

# Water and Energy for Food 2.0 MENA Programme Track 2 Innovations



Water and Energy for Food 2.0 (WE4F 2.0) MENA is a regional initiative advancing private-sector solutions at the nexus of water, energy, and food. Building on the success of WE4F 1.0, the programme accelerates climate-smart innovation, supports growth-oriented enterprises, and strengthens ecosystems across the Middle East and North Africa.

**69** supported enterprises

**700K** reached beneficiaries

**\$34.8** million mobilized in financing

**11.7** billion liters of water saved

**1.5** million tons of CO<sub>2</sub>e emissions reduced

**10.5** million tons of food produced

WE4F 2.0 MENA expands on this foundation to scale the next wave of high-impact enterprises and strengthen the enabling environment in which they operate. The programme aims to support a portfolio of at least 120 enterprises across the region, ensuring that growth leads to real water savings, resilient food systems, reduced emissions, and stronger regional livelihoods through providing milestone based grants, technical assistants and investment facilitation support.

The WE4F 2.0 MENA programme operates through four tailored tracks supporting enterprises at different stages of growth within the Water–Energy–Food nexus. Track 1 targets revenue-generating SMEs embedded in value chains. Track 2 supports high-growth scale-ups with regional expansion potential. Track 3 provides adapted support in nascent or challenging contexts. Track 4, the Syria Track, focuses on early-stage enterprises in the water, energy and food sectors. Together, these tracks strengthen value chains, mobilize investment, and scale climate-smart innovations across the region.

## WHERE WE WORK

We currently work in nine countries in the Middle East and North Africa regions. WE4F 2.0 MENA has its headquarters in Beirut, Lebanon. There are additional country coordination offices in Egypt, Jordan, Lebanon, Iraq and we have partners all across the region. Innovators operating in the following countries are eligible to receive support from the WE4F 2.0 MENA programme:



EGYPT



LEBANON



MOROCCO



JORDAN



IRAQ



ALGERIA



SYRIA



TUNISIA



PALESTINE

# Who are we looking for under Track 2 Innovations?

<b>Target enterprises</b> Rapidly Growing Innovation Businesses-Scale-ups	<b>Locations</b> Lebanon, Egypt, Jordan, Iraq, Morocco, and Tunisia	<b>Innovation</b> Highly innovative business solutions with strong market disruption potential	<b>Minimum Annual Revenue</b> \$100,000	<b>Investment Readiness &amp; Financial Health</b> Viable financing model. Ability to match the grant by at least 50%	<b>Team and executing Capacity</b> Minimum of 3 full-time employees, Leadership team with at least 5 years of combined sector experience
<b>Growth Stage</b> Mid-to-late-stage startups with demonstrated traction and early scaling potential	<b>Market presence</b> Operating in at least one of the target countries with potential for regional expansion	<b>Type of support</b> up to 3 instances of technical assistance and other types of non-financial support, such as access to markets and investors.	<b>Firm Age</b> 2-10 years	<b>Export Potential</b> Preferable, but not required	<b>Grant Average</b> \$50,000

## Which track do you belong to?

	Track 1	Track 2
Innovation Type	Established SME	Scale-up/ high-growth startups
Minimum Revenue	\$300,000+	\$100,000+
Scalability Expectation	Steady growth (15–25%)	High growth (20%+ or large-scale impact)
Co-Funding Requirement	100% match	50% match

## What we offer

Are you an innovator leading a scale-up in sustainable water management, clean energy, or climate-resilient agriculture? Is your business ready to scale rapidly, reach more end-users, and bring innovative solutions to market? Track2 supports mid-to-late-stage startups (2–10 years old) with strong growth potential and the ability to drive climate resilience across water, energy, and agriculture systems—with a particular focus on social impact including but limited to gender-responsive business models.

With a focus on bringing new solutions to the market, these innovators are expected to be disruptive to business as usual and have the capacity to scale rapidly, serving large numbers of end-users across the region. If your vision is to scale your innovation from hundreds to thousands of end-users, create lasting jobs and drive sustainable impact across the region, this program will help you turn that vision into reality.

Once you have passed the selection process to our Call for Innovations, you will be on-boarded into our innovator cohort, benefit from milestone-based grants reaching on average USD 50,000, get access to tailored technical support from qualified experts, and investment readiness support. In addition, we will link you with investors and investment opportunities that will make sure you can multiply your impact in the MENA region. The support period for Track 2 will span 15 months. In addition, innovators will benefit from comprehensive technical assistance provided throughout the entire duration of the program.

Please note that WE4F 2.0 MENA is not an incubation programme. Your solution needs to be proven and you need to have a running operation, an existing customer base and recurring sales.

## Who We Are

WE4F 2.0 MENA is a joint international initiative supported by the Ministry of Foreign Affairs of the Kingdom of the Netherlands, the Swedish International Development Cooperation Agency (Sida), and the Swiss Agency for Development and Cooperation (SDC), and is led by Berytech, in partnership with Cewas and Chemonics Egypt.

