



Making Water Count

Roadmap to support



Aqua for All



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If you have a brilliant idea or a proven solution to increase access to safe water and sanitation in Africa or South Asia, then we're very interested to hear from you.

Aqua for All transforms water and sanitation challenges into scalable solutions. We use grant money to mobilise public and private capital to increase investment in water, sanitation and hygiene (WASH). In doing so, we aim to scale the next generation of innovative WASH solutions that can thrive on their own.

We do this by removing barriers to funding, providing tailor-made business and technical support according to your needs and stimulating strong cross-sector partnerships. We work closely with you from the start to support your journey in becoming a solid initiative that has the potential to grow.

If you're interested in working with us to grow your idea or proven solution, this roadmap will take you through each step of the application process.

DESCRIPTION OF AQUA FOR ALL SUPPORT

Over the past 16 years, we have built a large network of innovators, social entrepreneurs, businesses, mentors and experts from a diverse range of sectors. We have also gained practical experience in developing innovative ideas into scalable solutions and what is needed to attract next-phase funding and (private) investments. If you are looking for support that is more than just funding, we will assist you in getting your initiative to the next level by co-creating ideas, opening up our networks and providing tailor-made support.

We offer two windows of support depending on the phase your initiative is in: VIA Water and SCALE.

These two windows allow us to support initiatives at different stages on their path to scale, from early-stage pilots to scaling proven solutions.

VIA WATER

VIA Water (*Valorisation and Innovation in Africa and Asia*) supports novel ideas or early-stage initiatives that still require testing to reach a proof-of-concept. We focus on transformative innovations that have the potential to lead to a breakthrough and leave no one behind. You will become part of a learning community together with other innovators from the countries we work in.

- Your idea should be innovative: it should be new to the WASH sector in our focus regions or an adaptation of an existing application.
- Your idea should address a clearly defined need that will benefit vulnerable groups.
- There is a preference for initiatives to originate in the focus regions we work in and to be led by an African or Asian partner.
- Your idea is practical and result-orientated. It should aim to be implemented in a real-life situation.
- Your idea should not be a stand-alone solution, but should have an integrated approach (includes governance, sustainable management, gender, marketing, etc.)
- You should include or aim to develop a follow-up plan on how your initiative could scale and grow in the long-term.
- The maximum financial support is €200,000.

- Co-funding is required from partners working on the initiative. The level of co-funding is determined by the stage at which the initiative is in.
- Average duration of support is 2 years, but should end by December 2023.

SCALE

SCALE supports proven solutions that have a clear revenue model and with strong scaling potential. Our focus is on operational WASH initiatives that have been tested in the field, but require additional support to accelerate and reach scale. Depending on what you need to grow, we will work closely with you to provide tailor-made support to help you overcome the barriers to scaling.

- Your initiative should have a strong strategy on how to scale in the long-term.
- You work closely with relevant stakeholders and sector players.
- You have a clear plan to bring in or unlock financial support for your initiative other than Aqua for All funding.
- Your initiative has the capacity to reach a significantly large number of people.
- Financial support is flexible and is based on your growth strategy.
- Co-funding is required from partners working on the initiative.



ELIGIBILITY

If you are interested in applying for support, please check that your initiative fits with our programme:

1. Inclusive to vulnerable groups with a focus on being pro-poor and gender-inclusive.
2. Focused on one of our core themes:

Drinking Water



- Safe water enterprises
- Household water treatment and safe storage
- Water operation and maintenance service

Sanitation



- Toilet economy
- Circular economy and the reuse of human waste

Water resources management



- Recharge, retention and reuse (3R)
- Water use efficiency

3. Implemented in one of our focus regions:
 - **East Africa** (especially in Ethiopia, Kenya and Uganda)
 - **Western Africa** (especially in Burkina Faso, Mali and Senegal)
 - **South Asia** (especially in Bangladesh)

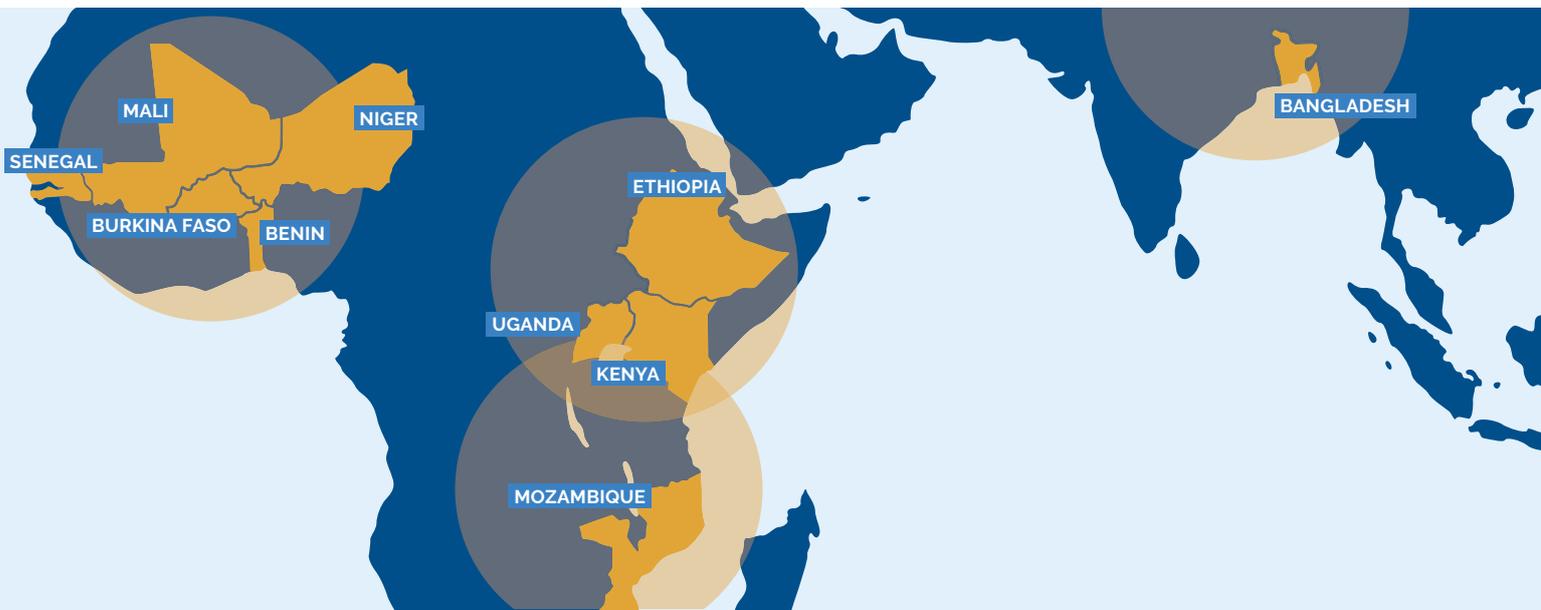
Please note: we also undertake activities in Benin, Niger and Mozambique and to a limited extent in Ghana, Rwanda and India. Should you have a not-to-be-missed opportunity that meets one of our core water themes, but is based outside of our focus regions, we are still interested to hear from you.

4. Contributes to other cross-cutting areas, such as employment and climate change resilience.
5. Includes a clear plan for continuing the initiative in the local context in the long-term. There has to be a strong focus on how to sustain the solution and attract other finance after Aqua for All support has ended.

CONDITIONS FOR SUPPORT

We also ask that all applicants fulfil the following conditions for support before we can work together:

1. You are a registered organisation and not an individual.
2. There is no religion-related or missionary component to the initiative.
3. You will take fitting measures to prevent, combat and refrain from all forms of fraud or corruption, as well as inappropriate behaviour within the initiative.



4. You will take responsibility in ensuring that the initiative works in an ethical manner with consideration for human rights and the social, economic and environmental impact of what you do.
5. You accept an open-source policy and are willing to contribute and share relevant lessons with our team and external partners, as well as participate in knowledge sharing and learning events.
6. You will collect and share data and feedback in line with Aqua for All's monitoring and evaluation framework.

WHEN CAN YOU APPLY?

We do not have submission deadlines but are continuously open for applications. Unless stated otherwise, you can submit an application at any time. However, we do encourage that you apply as soon as you can.

WHO CAN APPLY?

Any formally registered organisation can apply. This includes:

- Social enterprises and companies (any size)
- Knowledge institutes
- Academic institutions
- Non-governmental organisations (NGO)
- Community-based organisations (CBO)
- Public agencies
- Utilities

LEARNING

We support initiatives that are committed to evaluating their own success and who learn from their experiences. This requires an openness to sharing relevant lessons with our team and external partners, as well as participating in learning activities, especially if it can help to overcome sector challenges and foster growth.

For this reason, we look for innovators who plan to collect data and feedback in line with our monitoring and evaluation framework. Initiatives that are

committed to learning and making data-driven decisions are a good fit with our programme.

PARTNERS

We believe in the strength of locally-embedded initiatives. Therefore we encourage all initiatives to involve working with local partners from our focus regions.

We look for initiatives with the relevant expertise and capabilities to achieve success. Teams should be able to demonstrate strong knowledge of the problems they are addressing and what approaches are likely to work in the local environment.

As a result, we stimulate strong (international) teams consisting of different types of partners (for example, NGOs, businesses, knowledge institutes, governments, local authorities) that can work together to make a success of your initiative. In our experience, initiatives that integrate all actors in a value chain have a higher rate of success.

Each initiative must designate a lead partner to be contractually responsible for Aqua for All support. The lead partner will be the sole recipient of Aqua for All funds, as well as being responsible for contractual obligations. They must also be a legally registered organisation. We will perform due diligence on contracted partners when needed.

FUNDING PRINCIPLES

We cannot provide funding for:

- Research projects
- Isolated studies (eg. feasibility studies) or isolated capital investments without a clear revenue or scaling model
- PhD or Masters sponsorships
- General travel or conference visits
- Salaries and allowances of civil servants from primary government bodies (Ministries, national Government, local government)

CO-FUNDING AND LEVERAGE REQUIREMENTS

Alongside Aqua for All's financial support, initiatives also require a financial contribution from the

applicant or partners. This co-funding can only be used for the implementation of the initiative and not declared for other initiatives.

Co-funding can consist of in-kind contributions, which are non-cash contributions of time invested in the initiative or equipment, for example. Co-funding can also take the form of cash contributions, which includes private capital, subsidies or public funding.

Since our goal is to use grant money to mobilise private and public financing into the WASH sector, initiatives should also take into consideration how they plan to attract additional sources of financing. Such leverage can include grant money from other donors or private capital from private actors, investors or banks, for example.

CONFIDENTIALITY

We will treat your application confidentially, as well as any related information, data and documents received. This is in line with the EU GDPR legislation. External reviewers screening your proposal will be bound by confidentiality.

APPLICATION PROCESS

We have a two-stage application process. The first stage is the submission of an online teaser application, which can be accessed on our website. Our team will review your teaser to check whether it is a good fit for VIA Water or SCALE support.

If your teaser application is eligible, you will be invited to the second stage and asked to submit a full proposal for either VIA Water or SCALE support. Your proposal will be reviewed by our team and

external reviewers, which can involve several rounds of feedback. If your proposal meets our selection criteria, we will then set up a contract to work with you.

Please note:

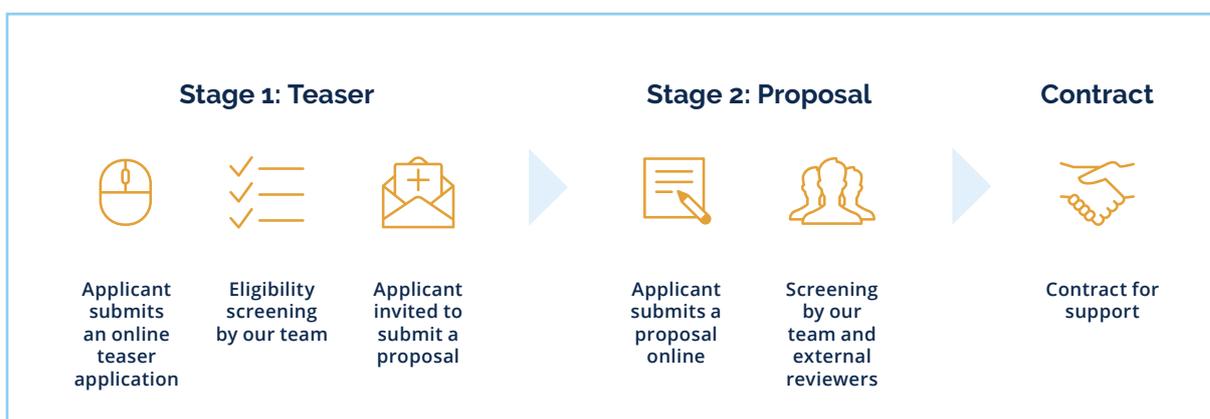
1. All applications have to be submitted using our online submission system. We do not accept any applications by email.
2. All teasers and proposals must be submitted in English. If you need assistance in translating your application answers into English, we would recommend using Google Translate. To avoid translation errors, French-speaking applicants can also upload an additional French version of their teaser or proposal in the online submission system.

STAGE 1: TEASER

Your teaser is meant to provide us with a brief overview of your initiative. It will help us better understand the stage your initiative is in and whether you are eligible for either VIA Water or SCALE support. Our team will be in touch with you if more information is needed.

You should hear back from us within 4-6 weeks of submitting your teaser as to whether you progress to the second stage.

You can download a hard copy version of the teaser application from our website in both English and French. This can help you prepare your responses in advance before uploading into the online submission system.





STAGE 2: PROPOSAL

If your teaser is eligible, you will be personally invited by email to submit a full proposal for either VIA Water or SCALE support - whichever window we find is most beneficial to your initiative. Your proposal describes the reasoning behind your idea or concept and a detailed plan of your activities, budget and vision.

You will be given a personal URL link to submit your proposal using the online submission system. You can use your Aqua for All account to access, save, visit and submit your proposal at any time.

Since the proposal will be different between the two windows, a specific proposal guideline for VIA Water or SCALE will be included in your invitation email. This will guide you on which key information to include in your proposal and will help you plan, prepare and write your proposal.

Once submitted, your proposal will be reviewed by our team based on selection criteria. This stage is an opportunity for our team to work closely with you

to suggest recommendations and offer guidance to help improve your proposal. Afterwards, your proposal will be reviewed by external reviewers before our team is able to make a decision on the final stage.

The full proposal stage requires a higher level of information gathering and several rounds of feedback between you and our team. To help streamline this process, we will work with you using realistic and flexible deadlines.

USING THE ONLINE SUBMISSION SYSTEM

Creating an Aqua for All account

- When you access the teaser form for the first time, you need to create an Aqua for All account to use the online submission system. This consists of your email address and creating a password.
- Once you have created an online Aqua for All account, you can login to the submission system at any time by going to our website.

Just log in using your email address and password to start, save, revisit and submit applications.

Completing the online teaser form

- In the teaser form, you will see an overview of all the different sections of the form on the left-hand side of the screen at all times. You can navigate between these different sections at any time by clicking on the section that you want to go to.
- At the end of the form, your progress will be shown in a summary. Sections that have errors will be highlighted in a red colour. You can click on these red errors to be redirected to the relevant section of the form in order to correct them.
- Please note that you cannot submit your teaser until all fields have been completed correctly (or when there are no red errors in the 'Summary' page).
- From the 'Summary' page, you can also download your teaser form as a PDF for your own records or to print out. Otherwise, your teaser form will always be accessible each time you log into the submission system.
- In case of internet connection issues, the teaser form will autosave all content every second to ensure that you do not lose any work.
- To see an overview of your Aqua for All application(s), go to '*My account*' and '*Manage my applications*'. From here you can see the status of your application(s) and whether your teaser is in 'Draft' or has been 'Submitted'.
 - If your teaser is still in draft phase, you can continue with it or choose to delete it.
 - If it has been submitted, you have the option to view it or copy sections of it if you intend to submit another teaser application.
- If you have already submitted a teaser application and want to submit a brand new teaser (either for a different initiative or because your original teaser was rejected), you have the option to select and copy over information (of your choosing) from your previous application into the new teaser form. For example, your contact information or partnership details.
- If you experience any technical difficulties, please email us at info@aquaforall.org for assistance.



Any questions?

Please feel free to email us if you have any questions to info@aquaforall.org

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