



SOCIAL IMPACT INCENTIVES (SIINC)

Call for applications

Aqua for All is looking for impact enterprises within the water, sanitation and hygiene (WASH) sector to support through **Social Impact Incentives (SIINC)**, helping them scale in business and impact terms. This initiative is part of the **Impact-Linked Fund for WASH (ILF for WASH)** which offers impact-linked funding and technical assistance to WASH enterprises, providing them with “better terms for better impact”. Both ILF for WASH and SIINC are supported by **Roots of Impact**.

But first, what is **SIINC**?

SIINC rewards impact enterprises with time-limited payments for achieving pre-defined and independently verified outcomes. Enterprises can earn additional revenue and improve their profitability, which in turn helps them attract additional investment to scale. To be eligible for receiving SIINC, impact enterprises need to raise repayable investment in parallel. The nature of the investment round can vary (e.g. equity, debt, mezzanine).

Aqua for All has been implementing SIINC successfully for the WASH sector for over 4 years, leveraging the successes, experiences and insights gained from the ILF for WASH programme.

KEY SELECTION CRITERIA

Target sector	Impact enterprises/businesses focused on water, sanitation, and hygiene (WASH)
Geography	Asia, Sub-Saharan Africa or MENA region
Investment	Enterprises must be raising repayable investment(s) (e.g. debt, equity, quasi-equity, mezzanine) of: <ul style="list-style-type: none">• at least EUR 500K for water enterprises• at least EUR 500K for (menstrual) hygiene enterprises• at least EUR 250K for sanitation enterprises
Legal form	There are no constraints on the legal form (social enterprises, SMEs, etc....) as long as they are revenue generating
Enterprise stage	At least at growth stage with a defined product/service offering and an established base of paying customers with a business track record of 3+ years
Financial sustainability	Enterprises must have achieved break-even/ profitability or have a clear plan to do so in the short-term
Impact focus	WASH-focus, with a particular emphasis on low-income communities, gender and/or climate
Impact evidence	A proven track record of delivered impact along with an established impact measurement system

Would you like to assess how well your enterprise is prepared for a SIINC or another ILF instrument before applying? – Check your readiness with our quick ILF matching tool:

ILF Matching Tool

KEY TRANSACTION CHARACTERISTICS

Ticket size	Approximately EUR 150K-350K, SIINC size depends on a variety of aspects, including growth stage of the enterprise, profitability, investment round etc.
Terms and metrics	Are defined on a case-by-case basis, but typical SIINC transactions last 2-3 years, with 2-3 enterprise-specific metrics being tracked and verified
Timeframe	The selection process will be finalised by Q2 2026, followed by a structuring phase. The duration of the structuring phase varies based on the availability of relevant information and data. We anticipate that the SIINC contract will be signed and take effect in the second half of 2026

APPLICATION AND CONTACT

The call is now open for applications and can be accessed online via this [application form](#).

The deadline to apply is **2 November 2025 at 11.59PM (CET)**. For further information, please contact us at ILF@aquaforall.org

EXAMPLES OF SIINC TRANSACTIONS

Company description and challenge	SIINC's intervention
Khmer Water Supply Holding (KWSH) is a Cambodia-based enterprise, providing access to safe and reliable on-premises piped water in (semi) rural areas. Harder-to-reach and often lower-income households are frequently underserved due to high investment costs.	<i>SIINC payments are disbursed when the company successfully increases the number of low-income customers in remote rural areas. This approach has supported KWSH in reaching last-mile communities.</i>
Aqua Clara Kenya (ACK) sells household and community water filters and other WASH products (such as tanks, pumps, etc.) to low and middle-income communities. The water filter is an affordable option to purify their drinking water and mitigate exposure to water-borne diseases. In addition, carbon credits are generated for the enterprise.	<i>SIINC payments are provided for the increase of sales to low-income customers and for the placement of new 'hubs' in areas where access to household and community water filters (linked to the hubs) will have an increased probability of impact. This approach has supported ACK in having a clear customer segmentation, while keeping a focus on impact when planning for new hubs.</i>



ABOUT AQUA FOR ALL

Aqua for All is an international foundation committed to providing universal access to safe drinking water and sanitation services that are inclusive, affordable and sustainable. Our mission is to mobilise private capital for entrepreneurs to transform the water and sanitation sector in low- and middle-income countries, especially in Africa and Asia.

Aqua for All is the funding entity behind the Impact-Linked Fund for WASH, showcasing our extensive expertise in the field of water and sanitation.

ABOUT ROOTS OF IMPACT

Roots of Impact is a manager of catalytic capital. As a pioneer in Impact-Linked Finance, we believe in aligning capital with incentives to drive change for people and the planet. Our mission is to empower entrepreneurs to achieve impact at scale by managing innovative funds, providing quality advisory and education, and building the field for Impact-Linked Finance.

Do you have questions on SIINC or Impact-Linked Finance? Please check out our [SIINC FAQ](#) or contact us directly [here](#).