



International Water
Management Institute



Scaling private sector's inclusive business: lessons learned and knowledge gaps

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Innovative water solutions for sustainable development

Food · Climate · Growth

Projects and approach

The Feed the Future Innovation Lab for Small Scale Irrigation (ILSSI)

Africa Research in Sustainable Intensification for the Next Generation (Africa RISING)

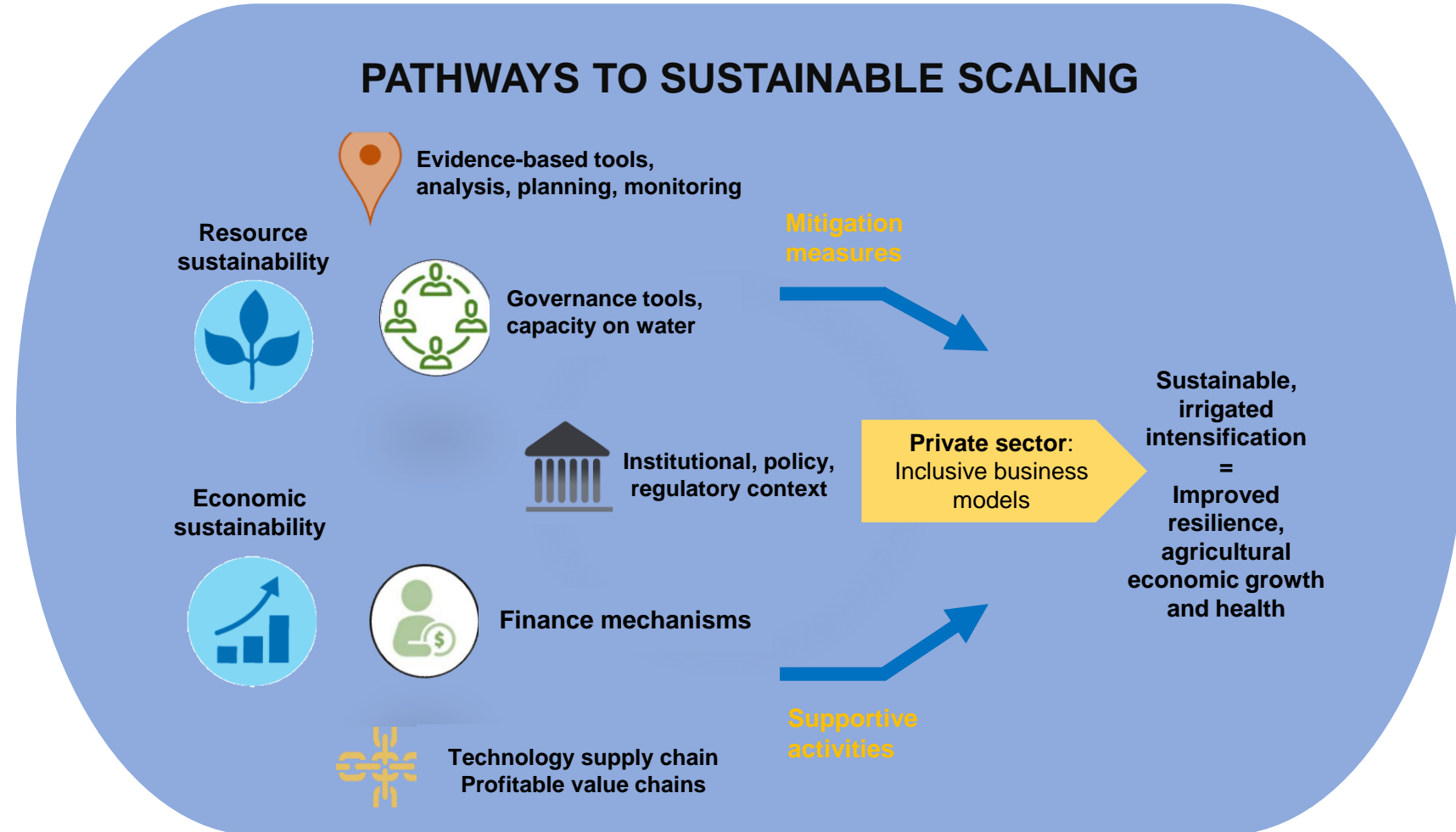
The Cereal Systems Initiative for South Asia (CSISA)

Water, Land and Ecosystem Program (WLE)

Accelerating Impacts of CGIAR Climate Research for Africa (AICCRA)

Countries targeted:

Ghana, Mali, Ethiopia, Zambia, Nepal



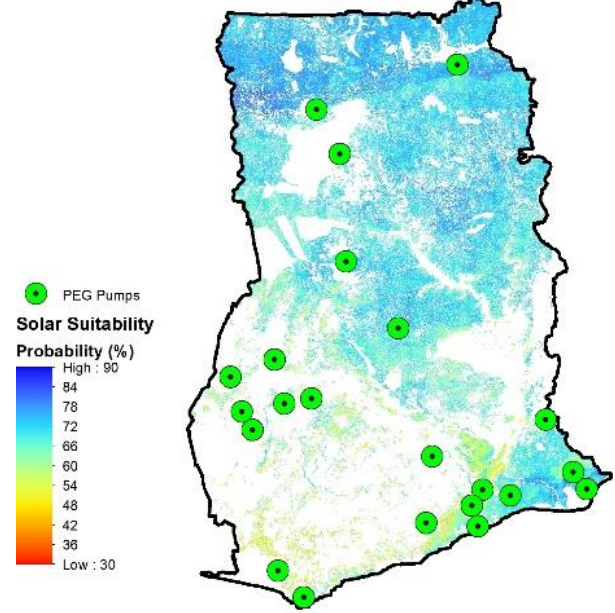
Lessons learned from private sector engagement



- “Demand is there.”
- **Marketing** is mainly targeting direct sale.
- **Important information required to stimulate** private sector’s investment:
 - Land and water resource availability
 - Farmer-based information
 - Detail market demands to manage risk
- **Inclusive business:**
 - Tailor business models to different client segments
 - Bundle technologies and financial services

Data-driven tools to support market development, inclusive business and investment risk management

Solar suitability mapping



Client assessment



Client segmentation



Demand-supply linkage



Knowledge gaps: How can inclusive business be scaled?

How can we sustainably unlock the supply side?

- Diversity of private sector business models
- Irrigation market dynamics
- Groundwater resource's availability and sustainability
- Adaptability to shocks

How can sustainable finance be accessible for irrigation investments and businesses?

- Financing actor and stakeholder landscape
- Existing financing modalities
- Conditions for sustainable financing investment
- Inclusive demand-supply matching

How can investment impacts be measured?