# Innovation: Business as unusual. What is innovation?

09:00 **Welcome and introduction to the session**
Will Sarni, CEO at Water Foundry

09:05 **What innovation is – and is not**
Maisie Devine, Global Director at ABInBev

09:20 **Short impactful presentations** (5 min)
Moderator: Ronja Sørensen, Young Scientific Programme Committee member, SIWI

- Alexandra Campbell-Ferrari, “Law for the last mile”
- Shubhangi Sharma, “Leaving None Behind: Innovative Approaches for Drinking-water, Sanitation and Hygiene”
- Sonia Hoque, “Water Diaries of the Poor”
- Lesley Pories, “Extending services to the poor: creating creditworthy utilities"

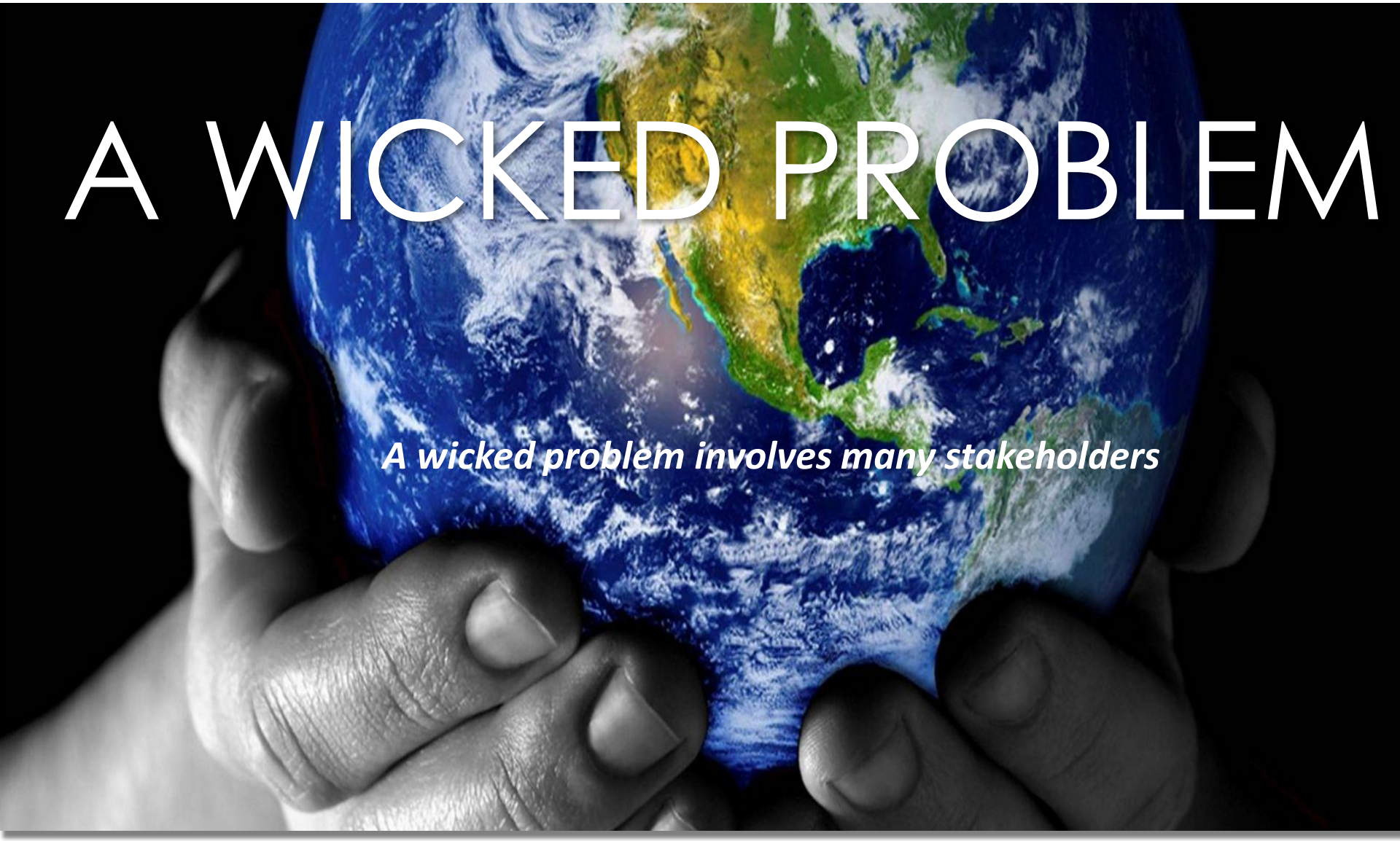
09:55 **Panel discussion with Q&A**
Moderator: Sudhir Murthy, Senior Vice-President at IWA

Panelists:

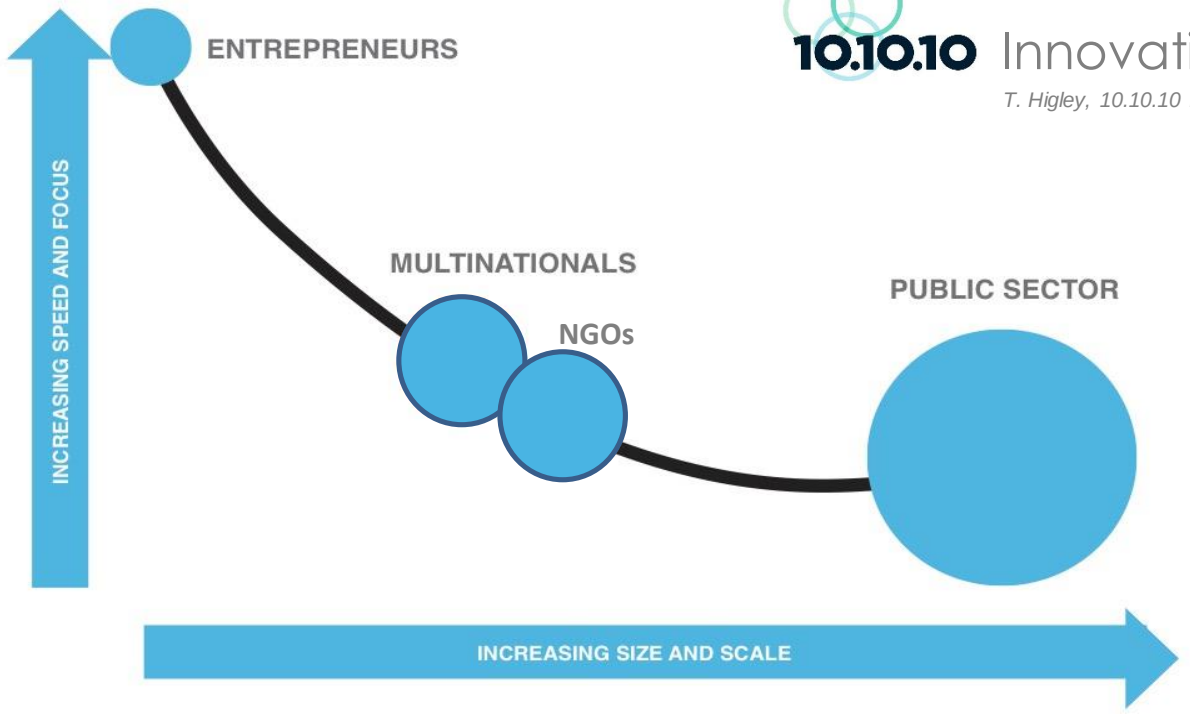
- Maure Pessanha, Executive Director at Artemisia
- Kit Krugman, President and Chair of the Board at WIN: Women in Innovation
- Usha Rao-Monari, Senior Advisor at Blackstone Infrastructure Group

10:25 **Closing remarks**
Sudhir Murthy, Senior Vice-President at IWA

10:30 **Close of session**


A WICKED PROBLEM
A wicked problem involves many stakeholders

# WICKED PROBLEMS AND STAKEHOLDERS
## ECOSYSTEM INNOVATION




10.10.10 Innovation Platform

*T. Higley, 10.10.10 Founders LLC., 2017*

“The future has arrived — it’s just not  evenly distributed yet.”

William Gibson
Author, Neuromancer

# Maisie Devine

Global Director at ABInBev

# Accelerating Sustainable Innovation at Anheuser-Busch InBev

Maisie Devine, Global Director Sustainable Investments and 100+ Accelerator

# AB InBev at a glance

**~180,000** colleagues

**~100** nationalities

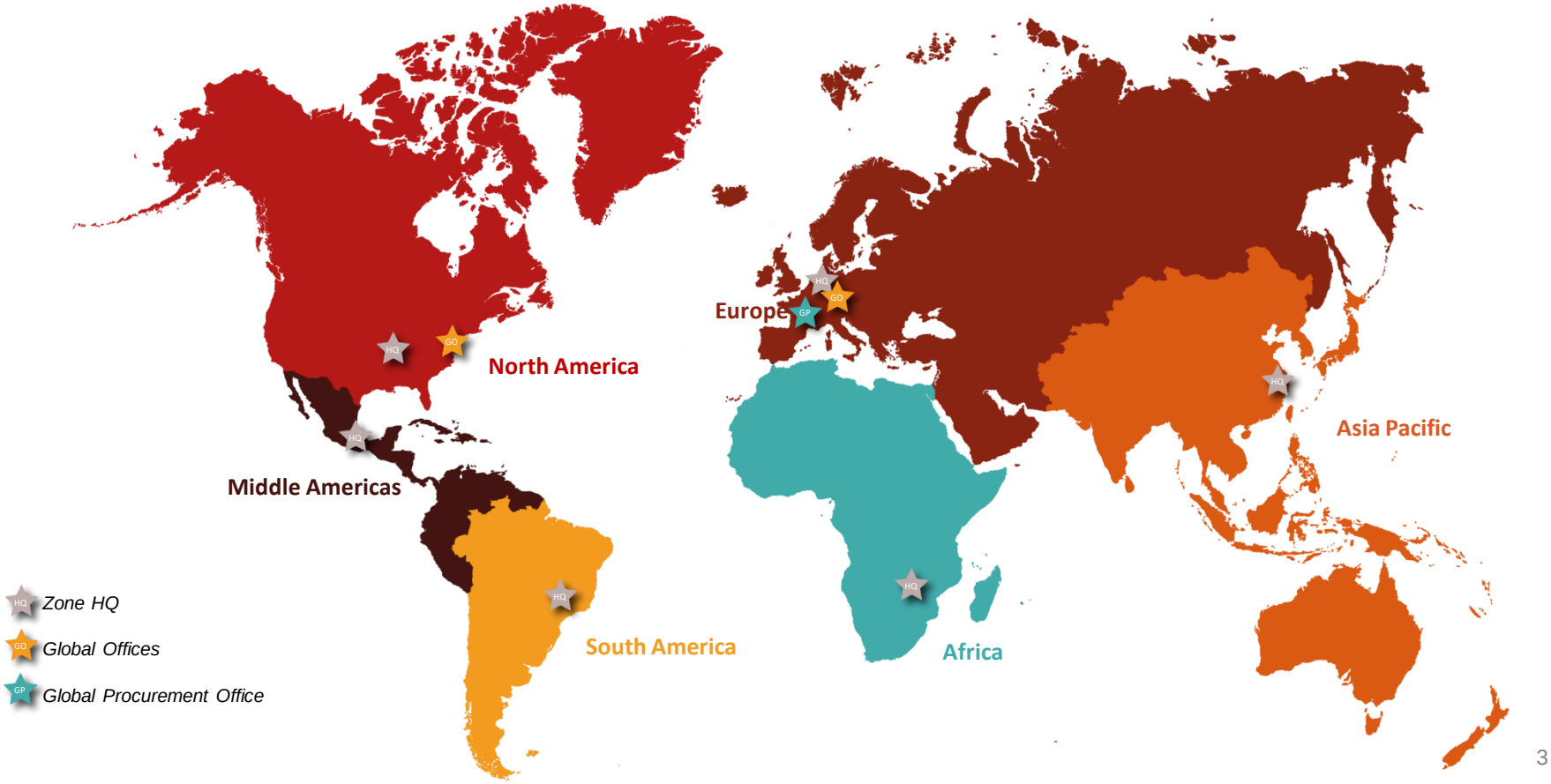
**~5.5m** jobs sustained worldwide

**50+** markets we operate in

**100+** markets we sell in

**~50m** people buy our products each day

# Truly global and diverse geographic reach



# Sustainability makes business sense

# 2025 Sustainability Goals

ABInBev

## Smart Agriculture

100% of our direct farmers to be skilled, connected and financially empowered

## Water Stewardship

100% of our communities in high stress areas to have measurably improved water availability and quality

## Circular Packaging

100% of our products to be in packaging that is returnable or made from majority recycled content

## Climate Action

100% of our purchased electricity to come from renewable sources
25% of carbon emissions to be reduced across the value chain

AB InBev

# accelerator

100+

We are also preparing for next cohort!



***Open Call For Applications***
***Aug 30***

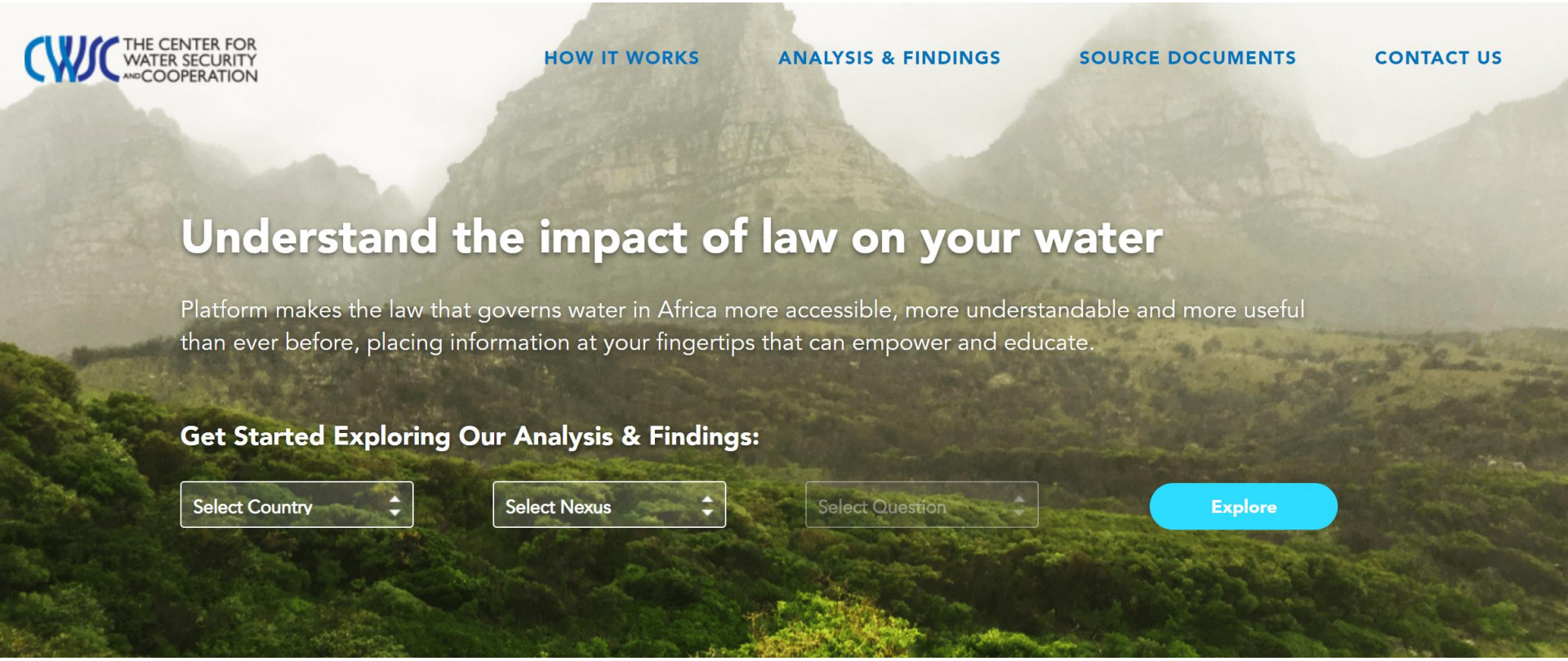


***Applications Closed***
***Oct 30***


# LAW FOR THE LAST MILE

Alexandra Campbell-Ferrari
Co-Founder and Executive

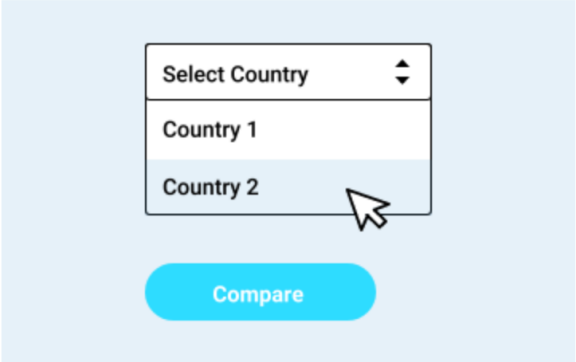
CWSC THE CENTER FOR WATER SECURITY AND COOPERATION


CWSC THE CENTER FOR WATER SECURITY AND COOPERATION
HOW IT WORKS
ANALYSIS & FINDINGS
SOURCE DOCUMENTS
CONTACT US
Understand the impact of law on your water
Platform makes the law that governs water in Africa more accessible, more understandable and more useful than ever before, placing information at your fingertips that can empower and educate.
Get Started Exploring Our Analysis & Findings:
Select Country
Select Nexus
Select Question
Explore

# How It Works


## **Step 1:** Explore Findings

Filter by country, nexus and/or question and click ‘view’ to display a specific analysis from the results.

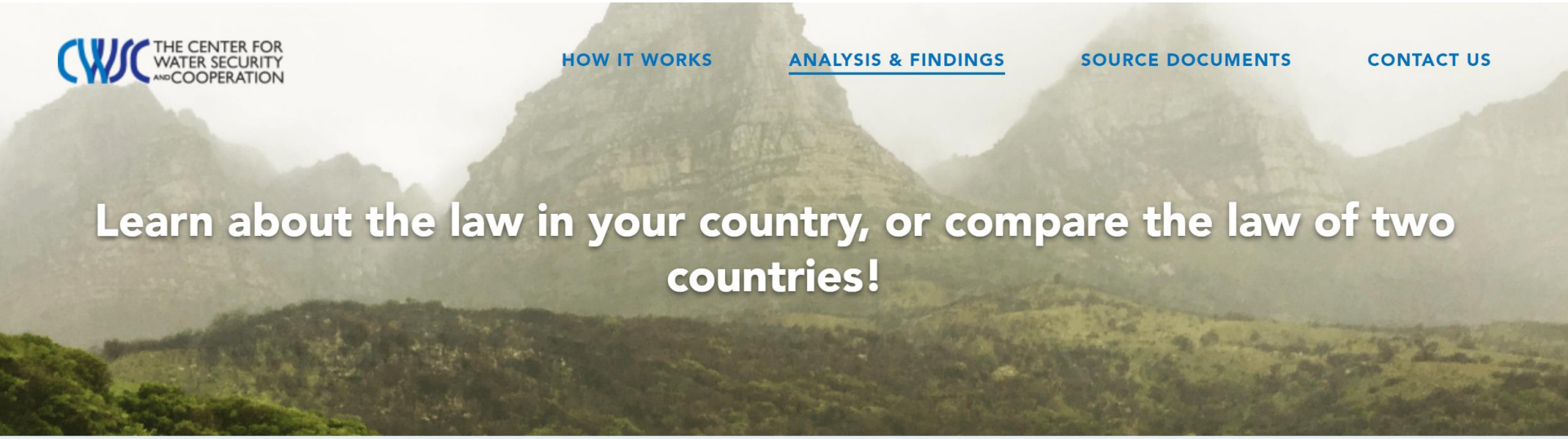



## **Step 2:** Compare Countries

Select a second country on the analysis page to compare the two side-by-side or select a sepcific question on the right.


## **Step 3:** View Sources

Click on ‘view PDF’ under any of the source documents for a specific analysis to pull up that source.




**Explore Findings:** Kenya | Agriculture | CQ 1.1: How do laws ; | Explore

## Use the filters above to explore our Analysis & Findings

**Explore Findings:** Select Country | Select Nexus | Select Question | Explore

**Compare With Another Country:** Nigeria | Compare

# Agriculture

## Kenya

What and how do laws govern the nexus between agriculture and water?

CQ 1.1: How do laws govern agriculture and water quality?

**Questions:**

RQ 1.1.1: How do monitoring requirements govern agriculture and water quality?

RQ 1.1.2: How do reporting requirements govern agriculture and water quality?

**Explore Findings:** Select Country | Select Nexus | Select Question | Explore

**Compare With Another Country:** Nigeria | Compare

# Agriculture

## Kenya

What and how do laws govern the nexus between agriculture and water?

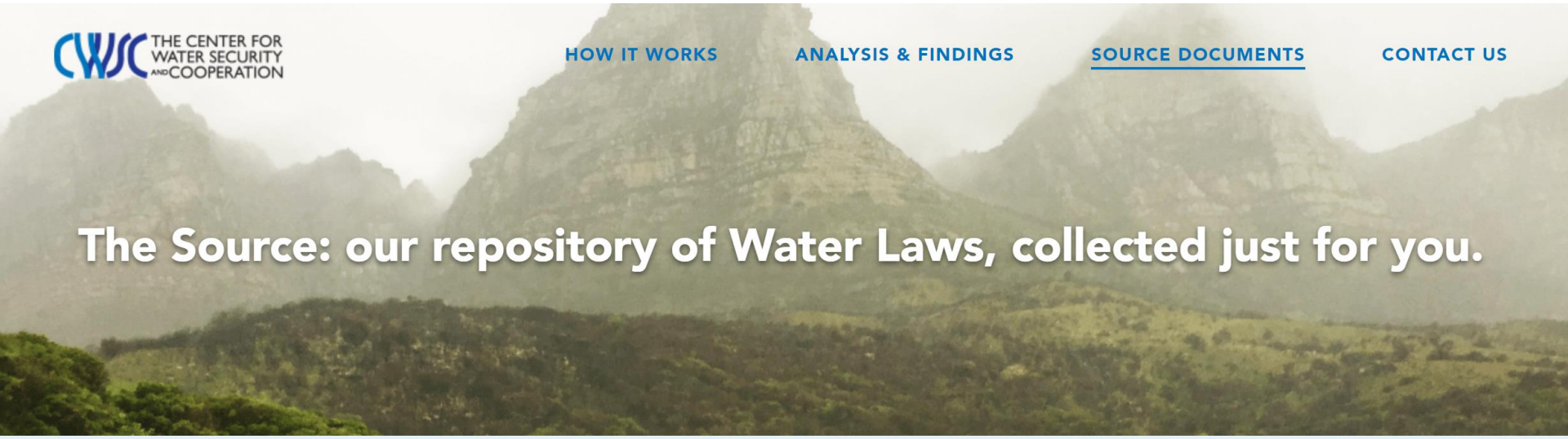
CQ 1.1: How do laws govern agriculture and water quality?

# Agriculture

## Nigeria

What and how do laws govern the nexus between agriculture and water?

CQ 1.1: How do laws govern agriculture and water quality?



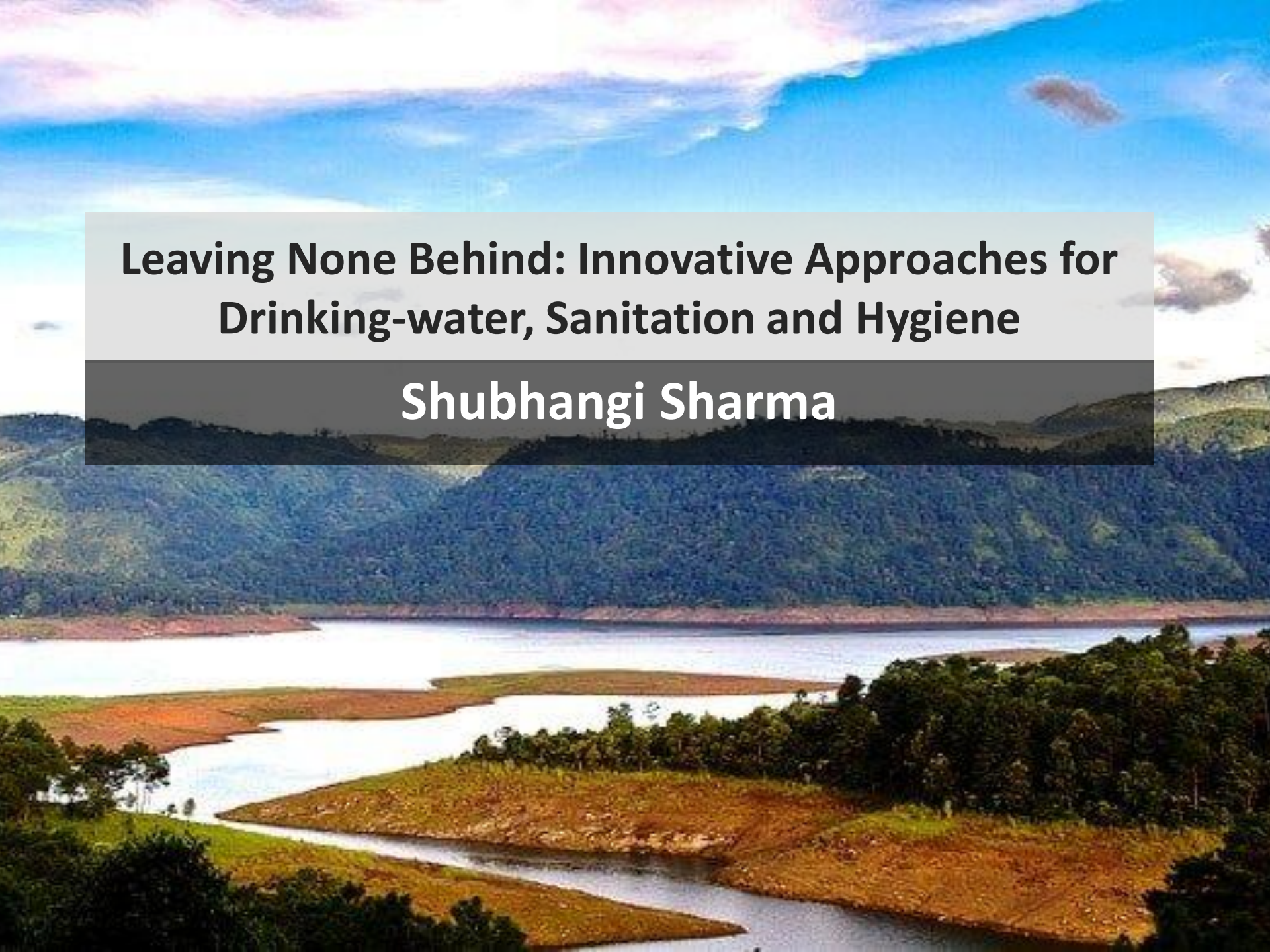

Explore: Search by key terms and tags | Kenya | Agriculture | Explore

## Use the filters above to explore our Source Documents

# Thank you.

Alexandra Campbell-Ferrari
acampbellferrari@ourwatersecurity.org

THE CENTER FOR WATER SECURITY AND COOPERATION



# Leaving None Behind: Innovative Approaches for Drinking-water, Sanitation and Hygiene

Shubhangi Sharma

Two options were: improve these systems with modern technologies or to go all-out for dynamic, eco-friendly and sustainable approach.

**We went with the latter.**

# The Problem

**With increase in demographic pressure in Shillong, traditional approaches of water management are on the verge of collapse, resulting in water shortage and, a rise in water borne diseases and sanitation problems.**

# Our Solution

- **Locality-wise youth-groups were formed to work with the people and make them aware of the importance of safe drinking water, hygiene and sanitation. We kept a special focus on women.**

# Youth Groups Working in Team Spirit

# Discussing About the Strategy

# Youth Groups on the Job


# Outcomes

- The women empowerment component was an encouraging success
- Schools and colleges ensured drinking water supply and water supply in washrooms.
- Hundreds of homes took to water harvesting techniques and waste segregation
- **People are more conscious of ‘WASH’.**
- New youth leaders join us everyday and our number runs into nearly 200

- Engagement at the grassroot level
- Can have significant results by reshaping behavioral attitude
- We need modern tech, Cheaper solutions


*Khublei Shibun*

**Thank you!**

# Water diaries of the poor

## Case of Polder 29 in coastal Bangladesh

Sonia F. Hoque,

*Postdoctoral Researcher, University of Oxford*

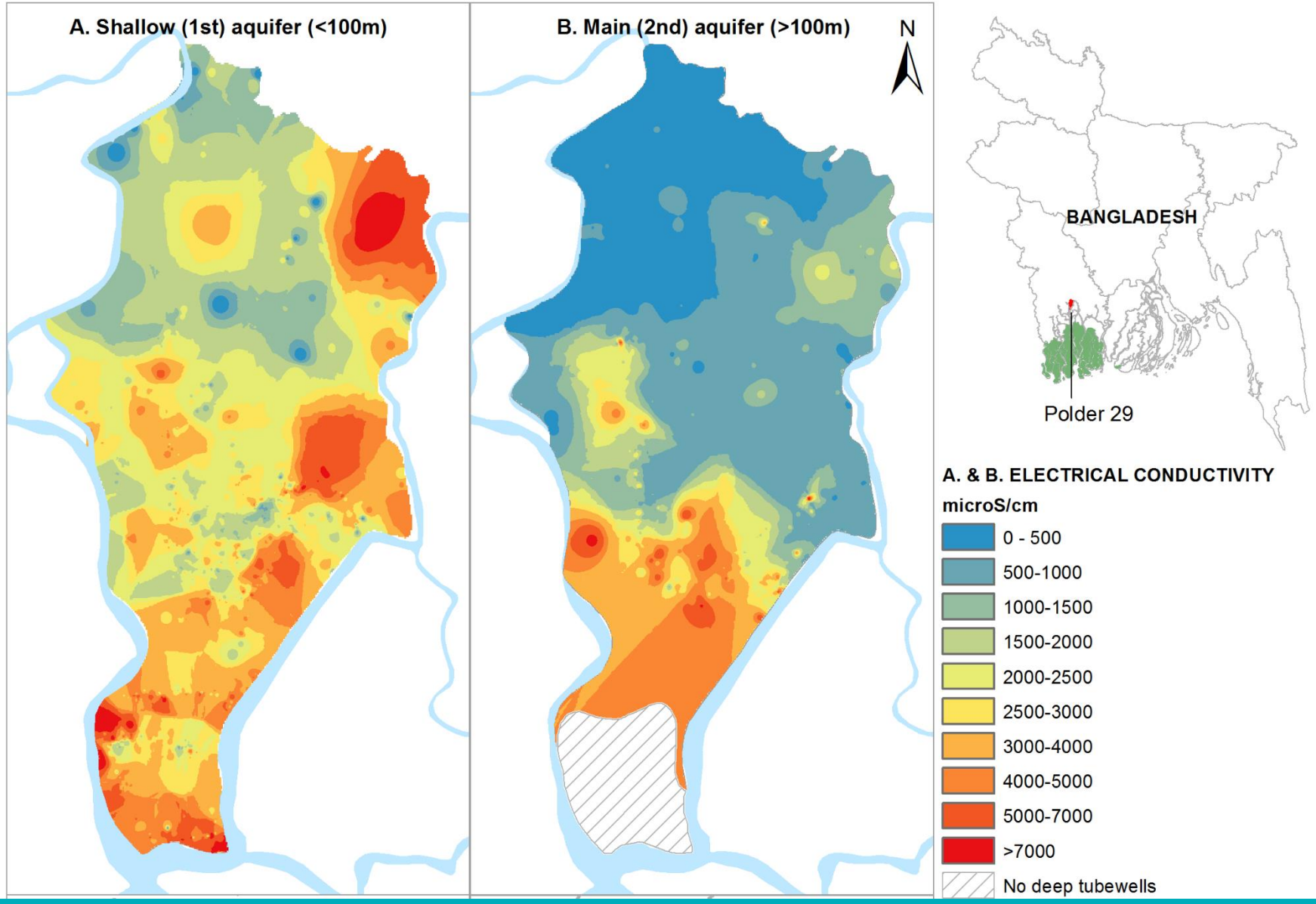
REACH

Improving water security for the poor

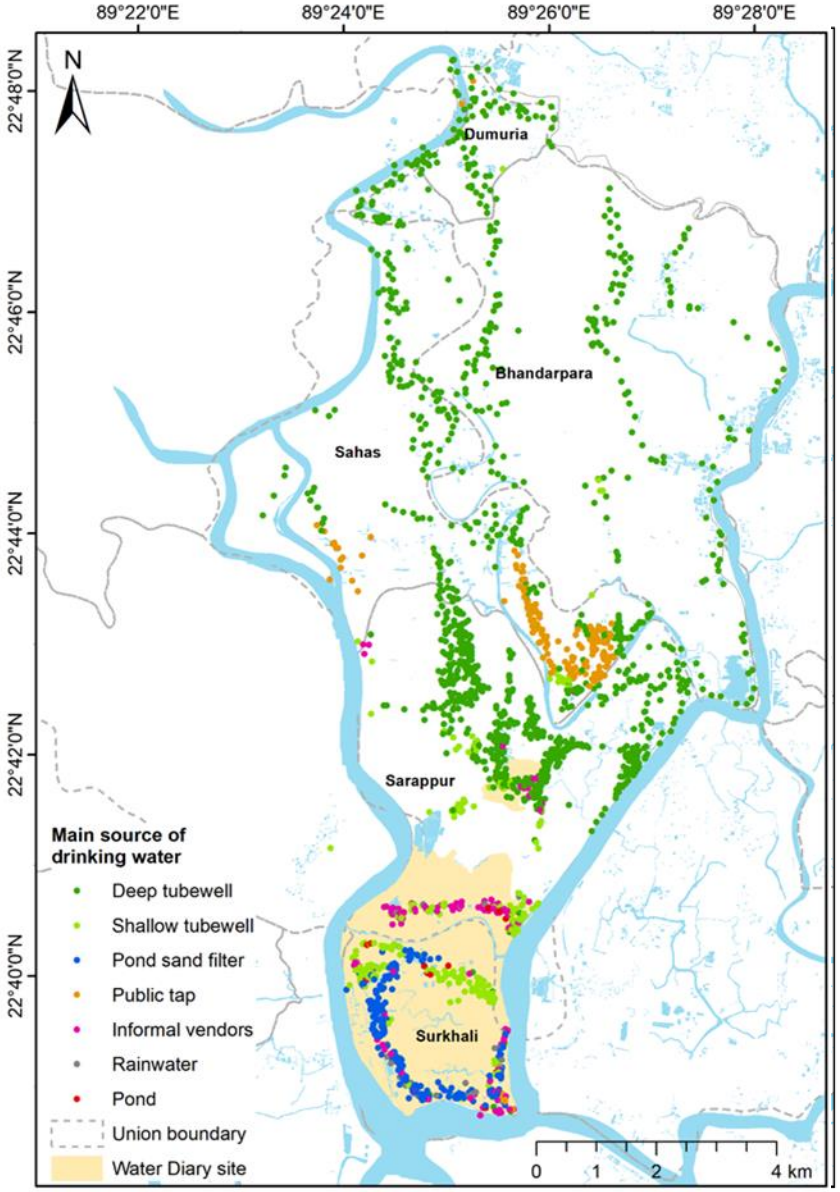
UNIVERSITY OF OXFORD

UKaid from the British people

# GROUNDWATER SALINITY



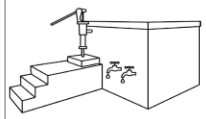
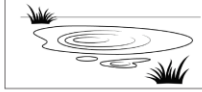
# WATER SOURCES IN POLDER 29





# WATER DIARY METHOD

SECTION 1. WATER SOURCES AND PAYMENTS

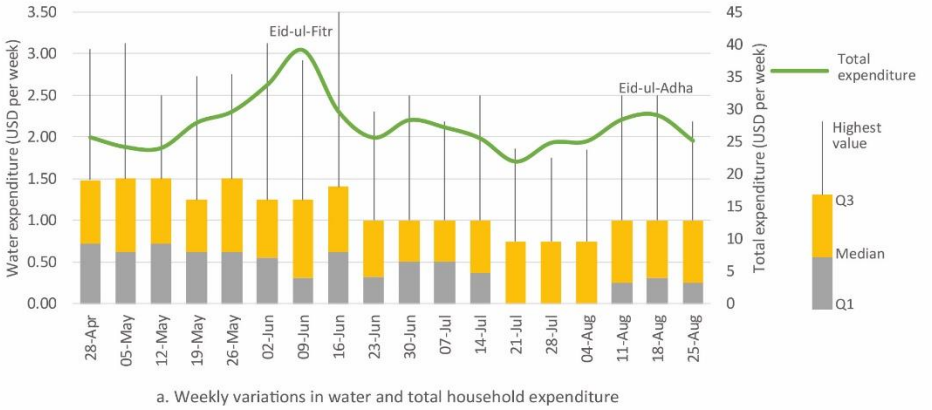
| Where did your HOUSEHOLD collect water TODAY? | Tick ALL that apply | Where is this source located? | How many CONTAINERS did you collect? | How much did you pay for water today? | Who collected the water? |
|---|---|---|---|---|---|
| None | | | | | |
| Informal vendor [Van]  | | | ____ | | |
| Informal vendor [Trawler]  | | | ____ | | |
| Pond sand filter  | | | ____ ____ | |  |
| Reverse osmosis plant  | | | ____ ____ | |  |
|  Deep | | | ____ ____ | |  |
| Shallow | | | ____ ____ | |  |
| Rainwater harvesting  | | | | | |
| Pond  | | | | | |

SECTION 2. WEEKLY FINANCIAL EXPENDITURES

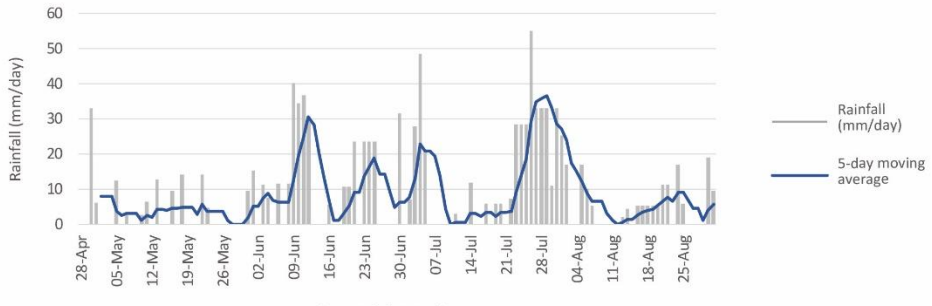
| Expenditure Items | Expenditure (Tk) |
|---|---|
| Food (food bought for eating) | |
| Farming (crop & livestock) (fertiliser, tools, traction, seeds, hired labour, purchase animals, etc.) | |
| Transport (matatus, piki pikis, petrol, maintenance) | |
| Health (medicine, doctor fees, soap, etc.) | |
| Education (school fees, uniforms, books, pens, etc.) | |
| Energy (electricity, charcoal, kerosene, solar, etc.) | |
| Water for domestic and productive uses (cost of water, maintenance of infrastructure) | |
| Others (building, funerals, weddings, clothes, remittances, air-time, etc.) | |
| Total | |

- 120 households selected from the household survey
- 1-year study starting April 2018
  - Daily records of water sources, amount, payment, collection responsibilities;
  - Financial expenditures for food, farming, water, health, education, transport, energy, and miscellaneous items

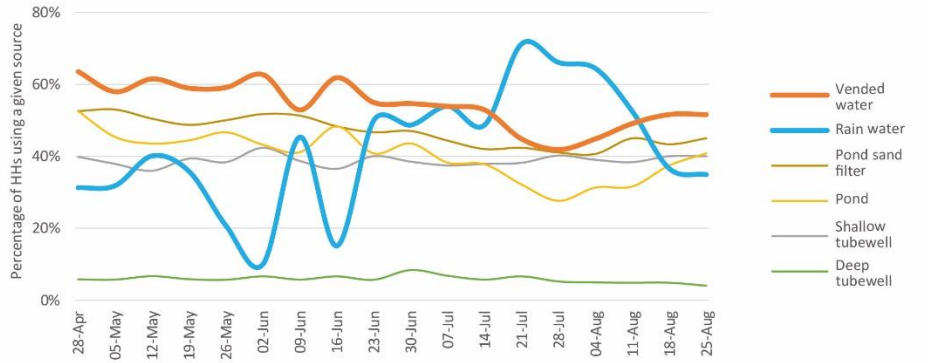
# WATER SOURCES & EXPENDITURES




a. Weekly variations in water and total household expenditure

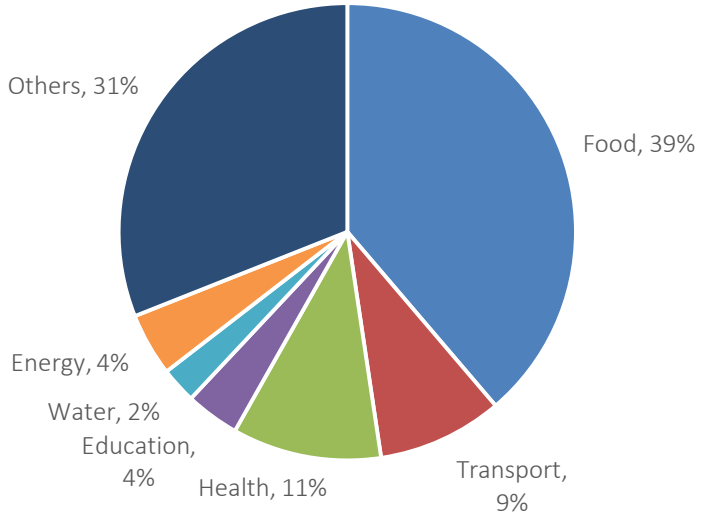



b. Rainfall in Polder 29




c. Sources of water used by households for drinking and cooking

- Median water expenditure decrease decreased from USD 0.7 per week in dry season to zero in monsoon, as people shift from vended water to rainwater
- Total HH expenditures (5% trimmed mean) varies between USD 25-30 per week, but peaks during festivals






*USD 1 = Tk 80

# TIME FOR BUSINESS 'NOT' AS USUAL

- **Infrastructure led agenda insufficient for reaching the last mile**
  - 97% of the population have access to an improved water source, but 39% have safely-managed service

- Investment decisions need to be guided by **empirical evidence** on aquifer configuration, groundwater quality, and existing infrastructure mapping

- **Uncoordinated investments** by public and private sectors need to be addressed through newer institutional models involving **monitoring and regulation** of diverse water supply systems

- **Sustainable financing** mechanisms need to be developed to ensure infrastructure maintenance, affordable and equitable services.

1. Hoque et al. (2019) A social-ecological analysis of drinking water risks in coastal Bangladesh. *Science of the Total Environment*, 679: 23-34
2. Hoque and Hope (under review) Examining the economics of water affordability. *Water Economics and Policy*

# REACH

Improving water security for the poor

www.reachwater.org.uk
reach@water.ox.ac.uk
@reachwater
/reachwater

# Extending services to the poor: Creating creditworthy utilities

Lesley Pories, Water.org


# On everyone's mind:

How can we make utilities creditworthy in the eyes of commercial financiers?

# Strengthening utilities

What we think they want

- Reducing NRW
- Good pressure
- 24/7
- High coverage
- Engineers

What they say they want

- Financial management
- Marketing
- Customer relations
- HR
- Set-up that supports payment plans for connection fees
- Motivation

# Results and what they tell us

- Significant – **in some cases, double –** monthly revenue
- Approval for government grants
- Locally-instigated replication

# Panel debate

**Moderator: Sudhir Murthy, IWA**

**Panelists:**

- **Maure Pessanha, Executive Director at Artemisia**
- **Kit Krugman, President and Chair of the Board at WIN: Women in Innovation**
- **Usha Rao-Monari, Senior Advisor at Blackstone Infrastructure Group**

# Closing remarks

Sudhir Murthy, Senior Vice-President at IWA