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 involves many stakeholders.
WICKED PROBLEMS AND STAKEHOLDERS
ECOSYSTEM INNOVATION

INCREASING SPEED AND FOCUS

ENTREPRENEURS

MULTINATIONALS

NGOs

PUBLIC SECTOR

INCREASING SIZE AND SCALE
“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
ABInBev 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

Why the King of Beers Is Going Green
Anheuser-Busch Inbev is brewing its Budweiser beers with wind power and solar energy.
2025 Sustainability Goals

**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
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
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 specific 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.
Learn about the law in your country, or compare the law of two countries!

Use the filters above to explore our Analysis & Findings
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?
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?
The Source: our repository of Water Laws, collected just for you.

Use the filters above to explore our Source Documents
Thank you.

Alexandra Campbell-Ferrari
acampbellferrari@ourwatersecurity.org
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.
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
WATER SOURCES IN POLDER 29
### Section 1. Water Sources and Payments

<table>
<thead>
<tr>
<th>Water Source</th>
<th>Payment</th>
<th>Collection Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Informal vendor (Vant)</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Informal vendor (Trawler)</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Pond sand filter</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Reverse osmosis plant</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Deep</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Shallow</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Rainwater harvesting</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Pond</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>

### Section 2. Weekly Financial Expenditures

<table>
<thead>
<tr>
<th>Expenditure Items</th>
<th>Expenditure (Tk)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food (food bought for eating)</td>
<td></td>
</tr>
<tr>
<td>Farming (crop &amp; livestock)</td>
<td></td>
</tr>
<tr>
<td>Transport (matatus, piki piki, petrol, maintenance)</td>
<td></td>
</tr>
<tr>
<td>Health (medicine, doctor fees, soap, etc.)</td>
<td></td>
</tr>
<tr>
<td>Education (school fees, uniforms, books, pens, etc.)</td>
<td></td>
</tr>
<tr>
<td>Energy (electricity, charcoal, kerosene, solar, etc.)</td>
<td></td>
</tr>
<tr>
<td>Water for domestic and productive uses (cost of water, maintenance of infrastructure)</td>
<td></td>
</tr>
<tr>
<td>Others (building, funerals, weddings, clothes, remittances, air-time, etc.)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

- 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
- 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.

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
facebook /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:

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Closing remarks

Sudhir Murthy, Senior Vice-President at IWA