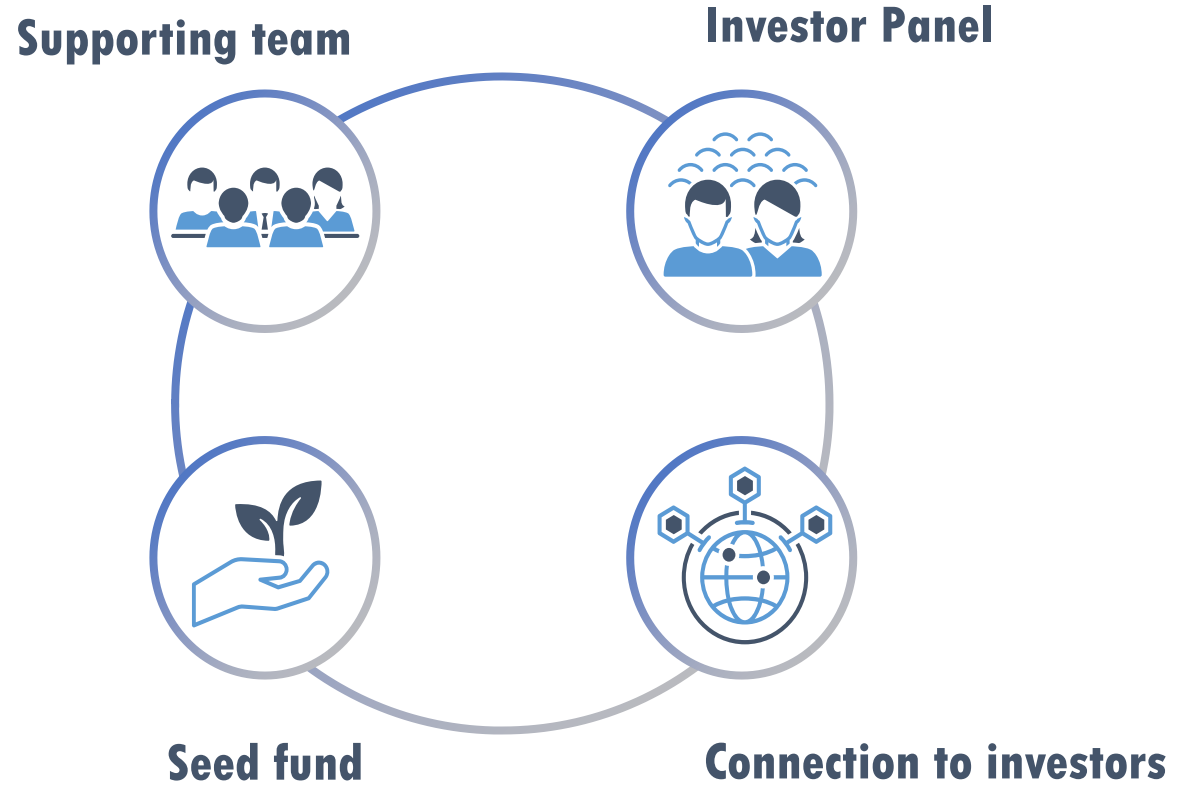
WWF's network in the field in key basins

- Supporting entities to improve freshwater governance structures

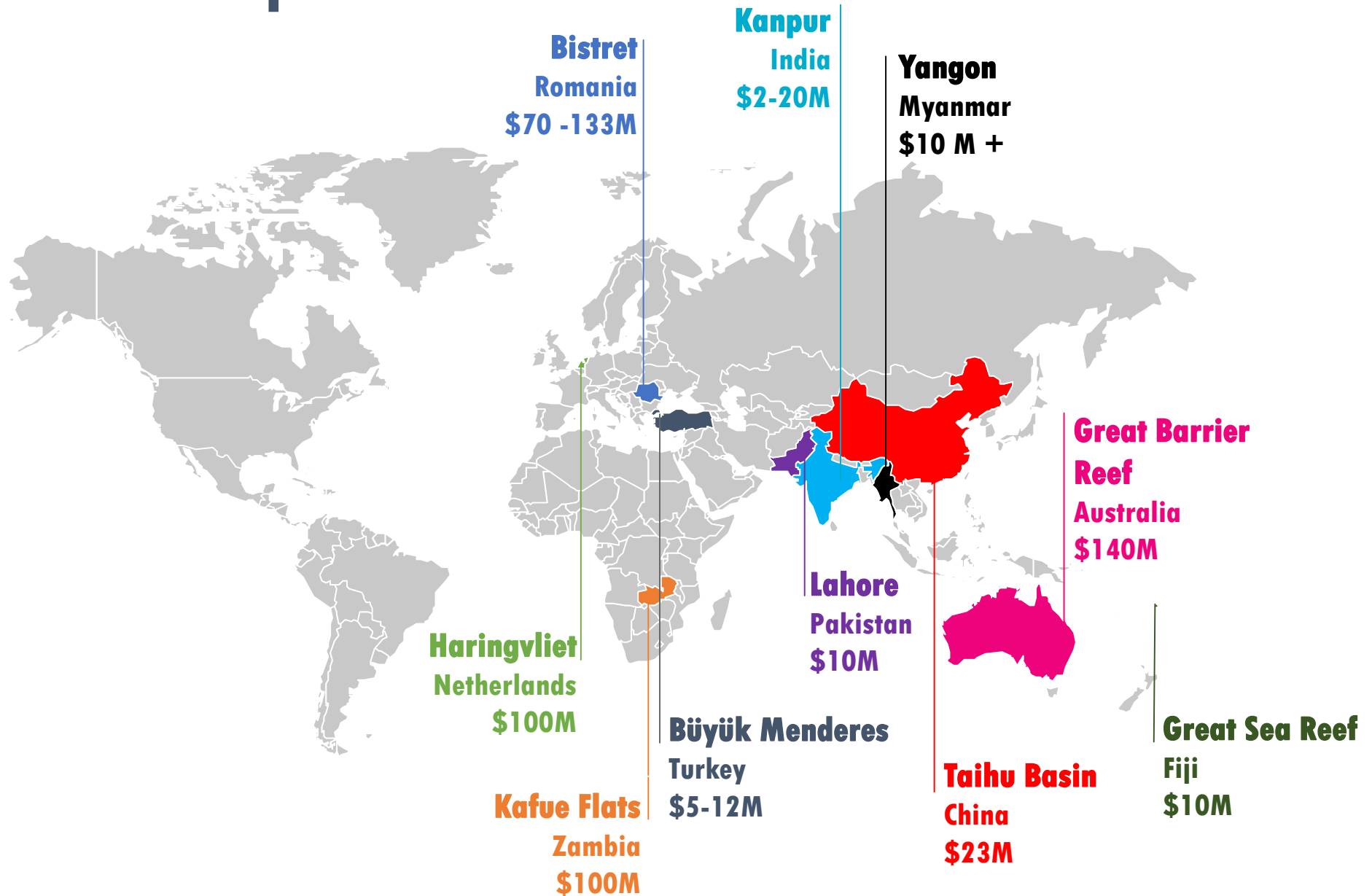
Basin finance: constellation of different bankable projects



WWF is setting up four ways to support identified projects



Snapshot of the Pipeline



Example.

Cleaner textile dying in Kanpur, India



Context

- **Cleaning Kanpur is key to saving river dolphins in Ganges**
- **Textile manufacturing threatens the clean water supply to key ecosystems**
- **Textile dyers want to improve footprint, but don't know how**



Key to success

- **Show business case with a pilot in the basin**
- **Involve global brands to raise awareness**
- **Provide grants to do feasibility study and link to potential financiers**



Results and next steps

- **Initial dyers expressed interest to participate**
- **First transactions expected over the coming months**
- **Blueprint created to replicate model in more companies, basins, and industries**

What is needed?



Blended Finance

Needed to address the investment gap for water by:

- Involving global brands to invest and/or buy
- Different dimensions: time & space
- Using public and philanthropic sources to de-risk
- Catalysing early phase and junior debt/equity at the project level
- Leveraging other investments & regulation at the basin level



Grants

Used to build basin-wide programs

- Increase the pipeline of possible projects
- Pre-feasibility studies and proof of concepts
- Link to potential financiers



Bankable Water Solutions

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