



Making Water Count

Next generation
water & sanitation initiatives;
from innovation to scale



Aqua for All

Aqua for All's programme « Making Water Count » facilitates access to clean water & good sanitation.

We believe that change is needed to reach Sustainable Development Goal 6; the current service and finance gap in the water & sanitation sector must be addressed. We need innovations with a business-wise approach to tap into new sources of finance, and create a water & sanitation economy that can thrive.

APPROACH

Aqua for All uses grant money to mobilise public and private capital to increase investments in three themes: Water, Sanitation and Integrated Water Resources Management. We support innovations, solidify business cases, and remove barriers for funding. We connect relevant stakeholders such as: Businesses, financiers, governments, knowledge institutes and civil society organisations.

THEMES & REGIONS

We aim to improve access to safe water & sanitation services for at least 4 million people across 4 regions. « Making Water Count » concentrates on **3 themes** (see below) and targets both urban and rural areas in these **4 regions** (see map).

WANT TO CO-INVEST?

Are you an (impact) investor, a public grantor or an NGO providing funding? Aqua for All has an evolving pipeline of Water, Sanitation & Hygiene (WASH) ventures in different stages of maturity. Please contact us when you:

- Want to invest in early stage businesses (venture capital)
- Want to invest in growing and scaling these businesses
- Are looking for a partner to de-risk your own water & sanitation ventures
- Want to match funds to create impact and scale

LOOKING FOR SUPPORT?

Do you have a brilliant solution to a water or sanitation challenge that:

- Is a game changing initiative
- Focuses on one of our 4 regions
- Focuses on one or more of our themes
- Is part of a partnership which brings together the required expertise

We offer two windows of opportunities:

VIA WATER:

Supports early stage water & sanitation innovations.

Criteria for support:

- Has a never-been-thought-of, brilliant solution
- Is innovative in your country or for the WASH sector
- Is in between research and proof of concept
- You bring in reasonable co-funding

SCALE:

Supports proven solutions and develops service & finance models to unlock private capital and reach scale.

Criteria for support:

- Needs to be an operational WASH solution
- Has a proven scaling potential
- Has a viable business (positive cash flow) and investment case
- Needs to have engagement of other financiers

OUR THREE THEMES

DRINKING WATER

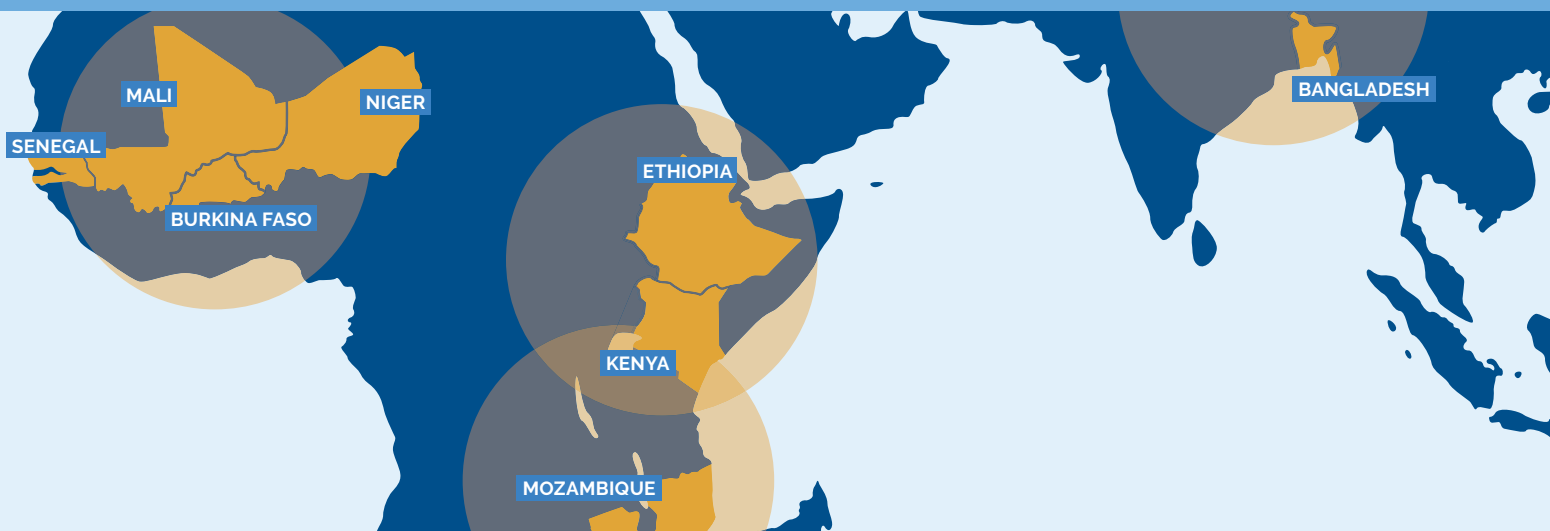
- Safer Water Enterprises
- Household Water Treatment & Safe Storage
- Operation & Maintenance services

SANITATION

- Toilet Economy
- Circular Economy

INTEGRATED WATER RESOURCES MANAGEMENT

- Recharge, Retention and Reuse (3R)
- Water efficiency





« We are very glad we can work with Aqua for All again. To reach the SDGs in 2030 and the climate agreements made in Paris, we need partners such as Aqua for All, who connect promising water innovations in development countries with public and private investments. »

Carola van Rijnsoever

Director Inclusive Green Growth,
Ministry of Foreign Affairs of the Netherlands



Ministry of Foreign Affairs of the
Netherlands

Please reach out to us with your ideas and check our website for updates: www.aquaforall.org

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