Our event will start at 4 pm CET

STAY TUNED!

WATER and ENERGY for FOOD

WATER and ENERGY for FOOD



Call for Innovations 2 – MENA region

Webinar for potential applicants, 14 October 2021

Meet today's team



Ramy Boujawdeh
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Technical Assistance Officer
Chemonics Egypt

Agenda



- Welcome!
- Overview of WE4F
- Intro to our first Innovator cohort
- Meet our Innovators: Robinson Agri and High Atlas Foundation
- MENA Call for Innovations 2: What you need to know now
- Selection Tips and Tricks

What is WE4F?

WE4F is a joint international initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ), the European Union, the Ministry of Foreign Affairs of the Government of the Netherlands, Sweden through the Swedish International Development Cooperation Agency (Sida), and the U.S. Agency for International Development (USAID).



german cooperation
DEUTSCHE ZUSAMMENARBEIT

Government of the Netherlands

Sweden
Sverige

USAID
FROM THE AMERICAN PEOPLE

Global Program Goals



Increase food production along the value chain through a more sustainable and efficient usage of water and/or energy.



Increase income for base of the pyramid women and men in both rural and urban areas.



Sustainably scale innovators' solutions to meet the challenges in the WE4F nexus.



Promote climate and environmental resilience and biodiversity through the sustainable, holistic management of water, natural resources, and ecosystems.

5 Hubs implement WE4F in 5 respective regions

MENA:
Algeria
Iraq
Jordan
Lebanon
Morocco
The Palestinian Territories
Sudan
Tunisia
Yemen

WA:
Benin
Burkina Faso
Ghana
Ivory Coast
Niger
Nigeria
Mali
Senegal
Togo

SCA:
Angola
Botswana
Chad
Central African Republic
Democratic Republic of the Congo



SSEA:
Bangladesh
Bhutan
Cambodia
India
Indonesia
Laos
Malaysia
Myanmar
Nepal
Philippines
Singapore
Sri Lanka
Thailand
Timor-Leste
Vietnam

EA:
Ethiopia
Kenya
Malawi
Rwanda
Somalia
Tanzania
Uganda

SCA:
Eswatini
Lesotho
Mozambique
Namibia
South Africa
Zambia
Zimbabwe

Locally Rooted Implementing Partners

Berytech
The Ecosystem for Entrepreneurs

cewas
Middle East

Supporting entrepreneurs from MENA for MENA since 1992

5000+ entrepreneurs supported in MENA

150+ growth-stage WEF enterprises in the region

Extensive in-house TA & investment expertise

Own staff & network in (almost) all targeted MENA countries

IWMI
International Water Management Institute

Chemonics Egypt
Consultants

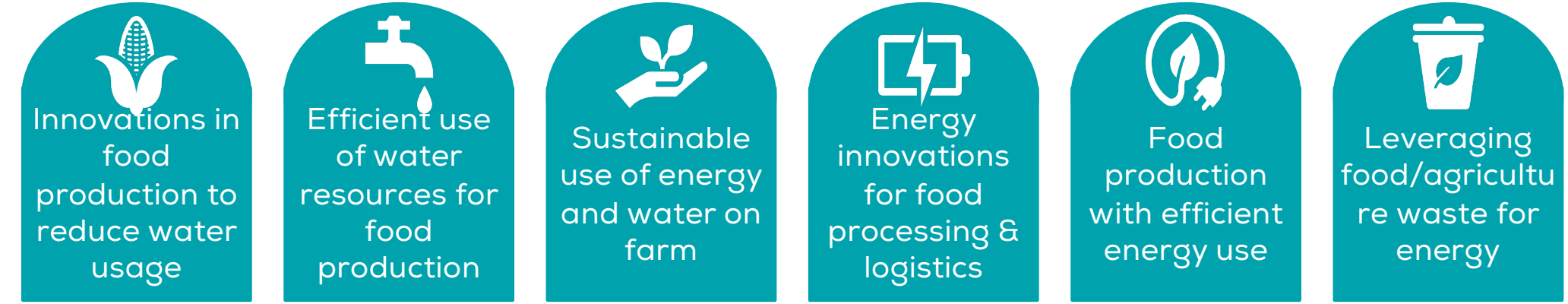
Geographical Scope for the Call for Innovations

- Algeria
- Egypt
- Morocco
- Sudan
- Tunisia
- Iraq
- Jordan
- Lebanon
- Palestinian Territories
- Yemen



Around 20 Organizations will be selected

The priority thematic areas supported by WE4F could include, but are not limited to:



Why join WE4F?

Technical assistance

- Strategic planning for scale
- Overcome cashflow issues
- Optimize production process, etc.

Access to networks, new markets and investments

- Access our network of investors, donor partners, policy partners and other innovators to help you scale

Investment readiness support

- Raise the right type of capital
- Become investment ready for large scale investments

Matching grants of up to $300K

- 25K to 300K milestone-based grants
- De-risking & matching investments of investors

Preceding Programs Outcomes

POWERING AGRICULTURE (PAEGC)

- 2012-2019
- $50 million ($25 million as grants)
- USAID, Sida, BMZ, Duke Energy Corporation, and OPIC
- Focus: solar powered irrigation, energy efficiency, and cold storage

SECURING WATER FOR FOOD (SWFF)

- 2013-2020
- $35 million ($20 million as grants)
- USAID, Sida, MFA-NL, and DST
- Focus: water efficiency, water storage, and saltwater intrusion



Supported 80 innovators

Nearly 7 million beneficiaries reached

Nearly 6 million tons of additional food produced

Water consumption reduced by >17 billion liters

13.5 million USD energy costs saved

1.3 million trees saved

More than $58 million in additional funding

More than 350 partnerships

WE4F Expected Outcomes

750,000 smallholder farmers and other end-users – of which 25% are women – adopt energy or water-efficient WE4F innovations in their activities

300,000 smallholder farmers and other end-users – of which 25% are women – experience an increase in income

To support 50+ innovators make the needed impact

Nearly 2 million tons of additional food to be produced

Water consumption to be reduced by >760 million liters

12.5% savings in energy in the food value chain

More than $7.5 million in additional funding

Leveraging innovations through partnerships

Meet our first innovator cohort!

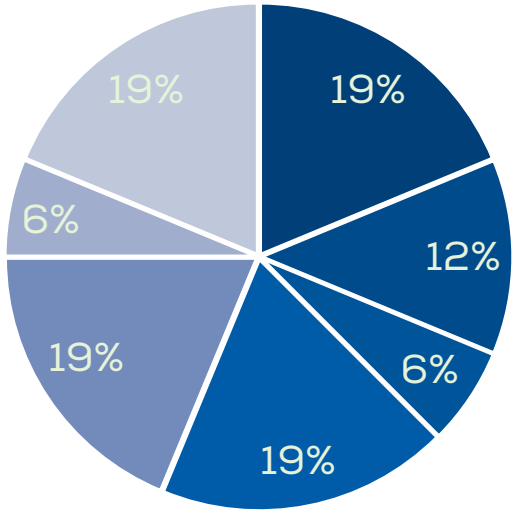


CFI 1 Selection – it's competitive! But worth it...

144 applicants

40 invited to submit full proposal

16 Innovators (14 grantees)



- Energy Production and Infrastructure in Agriculture
- Water - Irrigation
- Water - Quality / Salinity
- Digital Solutions
- Compost / Organic Fertilizers
- Water-Reuse in Agriculture
- Other

Egypt Portfolio - 8 Innovators

schaduf

Provides small, decentralized "farm-in-a-box" mini-greenhouse hydroponic farming systems to low-medium income households, large corporations, hotels, and other commercial facilities in Egypt.

CHITOSAN EGYPT

Formulates and distributes organic pesticides and fungicides from shrimp shell extractions to substitute conventional (mostly imported) chemical pesticides and fungicides used in agriculture production.

BENAA Foundation

SuWaCo, a joint venture with Lebanon's IGT, provides cost-efficient wastewater treatment and reuse systems to small rural farmers.

AbuErdan .com

Designs, develops and deploys Artificial Intelligence (AI)-powered software for participants across the poultry value chain (broilers, breeders, hatcheries, slaughterhouses, etc.) with a focus on small and medium farms as well as large poultry integrators in Egypt.

برمودة Baramoda

Produces and distributes organic compost from sugar and other agriculture/agri-industry waste in Egypt.

Egypt Portfolio - 8 Innovators

Platfarm

Develops and deploys technologies like Internet of Things, Artificial Intelligence, and satellite imagery to farmers in Egypt mainly to promote precision agriculture.

IRSC
POWER FOR GENERATIONS

Provides micro-electricity networks (Nano-grid) to small farms in remote places in Egypt to supply the electrical loads required, as well as a whole range of Solar PV applications.

SPARK
RENEWABLES

Is an EPC providing Solar PV Pumping solutions and innovative financing mechanisms for small- to medium-scale solar solutions.

Lebanon Portfolio - 5 Innovators

Produces, packages, and distributes organic products to consumers, retailers, wholesalers, importers, processors, restaurants, and caterers. They currently operate smallholder lands as well as their own.

Provides optimized irrigation systems for the Lebanese farming community, on top of agricultural advisory services, green house solutions, certified hybrid seeds with guaranteed crop yield.

Produces and distributes compost, manufactures and supplies compost production equipment, and provides facility design, construction and operation consultancy and services.

Provides conventional organic goat dairy products through physical and online retailers in Lebanon, while relying on local goat breeds by purchasing milk from shepherds in the Lebanese mountains.

Provides Solar PV solutions in Lebanon, including pumps for irrigation.

Morocco & Jordan Portfolio- 3 Innovators

SOWIT

Leverages AI, agronomy and remote-sensing to empower farmers with farm-adapted plot-level precise insights, that optimize their most critical operations and sustainably intensify their yields. Currently operates in Morocco and Tunisia.

High Atlas Foundation
مؤسسة الأطلس الكبير
HAF

Sells saplings and fruit trees at a subsidized price to smallholders in Morocco, following the offering of globally competitive and voluntary certifiable credit offsets to organizations looking to reduce their environmental impact. Revenue from carbon credit sales is invested into the planting of native trees species that optimally sequester carbon in nurseries run by local organizations.

ALVATECH
WATER REVOLUTION

Provides a solar-powered water treatment technology that mitigates water and soil salinization for farms, hydroponics, and greenhouses. Also provides onsite training for farmers, demonstrations for case studies and research, and end-user financing via a subscription service.

Meet our Innovators

Robinson Agri

High Atlas Foundation



Robinson Agri (LB) & High Atlas Foundation (MO)



Nadine Khoury
Robinson Agri
http://www.robinsonagri.com



Yossef Ben-Meir
High Atlas Foundation
https://highatlasfoundation.org

Overview: 2nd Call for Innovations



Up to $2 MILLION DOLLARS

in award funding (TA and grants) for MENA

for innovations in

1



Water/Food

2



Energy/Food

3



Water/Energy/Food

Innovation Landscape & Market Opportunities

Where challenges create opportunities

Large and rapidly growing demand, limited traditional supply

Untapped markets to be unlocked through innovation

Diverse sectors, technologies, types of innovation









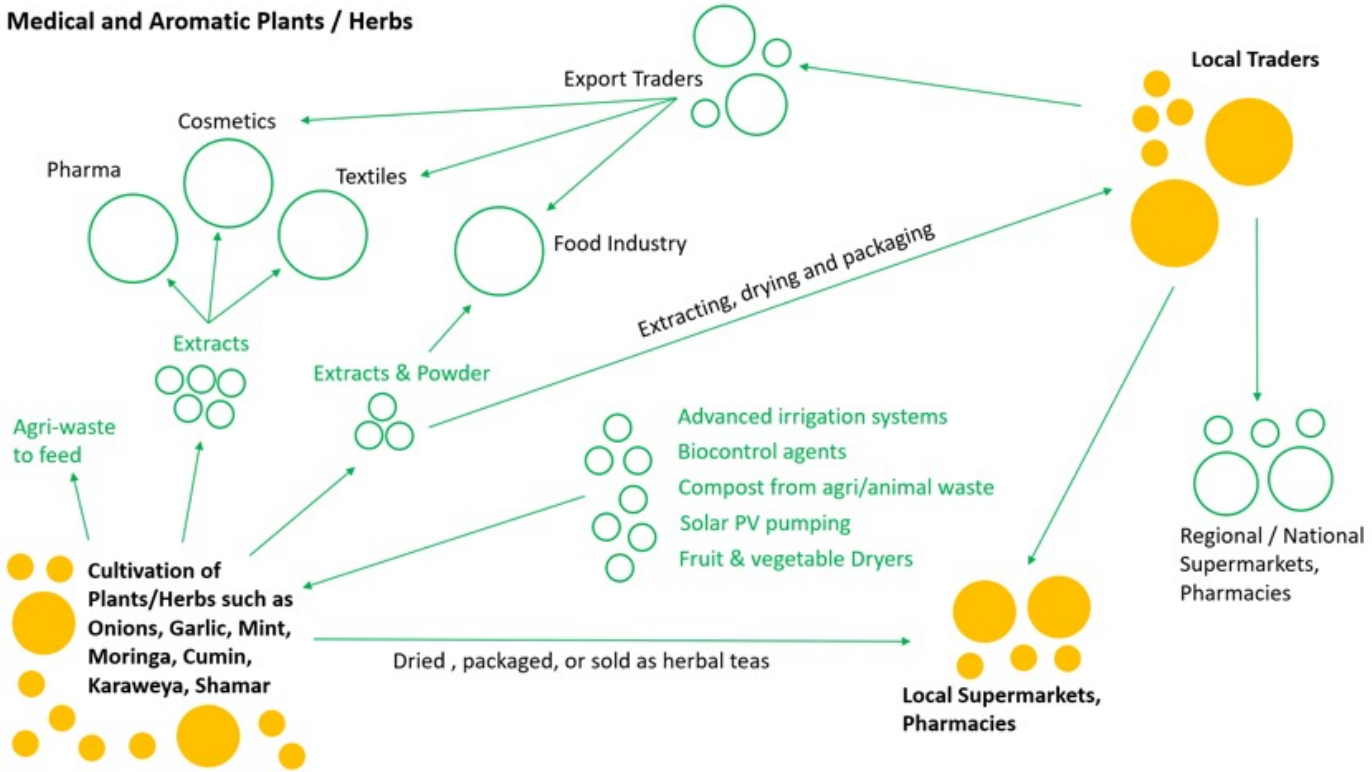


Diverse Markets Along Clusters and Value Chains

What is there

What could be there

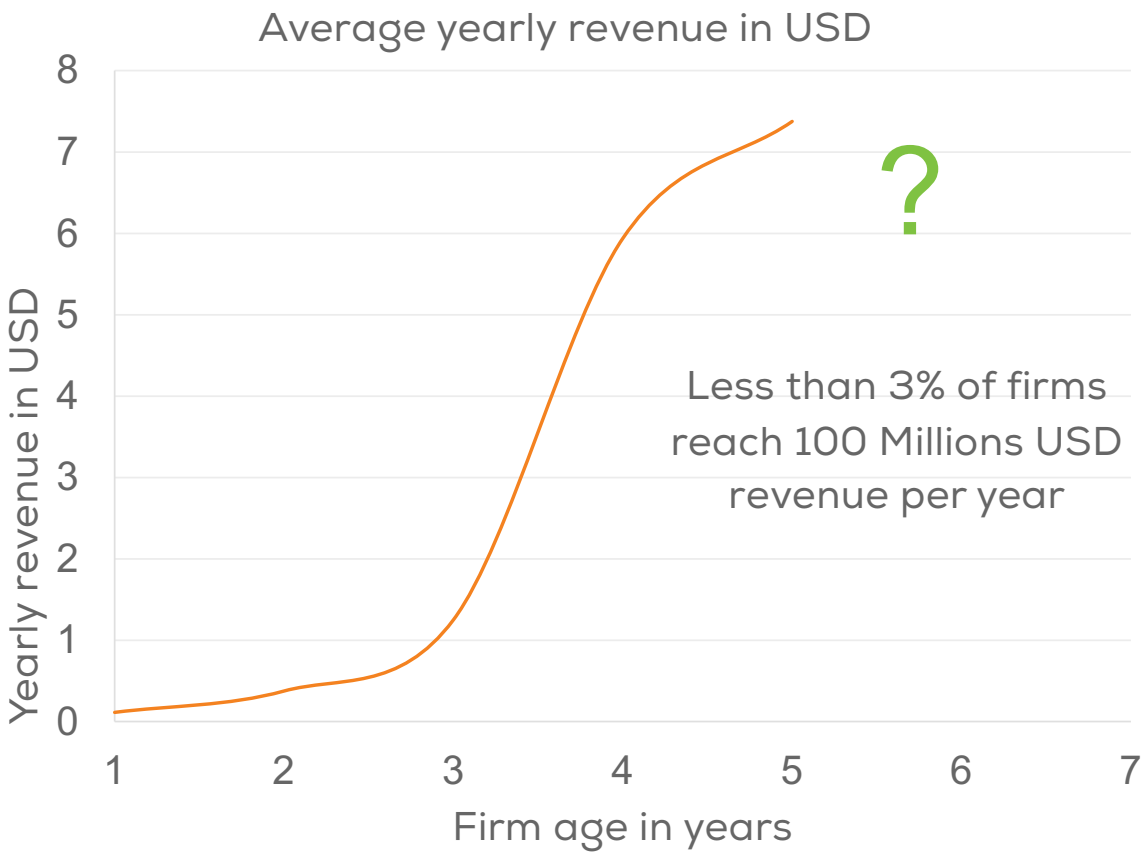
Extended opportunities are leveraging traditional farming activities



Outlook on sustained growth – challenges to be overcome

Scaling up requires:

- Business model pivoting
- Partnerships
- Institutionalization of the firm
- Strategy and governance
- End user Finance



Two-stage selection process

1. Concept Note stage

Online application form with 3 sections and questions on your technical approach at:

https://we4f.org/apply-mena

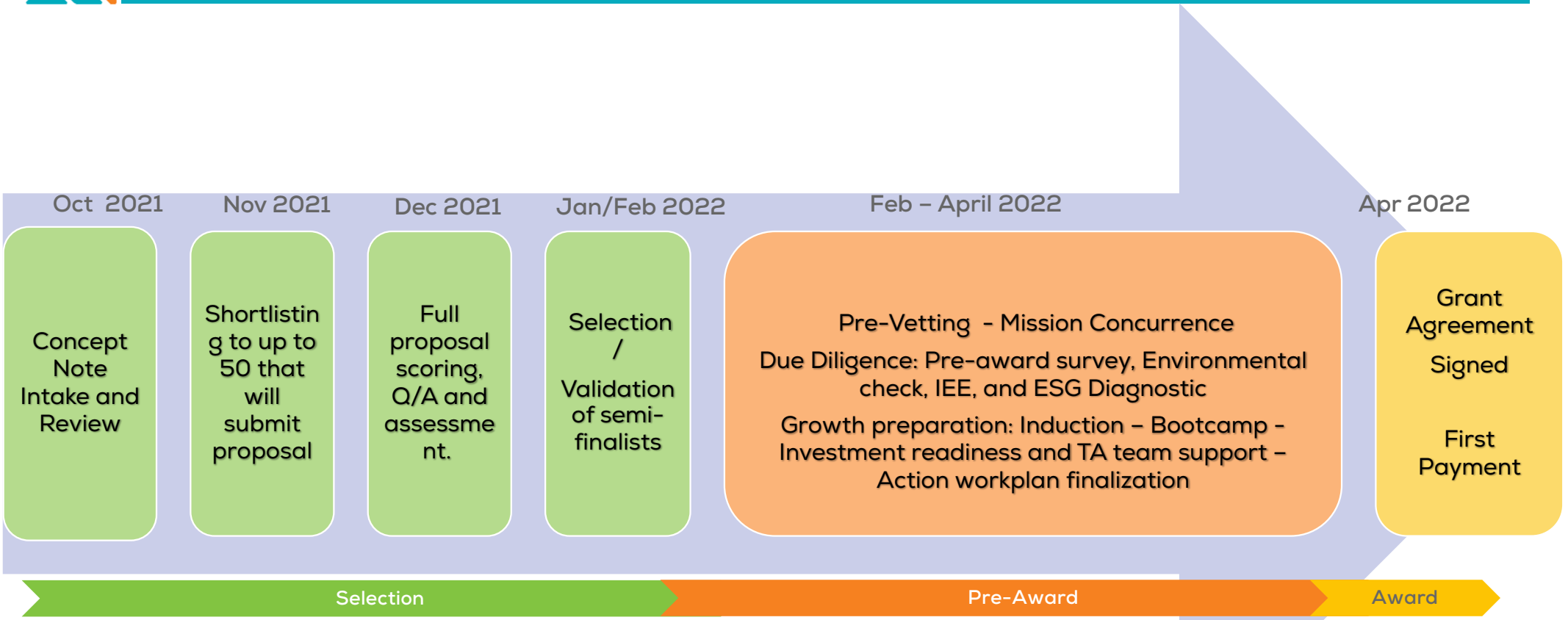
2. Full Proposal Stage

Approx. 50 applicants can submit a full proposal

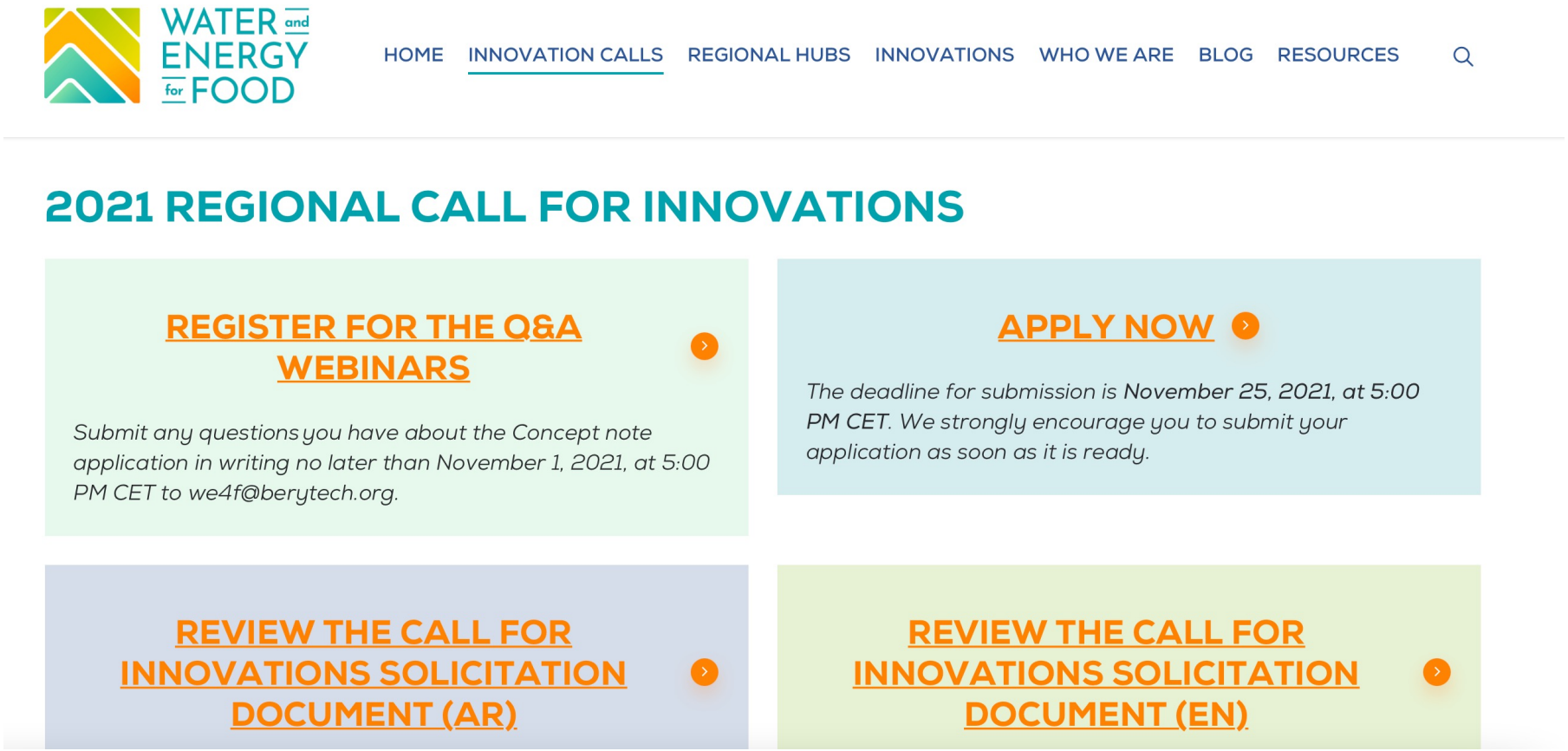
Around 20-25 finalists enter the program (pre-award)

Deadline: November 25, 2021, at 5PM GMT+3 (Beirut time)!

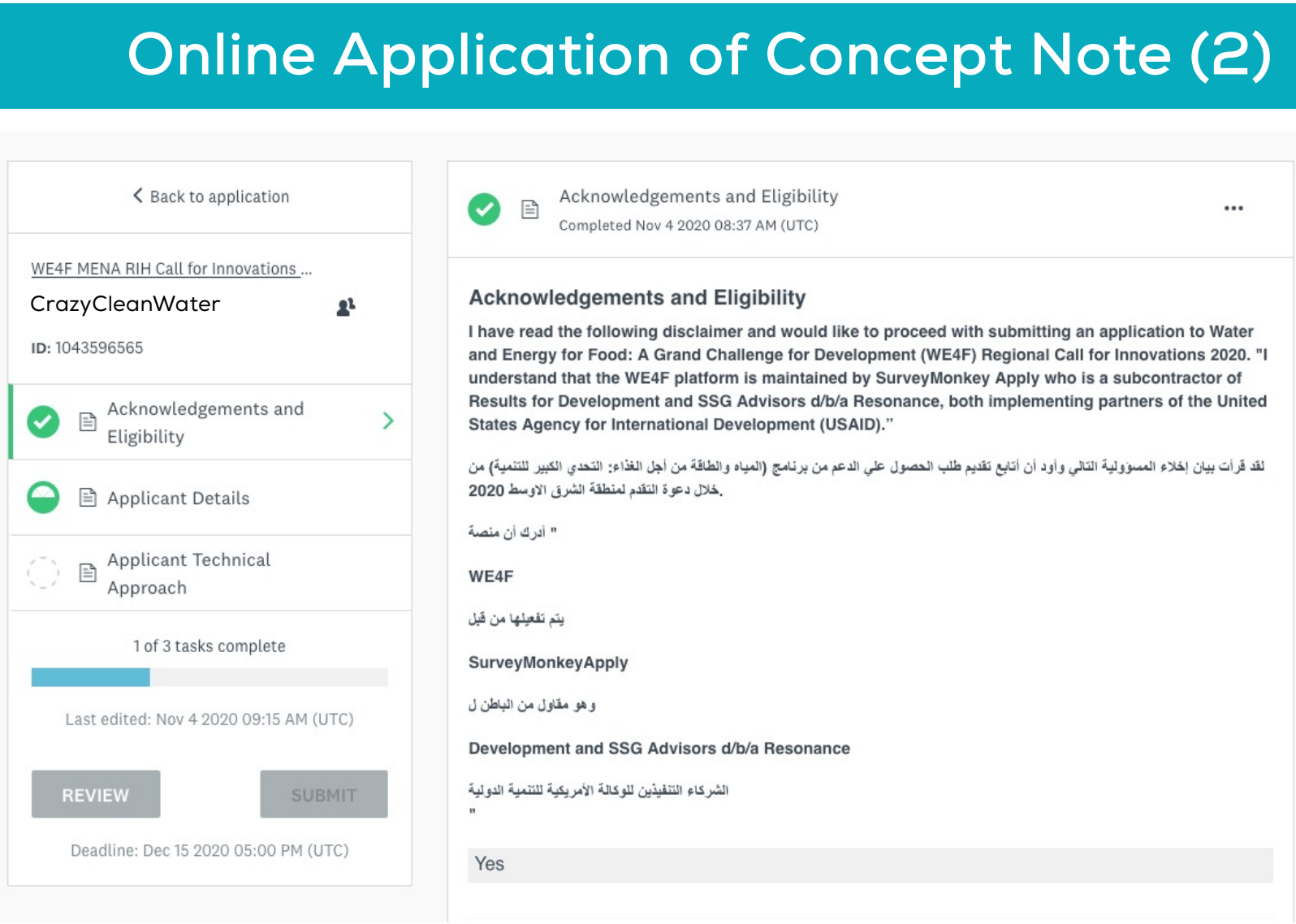
Timeline


Oct 2021
Nov 2021
Dec 2021
Jan/Feb 2022
Feb – April 2022
Apr 2022
Concept Note Intake and Review
Shortlisting to up to 50 that will submit proposal
Full proposal scoring, Q/A and assessment.
Selection / Validation of semi-finalists
Pre-Vetting - Mission Concurrence
Due Diligence: Pre-award survey, Environmental check, IEE, and ESG Diagnostic
Growth preparation: Induction – Bootcamp - Investment readiness and TA team support – Action workplan finalization
Grant Agreement Signed
First Payment
Selection
Pre-Award
Award

Online Application of Concept Note (1)



Online Application of Concept Note (2)



Selection Tips and Tricks



Selection Criteria

Six criteria categories:

1) Basic
2) WE4F Thematic
3) Innovation
4) Business
5) Social
6) Environmental



The MENA RIH visits GoBaladi, a WE4F innovator, to learn more about their business.

Most important basic criteria

1. Do you have a **local presence** in the targeted countries (or a very strong partner)?
2. Is your project clearly **beyond the research** and development stage?
3. Have you reached **at least 1,000 customers** or end users (5,000 if your product is less than $100)?
4. Do you have an existing **customer base in the food/agriculture** sector?
5. Are you submitting this as a **registered** organisation (company or NGO)?
6. Is your application **NOT a traditional development project** that is only seeking grant funding and does NOT have an end-user to purchase the innovation?

Most important WE4F (thematic) criteria

1. Does your innovation reduce **water for food** production, reduce **energy for food** production **or both**?
2. Does your innovation **contribute to the WE4F goals**? (e.g. enhanced value of the agricultural chain, promotion of food security, sustainable management of natural - including water - resources and ecosystems, increased broad-based economic growth in developing or emerging countries, and a focus on impacting women and the poor).
3. Can you provide realistic targets to the following **WE4F indicators**: a) litres of water saved, b) tons of food produced, c) kWh of energy saved, d) number of end-users, e) number of women and poor in end-users?

Most important innovation criteria

1. Is your WE4F innovation **proven**, yet would be **game-changing** in a new market?
2. Is your innovation **cost-effective for users** in emerging and developing countries?
3. Is your innovation **scalable**, evidenced by (for example) demand, urgency, partnerships, and an understanding of the enabling environment?

Most important business criteria

1. Do you have a well-defined financial model and revenue traction?
2. Do you have a strong financial system and financial growth models/sustainability plans?
3. Can you produce income statements for 2019 and 2020?
4. Are you a growing organisation (in local currency) with potential to scale?
5. Do you have matching funds? Either debt or equity?

ESG (Environmental, Social and Governance) Criteria

1. Can you demonstrate direct or strong indirect **benefits for the poor**?
2. Can you show clearly how your innovation **benefits women**?
3. Do you have a **gender-balanced team** which can scale up innovation in a sustainable manner?
4. Can you provide documentation on your **expected end-users**?
5. Do you have a basic understanding of **ESG (environmental, social and governance) issues** and can showcase a strong commitment to **ESG integration into your business model**?
6. Does your innovation demonstrate a **positive impact on the environment** (or at least no harm to it)?

What we do NOT support

1. Innovations with weak or **no links to WE4F**
2. Innovations with **no positive impact on poor, women and the environment**
3. **Research & development** projects
4. Implementation of **pilot projects**
5. **WE4F is NOT your client!** We will help you to scale, but we will not help you to subsidise your product/service for your core clients with the WE4F grant contribution.
6. **Established and large companies** whose technologies are already used throughout the eligible countries.

In the next few weeks...

Application checklist

MENA Call for Innovations

Here's an overview of important key dates and tips for your application.

Review CFI document & criteria



Our CFI solicitation document features all the info you will need to successfully submit your application. Make sure you understand your eligibility by double checking the criteria and reviewing the previous cohort.



Create an account on SMApply

In order to qualify, your application must be submitted via SMApply. The link can be found on **we4f.org/apply-mena**. Concept notes submitted via e-mail won't be eligible. You can work on your application offline or save it on SMApply so you won't lose your progress.



Sign up for our info webinars

We will hold 3 info webinars to guide you throughout the CFI period:
Oct 14 - lanuch webinar
Oct 27 - process & eligibility webinar
Nov 4 - Q&A webinar
You can sign up for all of them via our Eventbrite.



Submit your questions

All content- and eligibility-related questions must be submitted via email to **we4f@berytech.org** by Nov 1. Q's (besides technical ones) submitted after this date cannot be answered. Your Q's will be addressed in our 3rd webinar on Nov 4, and our FAQs (see website) will be updated to include them.



Submit your concept note by Nov 25, 4pm CET

Late submissions will nto be accepted. We strongly advise taking sufficient time to fill out your application and to submit well ahead of the deadline to avoid technical difficulties.

WATER and ENERGY for FOOD

Want to find out more? On **we4f.org**, you'll find all the information you need, including a dedicated blog post, FAQs and explainer videos.

Upcoming webinars

WATER and ENERGY for FOOD

Middle East & North Africa Call for Innovations

INFO WEBINARS

Oct 14: Kick-off

Oct 27: Eligibility & Application Process

Nov 4: Live Q&A

3pm (Morocco, Algeria, Tunisia), 4pm (Egypt, Sudan), 5pm (Lebanon, Jordan, Palestinian Territories, Iraq, Yemen)



Reach out to us!

www.we4f.org/mena
we4f@berytech.org

WATER and ENERGY for FOOD