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, 27 October 2021

Meet today's team



Irene Boghdadi
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Agenda



- Welcome!
- Selection Process & Eligibility
- Concept Note Questions Structure and Overview
- Key Definitions
- Key Considerations
- Next Steps and Resources

Questions?

If you have questions, send them until 1. Nov to:

we4f@berytech.org

We will discuss and answer them in our next webinar on the 4. November

Recordings of 1. Kick-off Webinar



Middle East and North Africa Call for Innovations Webinar 1 - English



Middle East and North Africa Call for Innovations Webinar 1 - Arabic

You will find the recordings at: https://we4f.org/apply-mena

Innovator advice

“

Take the process very seriously and put the effort.

Think about all the processes that you're doing internally. Think about the questions, not just for the sake of the application but as a way of improving your business. This is how we made it into the program, and how we ended up improving AbuErdan while using the different benefits of WE4F.

NEAMAT EL TAZI
CO-FOUNDER AND COO
ABUERDAN



ABUERDAN.COM ABUERDAN

WATER and ENERGY for FOOD

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)!

Selection and Eligibility 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 from Lebanon, to learn more about their business

Summary of Eligibility

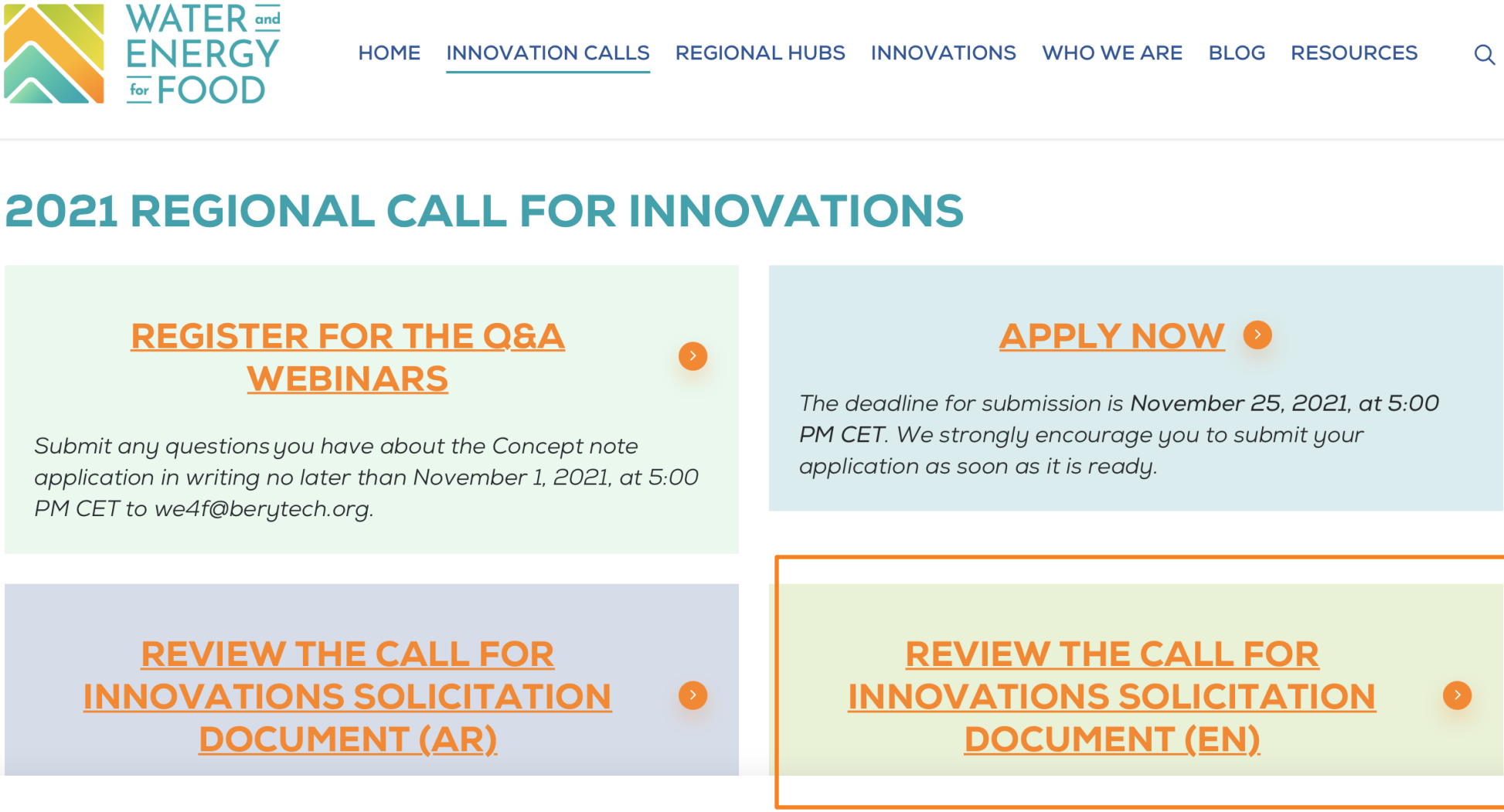
- Innovations with clear links to WE4F
- Innovative water-energy-food nexus solutions, compared to the status quo and existing competition/alternatives
- High potential to scale
- Demonstrated actions to enhance access and affordability for women, youth, and vulnerable groups

- Innovations with weak or no links to WE4F
- Innovations with no positive impact on poor, women and the environment
- Research & development or pilot projects
- Established and large companies whose technologies are already used throughout the eligible countries

Overview of the Applications Structure and Approach



Online Application



Concept Note Questions - Structure

Applicant Concept Note - المذكرة المفاهيمية

Innovation Viability – 35% of Concept Note Score

جدوى الابتكار - ٣٥ ٪ من نتيجة النقاط التي حصلت عليها مذكرة الفكرة الأولية

1. Describe your Innovation (product/service/solution). What is transformative or game-changing about it? What differentiates you from your competitors or alternative/substitutes offered to your Customers/End-Users (competitive edge/Innovation could be in the product/service/technology and/or the business model)? (10%)

Weight

صِف ابتكارك (المنتج/الخدمة/الحل) و ماهو التغيير الذي احدثته و ماهو الذي يميزك عن منافسيك أو البدائل / البدائل المقدمة لعملائك / المستخدمين النهائيين؟ (يمكن أن تكون الميزة التنافسية/الابتكار في المنتج/الخدمة/التكنولوجيا و/أو نموذج العمل) (10٪)

Evaluation Criteria: The Applicant provides a compelling response describing how and why the Innovation is game-changing and daring in premise, urgent for consumers, and clearly differentiated from existing products/models on the market. The Applicant explains the financial impact on the client as well as in terms of savings in water, energy, increased productivity of food or agriculture produce.

معايير التقييم: تقديم إجابة مقنعة توضح كيفية تغييرالابتكار لسوق العمل من حيث فكرته الجريئة، وكونه يلبي حاجة ملحة للمستهلكين وتميزه الواضح عن المنتجات أو النماذج الموجودة في السوق. يرجى توضيح ذلك من حيث التأثير المالي على العميل وكذلك من حيث التوفير في المياه والطاقة وزيادة إنتاجية المنتجات الغذائية أو الزراعية.

Hints!

- ✓ The weight is not representative of the importance of the question → we view the questions holistically
- ✓ The evaluation criteria provide guidance on our priorities
- ✓ Eligible Concept Note applications are scored by two reviewers from the MENA RIH, but we also carefully consider the comments
- ✓ Full Proposal applications also include the RAB (potentially future partners and investors!)

Concept Note Questions - Structure

5. Describe the existing or potential positive environmental impacts (especially related to natural resource / water management, climate resilience, and biodiversity) that could be generated by your innovation? Please identify and describe how you intend to scale the positive impacts on the environment. (E.g. are there positive effects on biodiversity as result of your solution's water management, does the innovation support diversification as opposed to monocultures. Does your innovation reduce dependence on fossil fuels; does your innovation prevent loss of crops due to flood or drought or salinity; does your innovation protect the natural habitat (lakes, forests, soil) etc. (3.5%)

وصف الآثار البيئية الإيجابية الحالية أو المحتملة (خاصة المتعلقة بإدارة الموارد الطبيعية / المياه، ومرونة المناخ، والتنوع البيولوجي) التي يمكن أن تنشأ عن ابتكارك؟ يرجى تحديد ووصف كيف تنوي قياس التأثير الإيجابي على البيئة. (على سبيل المثال هل هناك آثار إيجابية على التنوع البيولوجي نتيجة لإدارة المياه في حلكم، هل يدعم الابتكار التنويع بدلا من الاستزراع الأحادي؟ هل يقلل ابتكارك من الاعتماد على الوقود الأحفوري؟ هل يمنع ابتكارك فقدان المحاصيل بسبب الفيضانات أو الجفاف أو الملوحة؟ هل يحمي ابتكارك الموئل الطبيعي (البحيرات والغابات والتربة)؟ الخ) (3.5%) (3.5 %)

Evaluation criteria: The Applicant demonstrates strong awareness of the positive impact and methods to sustain or expand on this impact.

معايير التقييم: تمتع المتقدم بوعي قوي بالتأثير الإيجابي وطرق الحفاظ على هذا التأثير أو التوسع فيه.

Pay attention to the examples for more hints

Where to find commonly used terms & definitions

Commonly Used Terms and Definitions

Within the context of this Call for Innovations, potential Applicants should be aware that these definitions apply to the following commonly used terms:

Accelerate to sustainable scale	The process of advancing an innovative SME and its product(s) from a small number of recurring clients to a large one targeting thousands of recurring clients. Across a country or across other countries in the MENA.
Apparently Successful Applicant(s)	The Applicant(s) for the WE4F MENA RIH funding recommended for an award after technical evaluation, but who has not yet been awarded a grant or other type of award. Apparently successful applicant status confers no right and constitutes no commitment to an award, which still must be obligated by WE4F.
Environmental, Social and Governance (ESG)	ESG means using Environmental, Social and Governance factors to evaluate the level of overall sustainability of companies, especially criteria related to gender integration, water management, natural resource management, climate resilience, and poverty reduction/BoP impact.
Award	A form of implementing mechanism through which the WE4F MENA RIH transfers funds to an implementing partner, generally selected through a competitive process resulting in a grant or other agreement (Source: ADS).
Base of the pyramid (BoP)	Base of the pyramid refers to the largest segment of consumers which are also the poorest on a global scale. BoP consumers are typically improvised or economically marginalized groups. They could be smallholder farmers or poor food consumers and could include individuals below the poverty line.

NAL HUBS INNOVATIONS WHO WE ARE BLOG RESOURCES

VATIONS

APPLY NOW

The deadline for submission is November 25, 2021, at 5:00 PM CET. We strongly encourage you to submit your application as soon as it is ready.

REVIEW THE CALL FOR INNOVATIONS SOLICITATION DOCUMENT (EN)

But first… some key definitions

Water-energy-food nexus

Customers vs. End-users

Base of the Pyramid

ESG

Business Model

Innovation

Innovation

- Unconventional, new, or modified technologies, tools, products, services, or processes
- How to you compare/add value to the status quo, competition or alternatives?
- Not just in the technology → includes business model, supply chain, end-user financing, etc.



Robinson Agri, Lebanon

Customers vs. end-users

Customers

- Directly purchase your product or service
- Corresponds to your business model
- B2C → Farmers/food consumers
- B2B → Businesses selling products to farmers/food consumers

End-users

- Include customers
- Can include suppliers, family members, or workers
- They must clearly and unequivocally benefit from your Innovation
- Share of women and vulnerable groups is key
- Demonstration of commitment

Total Addressable Market (TAM)

- Focus on targeted areas in MENA
- Quantify all possible consumers who can buy your product and all possible products which you can sell that are related to WE4F
- How much of that market have you captured?



Green Essence, Lebanon

Water-Energy-Food Nexus

- Referred to as the “Nexus”
- Interlinkages between water, energy, and food
- Actions in one area can affect the other or all other areas
- … specifically in agriculture and food production
- The more central the nexus is to your business model, the better you fit into the WE4F program



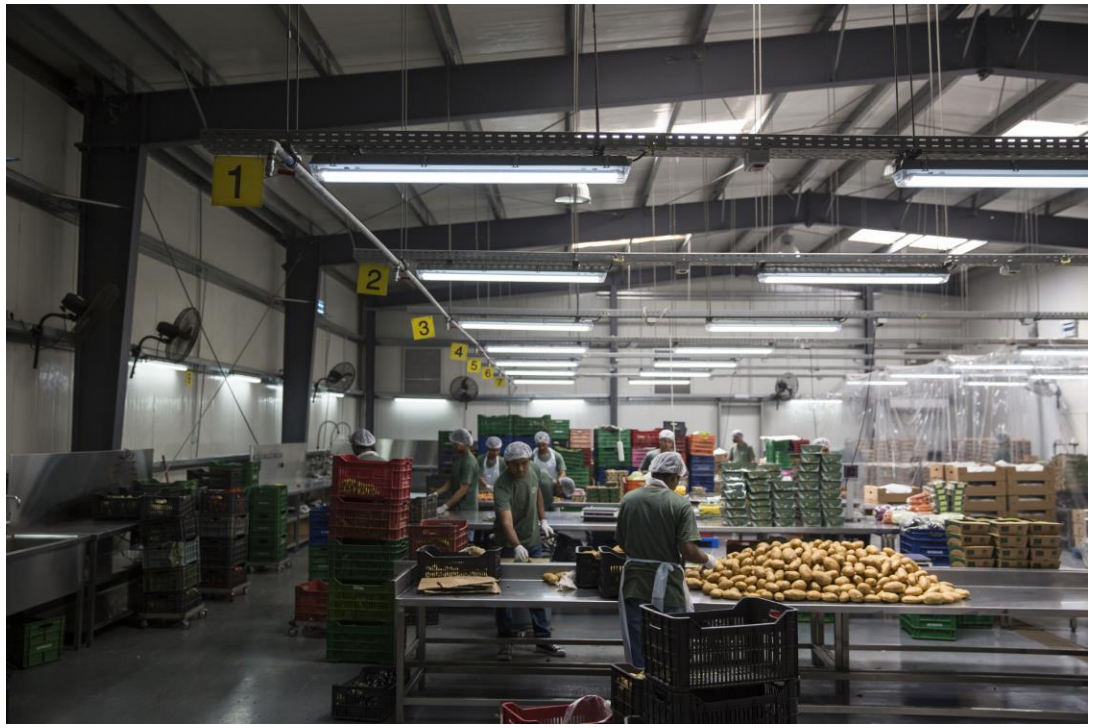
High Atlas Foundation, Morocco

WEF Nexus – Example Innovation Types

- Energy – Farm Input
- Energy – Farm Production
- Energy – Ag. Processing
- Energy – Energy production and infrastructure in agriculture
- Energy – Ag. aggregation & storage
- Energy – Ag. goods transport
- Water – Irrigation
- Water – Capture/storage in Ag.
- Water – Reuse in Ag.
- Water – Quality/salinity in Ag.
- Digital solutions
- Financial solutions
- Other

Business Model

- The way which you create, deliver and capture value profitably
- You do **NOT** have to be a for-profit business to have a market-oriented business model
- Orientate yourself with the Business Model Canvas* to define and capture the pillars of your business idea



Biomass, Lebanon

* The Business Model Canvas was proposed by Alexander Osterwalder based on his book: Business Model Ontology

Base of the Pyramid

- Referred to as the “BoP”
- Economically marginalized groups
  - smallholder farmers
  - poor food consumers
  - individuals below the poverty line
- Consider adoption, accessibility, and acquisition efforts/costs



Chitosan, Egypt

Environmental, Social and Governance

- Referred to as the “ESG”
- Evaluating the level sustainability of the organization
- Environmental → focus on water management, natural resource management, and climate resilience
- Social → focus on gender integration and poverty reduction/BoP impact
- Governance → Team structure, decision making, and accountability



AbuErdan, Egypt

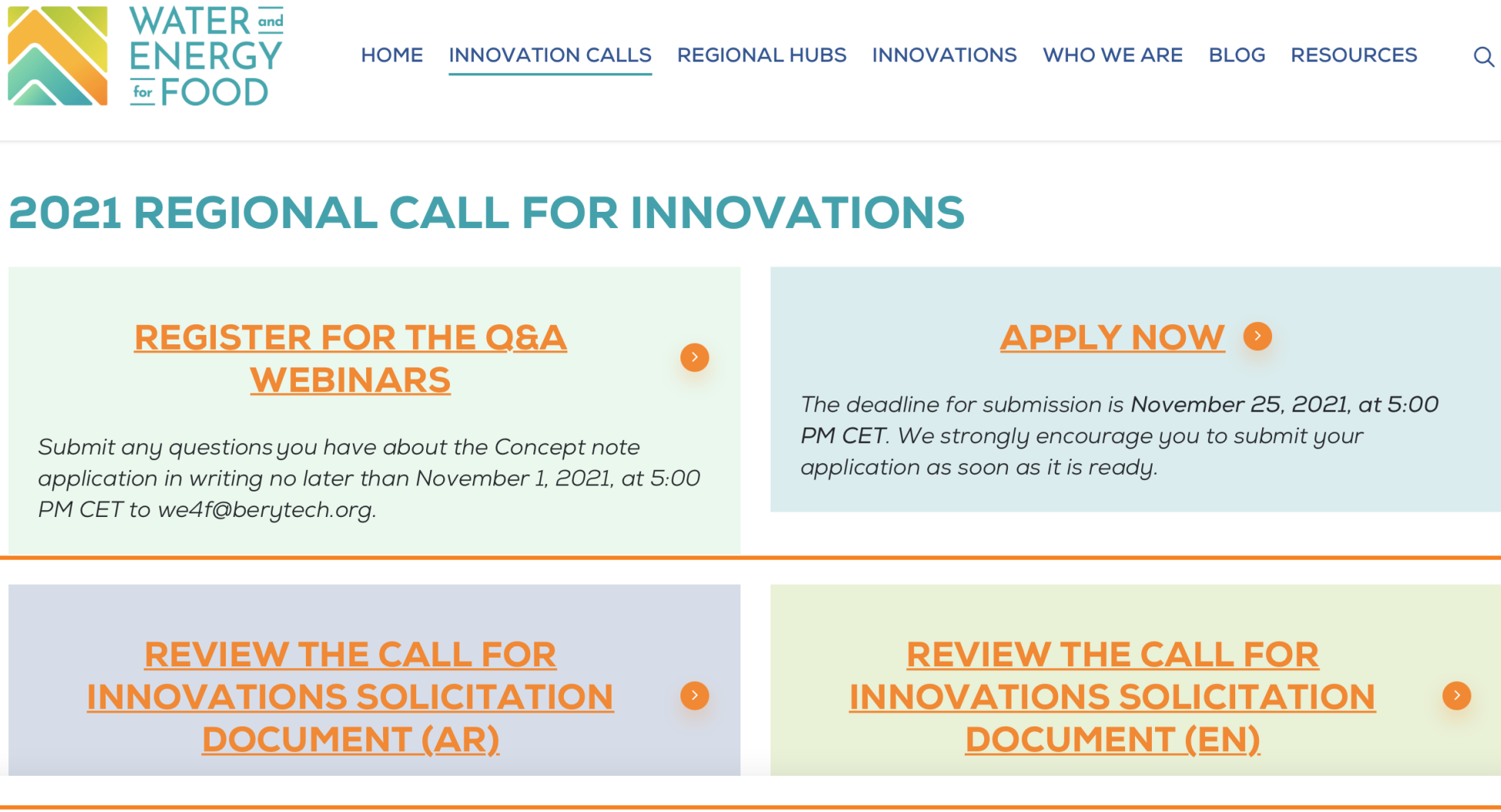
Key Considerations - Content

- We look for clarity, depth, and evidence (where possible)
- Report everything for which you can provide reliable data
- Illustrate current situation vs. future plans
- Quantify milestones wherever possible
- Present positive and negative impacts (unintended consequences)

Key Considerations - Logistics

- Submit in English, Arabic, and French
- Start ahead of time - no need to fill the application out chronologically, as it can be saved online
- Plan for several rounds of internal revisions
- Back up your answers with reliable sources
- Enjoy the learning and reflection process!
- [insert/share blog link if ready]

Next Steps and Resources



Submit your questions by Nov 1 for the Live Q&A

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)



Innovator advice

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For me, it's always about learning from the journey.

I learn from challenges. I really thrive on them. They bring a lot of insight into your business, the dynamics of your impact on all these micro-economies and the impact on you as a person. So, stick to your guns. It's usually the crazy ones that make it work.

SHAHIRA YEHIA
CO-FOUNDER AND CMO
CHITOSAN EGYPT



CHITOSANEG.COM CHITO.EG

WATER and ENERGY for FOOD

Reach out to us!

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