YOUNG Mediterranean Water Heroes
Nature-based Solutions For a Water Secure Mediterranean
أبطال المياه في المتوسط
حلول مستقرة من الطبيعة من أجل الأمن المائي في المتوسط

#WaterHeroes
NBS FOR WATER: A GREEN ENTREPRENEURSHIP OPPORTUNITY FOR MEDITERRANEAN YOUTH

13 March 2017, Anafora
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What is a circular economy?
The linear economy

Take → Make → Waste

Materials → Product → End of life

The circular economy

Restoration

Materials → Product → Restoration → Materials
Circular economy principles

Principle 1: Preserve and enhance natural resources
...by selecting resource inputs wisely and by favouring technologies and processes that use renewable resources and minimize pollution.

Principle 2: Optimise resource use
...by designing products for remanufacturing, refurbishing, and recycling to keep components and materials circulating in and contributing to the economy.

Principle 3: Develop innovative business models
...that keep the economy evolving towards greater resource efficiency and fewer impacts on the environment
Important opportunities exist for:

- Ensuring and regulating water supply
- Enhancing and regulating water quality
- Moderating and reducing climate change and extreme events

...and new business models are needed to tap the value of this resource
Water Stress by Country: 2040

ratio of withdrawals to supply
- Low (< 10%)
- Low to medium (10-20%)
- Medium to high (20-40%)
- High (40-80%)
- Extremely high (> 80%)

NOTE: Projections are based on a business-as-usual scenario using SSP2 and RCP8.5.

For more: ow.ly/RiWop
Water stress and the circular economy

• By 2030, demand for water will exceed supply by 40%
• In the Mediterranean, 20% of the population lives under constant water stress; in summer this rises to 50%
• According to a recent report, circular solutions to water management could save 11% of global water demand (400 billion m³ of water yearly)
• Circular solutions that reduce, reuse and retain water in systems can help countries reduce their water stress...and lead to the creation of new businesses
Promoting Sustainable Consumption and Production in the Mediterranean

Green entrepreneurs, empowerment, exchange, scale-up, changemakers, teamwork, opportunities, agro-food, manufacturing, circular economy, life cycle, synergy.

Tourism, ideas, change, partner, eco design, eco-innovation, impact, grassroots initiatives, innovative policies, inclusive business solutions, co-creation, sustainable development, planning.
SwitchMed tools supporting SMEs and green start-ups

SMEs

• Supporting industrial SMEs to achieve **resource efficient and sustainable production models** (UNIDO TEST Methodology)
• **Pilot projects in 120+ industries**, demonstrating the business case for resource efficiency
• For more, see [unido.org](http://unido.org)

Start-ups

• Innovative **training and incubation** program for green entrepreneurs
• Training materials that help entrepreneurs to integrate principles of **eco-design and life-cycling thinking** in their products and services, including consideration of water consumption...
Example: closing the loops for the Tunisian fish industry

One of Tunisia’s leading producers of canned fish exceeded the capacity of its wastewater treatment facility. Rather than invest in costly upgrades of the treatment facility, with the TEST tools they were able to recirculate 50% of water used in the fish processing without any quality losses.
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- Supporting industrial SMEs to achieve resource efficient and sustainable production models (UNIDO TEST Methodology)
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- Innovative training and incubation program for green entrepreneurs
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Business support services to The Switchers

GEs - SMEs - CSOs Support Strategy

Regional Activity Centre for Sustainable Consumption and Production

- Mentoring & coaching
- Technical assistance
- Business model development
- Access to finance
- Access to markets
- Enabling policies
- Network development
Create your Green Business!

The Handbook for Green Entrepreneurs in the Mediterranean

Launch your Green Business!

The Incubation Programme for Green Entrepreneurs in the Mediterranean
A scoring system based on answers to questions like:

- Is my water supply or discharge damaging or changing the local environment?
- Have the materials and resources been designed and will be compiled to keep fresh water consumption to a minimum?
- Are there any uncontrolled flows or leaks along the process?
The Business Support Services Facility

- Close to **1,600** green entrepreneurs trained and developed green and circular business ideas (4,000+ applicants)
- **38% women**
- In **1,5 years** already contributed to the creation of **100 new green businesses**
- **45 green entrepreneurs** will be incubated by the end of 2018.
Switchers applying water related NbS in their business models

Desert Lodge
An ecological hotel in the preserved oasis of Dakhla
Switchers applying water related NbS in their business models

ECOncrete
An Israeli initiative is offering concrete solutions to battered coastlines
Switchers applying water related NbS in their business models

TNAGEM
Ecotourism and artisanal fishing in Kerkennah, YOU CAN!
Working groups guidelines – SwitchMed Green Business Canvas
1. Sketch & Set
2. Build
3. Test
4. Implement
5. Measure & Improve
Identify the problems and needs

- **NEEDS**: What are the biggest needs faced by your potential customers?

- **ENVIRONMENTAL**: Does your idea tackle real environmental challenges? Which of them?

- **SOCIAL**: Does your idea tackle real social challenges? Which of them?

- **INNOVATION**: What is innovative about your business idea?
**Key Stakeholders**

Who are the main actors that are going to affect the project or can be affected by it?

For example, team (founders and employees), partners, providers, media, local community, etc.

**Key Activities & Resources**

What activities will you put in place to materialize the value proposition (products or services)?

What resources (physical, human, financial ...) will those require?

Are there new ways to perform these activities that are less impacting to the environment?

**Value Proposition**

What value does the project offer to customers and stakeholders?

How does it contribute to the protection and/or improvement of the natural environment?

How does your project contribute to the society?

What is the innovation in your value proposition? Is it unique?

**Customer Relationships & Channels**

How will you attract and engage your potential customers, seeking to achieve sales, but also to get feedback, spread the word, etc.?

Which channels will be most suitable for so doing?

**Customer Segments**

Who are your potential customers (pay a certain price for the value they receive)?

Segment them in separate categories if they differ substantially.

Can you innovate in the way you approach and engage customers?

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**Cost Structure**

What are the costs the project will incur into by implementing the activities using the resources needed?

List, and if possible estimate roughly.

**Revenue Streams**

How much are your customers willing to pay?

By comparing with similar products/services in the market, try to set approximate prices or rates for each product-customer segment pair.
**Mission**
To provide clients with green roofs for a greener and more energy efficient Jordan

**Vision**
To be the largest green roof installer in the region and beyond

**Objectives**
To provide recreational areas, enhance city environment by reducing energy and resource consumption and natural habitat for wildlife. To support local organic farming and to create jobs among for females and youth.

**Key Stakeholders**
- Privet owners. Raw material manufacturers.
- Public buildings/institutes. Consultation companies. Green roof international organizations. RE/EE/ESCO companies. Other green roof companies..

**Key Activities & Resources**
- Key activities: Purchasing and shipping raw material. Storing raw material. Grow vegetation layers, distribution, installation system and disassembly, maintenance, training and CMS. Resources: employees, material (seeds, water, tools etc.), financial investment. Office, vehicles and installation kits.

**Value Proposition**
Provides you a sustainable green roof system design and installation with after sales services, green roof supports elevating energy and resource challenges. We value that our vegetation is GMO free and drought tolerant. It is alive and it is on your roof.

**Customer Relationships & Channels**
Face-to-face sales, participation in fairs, distribution information dissemination (social networks, website, email etc.). Organise customer workshops. Free maintenance check after 1st purchase

**Customer Segments**
1. Privet Single owner.
2. Privet large energy consumer.
3. Public large energy consumers.

**Cost Structure**
Pre-Project Stage (TOTAL: $14,329.00)
ITEM PRICE FIXED COST Setting up the business $300.00 Equipment $3,177.00 Telecommunications $1,000.00 Raw materials and supplies $4,412.00 Working capital $3,744.00 VARIABLE COST Renting truck $1,696.00

**Revenue Streams**
1. LE extensive green roof price (30 to 50 JOD/m2). 2. LE semi extensive green roof price depends on client criteria but starts in the extensive LE green roof cost. 3. LE intensive and biodiverse green roof price depends on project requirements and specification. 4. LE green roof maintenance service (19 to 21 JOD/m2).
Working groups guidelines – Elevator pitch
Try to be a salesperson
It is not about how many reasons you give them to say “yes”,

It is about how to find a way not to make them say

“NO”.
# How to prepare your show

## Introduce yourself
- **Title + Slogan Illustration**
- **Mission + Genesis**
- **Team: Who are we?**
- **Project status: How far are we?**

## Make your offer clear
- **Market needs**
- **Our Solution**
- **Our Market(s), our clients**
- **Competition & Competitive advantages**

## Make your Business potential clear
- **Business model**
- **Strategy to reach the market**
- **Clients & partners references**
- **Our forecasts**

## Express your needs and the chances of success
- **Financing needs**
- **Major Milestones**
- **Key success factors**
- **Contact**

## Problem & Market Opportunity

## Your Solution / Why you?

## Financial request
Keep in mind that

• Your pitch must not be longer than 5 minutes
• Be concise & effective
• Straightforwardness to be successful
KEEP CALM AND PITCH YOUR STARTUP
THANK YOU

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