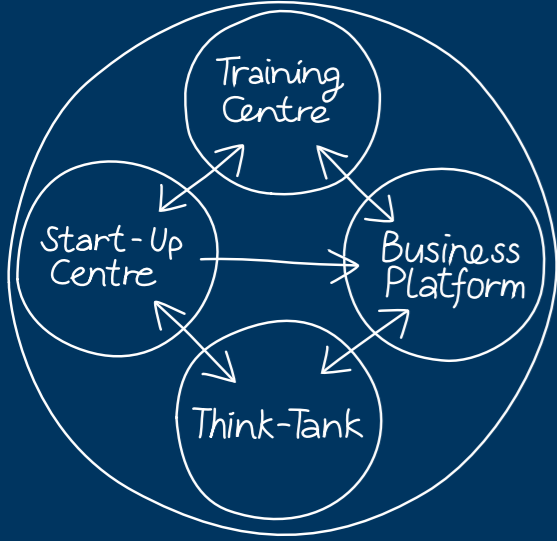


cewas is a unique institution combining advanced education and assistance to create a Start-Up. Supported by a core group of international high-level experts (the cewas Think-Tank), cewas builds up SMEs that can offer technical and managerial expertise in the field of sustainable sanitation and water management to national and international organisations and private clients.

cewas Start-Up Centre
Start-Ups and emerging SMEs.

cewas Training Centre
Advanced education and training for cewas Start-Ups and SMEs from the Business Platform as well as external clients.



cewas Think-Tank
Coaching and support of Start-Ups. Continuous analysis of developments in the water sector and identification of key emerging issues in the water, sanitation and waste sector (business opportunities).

cewas Business Platform
Operational platform for cewas SMEs amongst themselves as well as with research and development (R&D) partners and external clients.

The cewas Start-Up Centre

In the cewas Start-Up Centre, young entrepreneurs get the support and training they need to build up their business. The cewas Start-Up training programme includes technical and scientific aspects of sustainable sanitation and water management. In addition, training includes business basics (e.g. business planning, funding, milestone tracking, legal concerns, finance and accounting, management, marketing, presentation skills, etc.), socio-cultural and political aspects (e.g. international cooperation, intercultural communication, etc.). Start-Ups can either develop their own business idea or develop a business case identified by the cewas Think-Tank. Each Start-Up is coached by high-level experts in the specific field of activity of the Start-Ups.

Who can become a cewas Start-Up?

You are a graduate or professional from Switzerland, the EU or developing countries; you want to create your own business; you have a strong motivation to contribute to the sustainable development of the sanitation and water sector on the national and international level; and you have "entrepreneurial spirit"?

- cewas offers you**
- support to start your own business
 - education and training
 - personal coaching by international senior experts
 - a networking platform
 - ongoing home-base support after the Start-Up phase

Start your own business!

The cewas Think-Tank
The cewas Think-Tank is a core group of international senior experts from the water management and sustainable sanitation sector. Think-Tank members bring in their experience, expertise

and the current state-of-the-art knowledge of the sector. Moreover, they coach and support Start-Ups during business development and provide their contacts to the cewas network.

Examples of business areas:

- Integrated Water Resources Management (IWRM) including river and river basin management
- Sustainable Sanitation and Water Management (SSWM) for rural areas, unplanned and periurban areas, and cities of the future
- Water efficiency in agriculture or industry
- Resilience of water supply and sanitation in the face of climate change
- (Good) governance and stakeholder involvement in planning and implementation
- Gender mainstreaming in the water and sanitation sector
- Economics of environment and resource management (e.g. innovative financing approaches)

Find the programme and the application form on:
www.cewas.org or **contact us directly: info@cewas.org**

Members of the cewas Think-Tank

- Dr. Pay Drechsel (International Water Management Institute, IWMI and Consultative Group on International Agricultural Research, CGIAR)
- Ms. Lucinda Fairhurst (Local Governments for Sustainability - Africa, ICLEI)
- Dr. Themba Gumbo (Capacity Building for Sustainable Water Resources Management, Cap-Net)
- Dr. Johannes Heeb (seecon international gmbh & International Ecological Engineering Society IEES)
- Mr. Kajetan Hetzer (Sustainable Investment Advisor)
- Prof. Dr. Petter Jenssen (Norwegian University of Life Sciences, UMB)
- Mr. François Münger (Swiss Agency for Development and Cooperation, SDC)
- Mr. Dayanand Panse (Indian Water Works Associations, IWWA)
- Dr. Jonathan Parkinson (International Water Association, IWA)
- Ms. Archana Pathkar (Water Supply and Sanitation Collaborative Council, WSSCC)
- Mr. Roland Schertenleib (a former member of the directorate of the Swiss Federal Institute of Aquatic Science and Technology, EAWAG and president of cewas)
- Mr. Jürg Staudenmann (United Nations Development Programme, UNDP)
- Prof. Dr. Thor Axel Stenström (Stockholm Environmental Institute, SEI and Norwegian University of Life Sciences, UMB)
- Ms. Christine Werner (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH, GIZ)
- Mr. Chris Zurbrügg (Swiss Federal Institute for Aquatic Science and Technology, EAWAG)



Contact:
cewas
Ettiswilerstrasse 24
6130 Willisau
Switzerland

info@cewas.org
+41 (0)41 971 00 78
More info: www.cewas.org



- cewas Partners**
-  Ecosan Services Foundation (ESF)
 -  Environment and Public Health Organization (ENPHO)
 -  Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
 -  Local Governments for Sustainability - Africa (ICLEI)
 -  Indian Water Works Association (IWWA)
 -  International Ecological Engineering Society (IEES)
 -  International Water Association (IWA)
 -  International Water Management Institute (IWMI)
 -  Norwegian University of Life Sciences (UMB)
 -  PLANVAL AG
 -  Stockholm Environment Institute (SEI)
 -  Swiss Agency for Development and Cooperation (SDC)
 -  Swiss Federal Institute of Aquatic Science and Technology (EAWAG/SANDEC)
 -  Swiss Institute for Entrepreneurship (SIFE)
 -  Tagmar + Partner AG
 -  United Nations Development Programme (UNDP)
 -  University of Applied Sciences and Arts Lucerne (HSLU)
 -  University of Basel, Programme MGU and Programme Sustainability Research
 -  Water Supply and Sanitation Collaborative Council (WSSCC)
 -  Xavier University Ateneo de Cagayan, Philippines (XU)

cewas, a project initiated and managed by seecon international gmbh.

Project development supported by New Regional Policy Switzerland NRP Canton Lucerne / Region Luzern West



Felicién Mazille, participant of the cewas Start-Up programme: „I am very impressed and happy about all the people I got to know at the cewas Start-Up Centre. The cewas team is very skilled and helpful, the participants and experts are awesome. We come from all over the world with different backgrounds, yet we share a common vision. Through different programmes conducted by cewas (coaching, discussion, field trips, latest information on water and sanitation) I learned to focus on a realistic business idea and managed to conceptualise it in the form of a business model and plan. It was a good decision to take part in the cewas programme as I learned a lot about business development and had full support to create my start-up in the water and sanitation sector.“

Priscilla Mabhande, participant of the cewas Start-Up programme: „cewas provided a platform for me to interact with other start-ups, that have begun to run successfully, and to think outside

the box. I even acquired better presentation skills and developed more confidence in my product “Concept WaSH” while preparing ‘elevator pitches’; 2 minute sales pitches to potential micro-finance investors. cewas also created a platform for me to identify potential partners such as tagmar + partner ag (Switzerland) as well as Ecosan Services Foundation (India). All this would not have been possible if I hadn’t attended the cewas Start-Up programme.“

Mathew Lippincott and **Molly Jean Danielsson**, participants of the cewas Start-Up programme: „cewas provided us with a base of the latest information on sanitation, contextualized within an analysis of the institutions and structures that deploy such systems. Through connecting us directly to sanitation professionals in the field, we have an understanding of the current sanitation landscape that no book could ever provide.“

Find more information on the cewas Start-Up programme on www.cewas.org or contact us: info@cewas.org

Location

cewas is situated in the historic town of Willisau in the heart of Switzerland (30 minutes to Lucerne, and 1.5 hours to Zürich international airport).



Willisau has a special flair and offers attractive living space: affordable housing possibilities, educational institutions from Kindergarten up to high school, various shops and cultural attractions and a pristine surrounding.



international centre for water management services

- Centre of competence in the field of sustainable sanitation and water resource management
- Training and Start-Up for young businesses
- Advanced education, training and coaching
- Office sharing community providing integrated services



Start your own business in the water sector!
Start-Up Programme April 2012 - March 2013
 Application deadline 4th of March 2012