



Serving base-of-the-pyramid markets & customers: From pilot to scale-up

Opportunities & challenges in the water-food-energy ecosystem

Date | Time July 2, 2015 | 9:30 – 16.30

Event location EAWAG Dübendorf
Überlandstrasse 133
8600 Dübendorf (Switzerland)

The base of the pyramid (BoP) is the largest and poorest socio-economic group, the 3 billion people who live on less than US\$2.50 per day. Few companies have so far addressed the opportunities in designing and delivering goods and services to BoP customers, whose purchasing power as a group is \$5,000bn a year according to the International Finance Corporation. This potential is increasingly being recognized and for example SDC are supporting a variety of initiatives in the sector, among them the Swiss Bluetec Bridge or a project to scale up the promotion of safe drinking water globally.

Join this interactive one-day event on the essential characteristics of BoP markets and customers and how your organisation can succeed in such a context – keynote by Paul Polak, serial social entrepreneur and co-author of *The business solution to poverty*.

3 reasons why you should attend:

- **Business solutions for BoP markets:** International experts and participants will present relevant BoP business experiences from around the world and discuss opportunities and challenges for business solutions for BoP markets & customers, sharing best practices for market entry, piloting and scale-up.
- **Cross-sector insights:** There will be participants and showcases from the agriculture, energy, sanitation and water sectors, representing start-ups, SMEs, multinational companies, social entrepreneurs, the finance and non-profit world. This means a unique chance for you to talk, learn from others, share insights and meet people who face similar challenges.
- **Top value at a reasonable cost:** Considering the quality and variety of speakers and the full event package, the cost is attractive. This unique occasion will allow you to experience high-profile speakers, interactive workshops, look at new approaches and techniques and meet likeminded people, all in one place.

Registration (until 29 June 2015): <http://www.swisswaterpartnership.ch/events/bop/>

Partners:

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Cleantech
ALPS | Western
Switzerland
Cleantech
Cluster

Programme:

| When | What | Details | Who |
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| 09h00-09h30 | Arrival | Registration and coffee | |
| 09h30-09h35 | Opening | Welcome & introduction | Violette Ruppanner, Partner Strategos & Manager, Swiss Bluetec Bridge |
| 09h35-09h40 | Panorama | SDC's approach to BOP markets | Reto Thönen, Swiss Agency for Development and Cooperation (SDC) |
| 09h40-10h00 | Presentation | Decoding the DNA of BoP markets | Heiko Gebauer, Group leader, Business innovation for sustainable infrastructure services, Eawag |
| 10h00-10h45 | Keynote | Designing winning products and services for BoP clients | Paul Polak, serial social entrepreneur & co-author of <i>The Business Solution to Poverty</i> |
| 10h45-11h15 | Break | Coffee & tea | |
| 11h15-12h30 | Flashlights on successful initiatives from around the globe | Chlorine dispensers: a low-cost approach to safe drinking water Taking a water kiosk business in Senegal from pilot to scale Meeting the basic needs of the urban BoP customers Testing and scaling up business models for safe water | Naomi Rosenthal, South Pole Group, Switzerland Renaud de Watteville, CEO, Swiss Fresh Water SA, Switzerland Jessica Altenburger, x-runner Venture GmbH, Peru/Switzerland Urs Heierli, msd consulting/Antenna Technologies Foundation |
| 12h30-13h30 | Lunch | Networking buffet lunch | |

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| 13h30-14h45: Parallel workshops on business challenges and responses | Workshop 1: Customer needs and preferences Moderator: Laetitia Wagnières, Strategos Discussant: Paul Polak, Windhorse International | Workshop 2: Marketing & sales approaches Moderator: Naomi Rosenthal, South Pole Group (TBC) Discussant: Urs Heierli, msd consulting | Workshop 3: Supply chain management Moderator: Caroline Saul, Eawag Discussant: Jessica Altenburger, x-runner Venture GmbH | Workshop 4: Scaling-up strategies Moderator: Heiko Gebauer, Eawag Discussant: Renaud de Watteville, Swiss Fresh Water |
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| 14h45-15h00 | Break | Coffee break | |
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| 15h00-16h15: Parallel workshops on supportive landscape | Workshop 1: A tool for assessing applicability and scalability of technologies Moderator: Matthias Saladin, Swiss Water Partnership Discussant: André Olschewski, Skat consulting Ltd. Resource Person: Renaud de Watteville, Swiss Fresh Water | Workshop 2: Capacity building for business planning and development Moderator: Laetitia Wagnières, Strategos Discussants: Michael Kropac, cewas Beat Ineichen, Switzerland Global Enterprise Stefan Honegger, Impact Hub Harald | Workshop 3: Financing: From pilot to scale-up Moderator: Violette Ruppanner, Swiss Bluetec Bridge Resource Persons: Simone Riedel Riley, Technology Fund Andreas Ragaz, SECO Start-up Fund Jessica Altenburger, x-runner Ventures GmbH Angela Mastronardi, REPIC |
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| 16h15-16h30 | Wrap-up | Lessons learned & feedback | Heiko Gebauer, Eawag Violette Ruppanner, Swiss Bluetec Bridge |
| 16h30-17h30 | Closing | Networking aperitif | |

Partners:

Keynote Speaker

PAUL POLAK



Paul Polak is Founder and CEO of Windhorse International, a for-profit social venture with the mission of inspiring and leading a revolution in how companies design, price, market and distribute products to benefit the 2.7 billion customers who live on less than \$2 a day, combining radically affordable technology with radically decentralized supply chains to earn profits serving bottom billion customers. Paul also is a serial social entrepreneur and founder of organizations like International Development Enterprise (www.ideorg.org) and D-Rev: Design Revolution (www.d-rev.org), a non-profit design incubator for technologies that serve customers living on less than \$4 a day. Jointly with Mal Warwick he wrote the book *The business solution to poverty*, which was named one of the Top Ten Business Books of 2013 by The Economist. Paul's first book, *Out of Poverty: What Works When Traditional Approaches Fail*, has become a renowned resource for practical solutions to global poverty.

www.paulpolak.com

Speakers, Moderators, Discussants and Resource Persons:

RETO THOENEN



Reto Thoenen works for *Swiss Agency for Development and Cooperation (SDC)*, an entity of the *Federal Government of Switzerland*. He is in charge of the management and the further development of a portfolio of climate relevant energy projects. His represents Switzerland in the *Climate and Clean Air Coalition (CCAC)* and in the Governing Board of the *Energising Development Partnership*. Reto Thoenen serves as an expert on the committee of a Swiss renewable energy and energy efficiency projects support mechanism (*REPIC*), on the *Black Carbon Finance Study Group*, and on the European Academies Science Advisory Council (EASAC) *Smart Villages Expert Group*.

Before joining the SDC, Reto Thoenen worked for the *World Bank* as an Energy Specialist in Africa. He was involved in regional operations covering regional power investment lending projects as well as regional analytical work. Previously he worked for the *United Nations Economic Commission for Africa* in the areas of economic and social policy, and in food security and sustainable development. He started his career with a posting at the *State Secretariat for Economic Affairs (SECO)* of the Federal Government of Switzerland where he performed macroeconomic analysis of the Swiss economy.

Reto Thoenen holds a Master in Economics from Pompeu Fabra University in Spain.

<https://www.eda.admin.ch/sdc>

VIOLETTE RUPPANNER



Violette Ruppanner is a Partner with Strategos SA, a boutique consulting firm, where she manages the Swiss Bluetec Bridge and other projects. Before that, she was Director of 3D → Trade-Human Rights-Equitable Economy; Senior Policy Adviser at IDEAS Centre and Officer at the EFTA-Secretariat. Violette started her career as a public servant, working in bilateral economic relations with selected Asian and Latin American countries and later in the Mixed Financing section before moving to Hanoi, where she led the economic and commercial section of the Swiss Embassy before returning to work as senior programme manager in the Economic Development Co-operation Division of SECO. Violette holds a degree in Economics

from HEC Lausanne, a Master in Management of Technology from the EPFL and an MBA from Michigan State University (USA).

www.strategos.ch www.swissbluetecbridge.ch

Partners:

HEIKO GEBAUER



Heiko leads the group on Business Innovation for Sustainable Infrastructure Services at the Swiss Federal Institute of Aquatic Science and Technology. He is also a visiting professor at the Service Research Center of the Karlstad University in Sweden and lectures at the University St. Gallen (Switzerland). Before that, Heiko was leading to competence center for the management of industrial services at the University of St.Gallen.

http://www.eawag.ch/forschung/ess/index_EN

NAOMI ROSENTHAL



Naomi Rosenthal is a business development specialist focused on water related innovations. She works across a variety of industries and has supported project developers, investors and corporations as well as government and international agencies. At South Pole Group, Naomi helps clients develop innovative solutions to environmental problems, including corporate water stewardship and sustainable forest and energy resources. Prior to joining South Pole, Naomi worked in consulting and for the United Nations Conference on Trade and Development (UNCTAD). Naomi studied at the University of Toronto, Copenhagen Business School and Harvard University. In addition to her work at South Pole, Naomi works for Vontobel Asset Management where she integrates environmental, social and governance criteria into the investment process.

<http://southpolecarbon.com/>

RENAUD DE WATTEWILLE



Renaud de Wattewille is a trained pilot and founder of the event marketing company Swiss Mate. After running the company for 20 years organizing international events in the worlds of sports and culture, he founded the social enterprise Swiss Fresh Water in 2008 with the goal to provide long-term solutions for improving access to drinking water in water-stressed regions. His full-time job as CEO of Swiss Fresh Water allows him to put his experience at disposal of humanity and particularly the disenfranchised parts of society. Swiss Fresh Water is a social enterprise who is developing innovative technology and business approaches. It currently is running 70 water kiosks in Senegal, benefiting more than 150'000 people with affordable water and by creating local jobs.

<http://swissfreshwater.com/>

JESSICA ALTENBURGER



Jessica Altenburger is the founder and head of R&D of x-runner Venture GmbH. X-runner Venture GmbH is a social enterprise start-up that tackles the increasing sanitation crisis for poor households in urban slums in Peru. Jessica studied product design at the Parsons New School of Design (New York, USA). In 2010, she founded x-runner Venture GmbH and until 2013 acted as CEO before taking over the R&D department as well as fundraising and partnerships coordination. Currently, Jessica is also a Sustainable Sanitation Consultant at the Urban Think Tank of ETH Zurich.

<http://xrunner-venture.com/>

Organized by:



URS HEIERLI



Urs Heierli studied Economics at the University of St. Gallen. He specialized in „International Trade and Developing Countries“ and graduated with a Ph.D thesis on „Trade regime and development in Colombia“. He was founding member of SKAT, The Swiss Resource Centre and Consultancy for Development in St. Gallen and was then posted for 12 years as Country Director of SDC, Swiss Agency for Development and Cooperation, in Bangladesh and India. Since 2003 he started his own consulting company, msd GmbH, „Markets, Sustainability and Development“, in Berne. He wrote several publications on market-based approaches for development, namely „Poverty Alleviation as a Business“ with Paul Polak. He is also lecturer for development cooperation at the University of St. Gallen.

www.poverty.ch www.msdconsult.ch

ANDRE OLSCHESKI



André Olschewski works as water and sanitation expert and management consultant for Skat Consulting Ltd. in St.Gallen (Switzerland). Additionally he is leading the thematic area of accelerating Self-supply in the Rural Water Supply Network (RWSN) and is involved in research and implementation of uptake of WASH technologies in rural communities with special focus on sustainability. He was leading the development of the TAF/TIP in the EU funded action research project WASHTech and provides support and training of partners in applying the TAF in the WASH sector such as in Tanzania and beyond (e.g. energy). Before that, he was member of board of R+R Burger und Partner Ltd. in the area of spatial planning, management consultancy and environmental engineering. André's professional background is Rural Engineer with post graduate studies in business engineering, spatial planning and rural finance (at SOAS/CEDEP London).

www.skat.ch <http://washtechnologies.net>

MATTHIAS SALADIN



Matthias Saladin is a water and sanitation expert at Skat consulting and Skat foundation. After completing degrees in environmental science (ETH Zurich), environmental engineering (Imperial College) and business administration (Universidad de Barcelona), he has been working on the promotion of Safe Drinking Water and improved hygiene conditions for people at the base-of-the-pyramid over the past 14 years. Among other things, he currently advises private foundations on their investments in the WASH sector and supports the Swiss Water Partnership secretariat.

www.swisswaterpartnership.ch www.skat.ch

LAETITIA WAGNIÈRES



Laetitia Wagnières is a Partner with Strategos SA and member of the Swiss Bluetec Bridge initiative in charge of marketing and communication. She holds a degree in Management from the Ecole Hôtelière de Lausanne (EHL) and from the SAWI-Lausanne in marketing and corporate communication. Laetitia held progressively senior management positions before joining Strategos SA in 2012, where she has been developing a consulting activity oriented towards the development of global communication, marketing and organization for SMEs and hospitals.

www.strategos.ch www.swissbluetecbridge.ch

Partners:



MICHAEL KROPAC



Michael Kropac is a senior partner, joint managing director, and CFO for seecon international GmbH, a Swiss consulting company working on innovations for sustainable development. He also is the Co-Director of cewas – the international centre for water management services stands for business competence in sustainable water, sanitation and resource management. cewas supports young motivated entrepreneurs to start-up their own sustainable business in water & sanitation.

<http://cewas.org/> <http://seecon.ch/>

BEAT INEICHEN



Beat Ineichen is senior consultant for South Asia at Switzerland Global Enterprise (S-GE). Prior to joining S-GE twenty-four months ago, he was responsible for global sales and marketing of active pharma ingredients at a life science company. Holding various positions in multiple industries, Beat Ineichen lived and worked for nearly twenty-four years abroad, seventeen of which he spent in Asia. He holds a Master's of Science degree in international marketing from University of Leicester (UK).

<http://www.s-ge.com/de>

SIMONE RIEDEL RILEY



Simone Riedel Riley is the General Manager for the Technology Fund mandate. The Technology Fund is a CHF 150 m government fund granting loan guarantees to Swiss cleantech companies offering innovative solutions in the areas of renewable energies, resource efficiency and reduction of greenhouse gas emissions. Before managing the Technology Fund, Simone was a Finance Specialist at Emerald Technology Ventures. Prior to joining Emerald, she was a CFO for a Swiss textiles and real estate company and was acting as board member and project manager for a waste water plant manufacturer.

<http://www.technologyfund.ch/>

ANDREAS RAGAZ



Andreas Ragaz started working in the banking industry in 1977 and obtained federal banking diploma in 1984. Main occupation: lending to SMEs. He was one of the founders of Alternative Bank Switzerland in 1990 and had been its CEO until 1994. From 1996 to 1998 working as advisor for a credit program of EBRD for small enterprises in Moldova, afterwards working as trainer of bankers in Ukraine. From 1999 until today, manager of SECO Start-up Fund, co-financing more than 100 start-up businesses in over 30 countries.

www.secostartupfund.ch

ANGELA MASTRONARDI



Angela Mastronardi works as a consultant at NET AG, an independent consulting company carrying out the mandate for the REPIC-Secretariat. REPIC is a joint initiative of three governmental offices (SECO, SDC, SFOE), its mission is renewable energy and energy efficiency promotion in international collaboration. Together with the team at NET AG, Angela is responsible for project evaluation and promotion processes. This includes activities in project development, project cycle management, networking and communication. Angela studied environmental engineering (ZHAW) and worked as an environmental specialist in a Swiss energy company. She completed further training courses in sustainable corporate governance (CAS, Heig-VD) and in conflict sensitive programme management (course, swisspeace).

www.repic.ch/ / www.netenergy.ch