



# WE&B

Services for Business  
Innovation



## Services That We Offer

### Main Areas



**Water Cycle  
Services**



**Environmental  
Services**

### Cross Cutting Areas



**Business  
Innovation**



**Social  
Innovation**



**Project  
Management**

## Services for Business Innovation

WE&B designs, develops and implements inclusive business practices to create new models, strategies, products or services in water and environment sectors in a bid to ensure sustainability.

WE&B is specialised in the following:



Development of sustainable business models



In relation to Water Management this service includes:









- Implementation of the correct pricing strategy
- Cost recovery models
- Tariff structures
- Service models
- Local stakeholder identification



Economic analysis of:

- Ecosystem services
- Natural resources
- Water resources

## Services for Business Innovation

-  Analysis of the economic viability of products, processes and services
-  Implementation of inclusive business plans
-  Improving business competitiveness
-  Demand Responsive Approach (DRA), which enables financial sustainability
-  Market studies
-  Identification of radical and incremental changes to processes and products
-  Analysis and assistance with driving and managing business changes within communities
-  Designing and implementing financial and economic models related to Ecosystem Services

## Examples of Projects Related to Business Innovation

### Watershed and coastal management in Latin America and the Caribbean (WATERCLIMA LAC) (América Latina) (3 M€) (2015 – 2018)



WATERCLIMA LAC aims to contribute to improving watersheds and coastal management in the context of climate change. The project will improve the dialogue and cooperation on watershed and coastal management in the context of climate change and support technical and financial mechanisms on watershed and coastal management. To this end, several actions (summary and evaluation of the present situation, pilot projects, networking, dissemination, training and capacity building) split up in two components are being implemented. The project has 4 pilot projects where the activities will be developed: Mexico, Bajo Limpa (El Salvador, Honduras and Guatemala), Haiti and Argentina.



#### Activities:

- Analysis of the Climate Risks in Coastal Zones
- Integrated Water Resource Management
- Ecosystem Services and economic gains and local capacity building
- Design and implementation of economic and financial models for each pilot area
- Design and implementation of social models for each pilot area
- Capacity Building, dissemination and networking

## Examples of Projects Related to Business Innovation

### Innovation and Demonstration for a Competitive and Innovative European Water Reuse Industry (DEMOWARE) (Europe) (10M€) (2013 – 2016)



DEMOWARE is the largest water reuse project financed by the European Commission to date. A demonstrative project spanning across 10 European countries with nine demonstration sites and one greenfield site, the project looks to address the technical, institutional, governance, economic and capacity building aspects to water reuse in Europe. The project investigates urban side water reuse in Agriculture, Industry and Urban applications.



#### Activities:

- Design of business models in the context of the relevant markets for water recycling systems, including:
  - The business models for innovative water reuse technologies
  - The business models for operators of water reuse
- Benchmarking the most relevant countries and markets for water reuse technologies
- Market research into the latest water reuse technologies
- The application of cost-benefit analysis for water reuse solutions
- Exploration of innovative financing for water reuse systems
- Development of appropriate pricing strategy for water reuse in Europe



## Examples of Projects Related to Business Innovation

### Socioeconomics of Natural Resource Management (Egypt) (0.6M€) (2011 – 2013)

To improve the capacity of national programs to assess the socioeconomic problems of water management in industry

#### Activities:

- Institutions in Water Management
- Cost-benefit analysis of irrigation and water storage
- Bioeconomic Modelling supplementary irrigation practices
- Provisions of regional water use and balance, poverty and inequality  
Groundwater
- Risk management in rainfed agriculture, total factor productivity
- Economics of water harvesting and soil conservation





[www.weandb.org](http://www.weandb.org)

Barcelona, Spain – Mexico City, Mexico

[info@weandb.org](mailto:info@weandb.org)



@WEandB