

The logo for cewas, featuring the lowercase letters 'cewas' in a bold, blue, sans-serif font. The background of the entire page is a photograph of a rocky coastline with a blue sky and a body of water at the bottom.

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

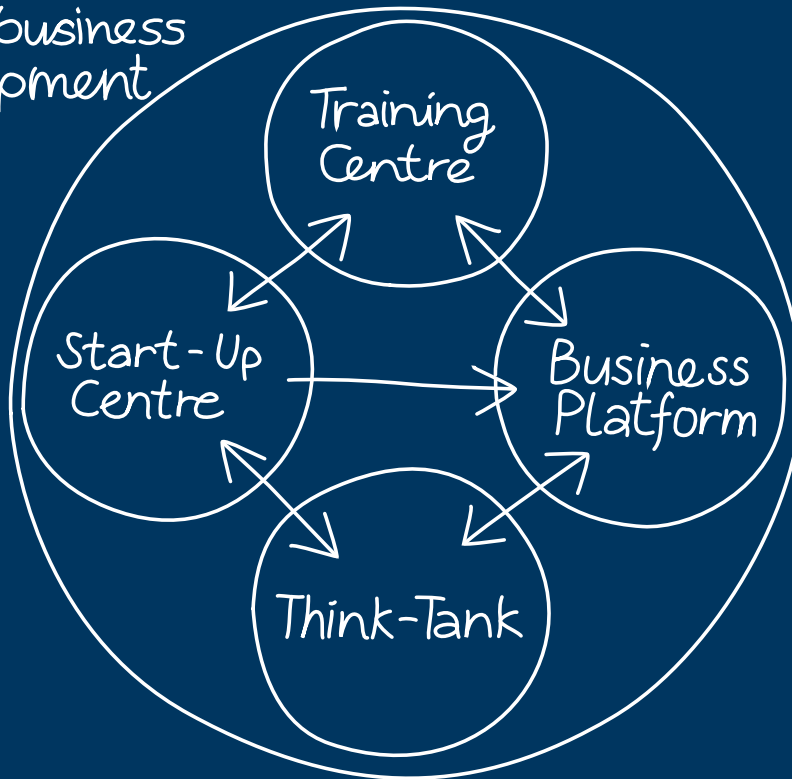
The world is facing a global water crisis. Population growth and urbanisation, rapid industrialisation, expanding food and goods production and climate change are all putting pressure on water resources. Despite an increasing need, there is a lack of experts and businesses that can provide services in the field of sustainable sanitation and water management on an international level.

cewas is the institutional answer to this situation. It 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 Training Centre

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

*cewas business development*



### cewas Start-Up Centre

Start-Ups and emerging SMEs.

### cewas Business Platform

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

## The cewas Start-Up Centre

In the cewas Start-Up Centre, each year, three to four groups of 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 one or two Think-Tank members, high-level experts in the specific field of activity of the Start-Ups.

The cewas network formed by the Think-Tank, the cewas members and partners, clients and former cewas Start-Ups facilitates the business development process and supports Start-Ups in breaking into the emerging market. After the Start-Up phase, cewas SMEs install themselves at the cewas Business Platform, where they benefit from on-going home-base support (e.g. low office rents and shared basic facilities, backstopping by senior experts). The proximity of the different cewas SMEs and Start-Ups facilitates exploiting synergies regarding the expertise and orientation in order to provide integrated services for sustainable sanitation and water management.

### Who can become a cewas Start-Up?

You are a young (20 to 35 years old) 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 in the field of sustainable sanitation and water management, as well as business management, financing and other complementary skills
- personal coaching by international senior experts from the water sector
- a networking platform and support to set up bridgeheads in target regions
- ongoing home-base support after the Start-Up phase

*Start your own business!*

Find the programme and the application form on [www.cewas.org](http://www.cewas.org)  
or contact us directly: [info@cewas.ch](mailto:info@cewas.ch)

## 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.

## Members of the cewas Think-Tank

- Dr. Pay Drechsel (International Water Management Institute, IWMI and Consultative Group on International Agricultural Research, CGIAR)
- 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)
- Prof. Dr. Larry Li (University of California, Riverside)
- 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)
- Roland Schertenleib (W + S Consult)
- Mr. Jürg Staudenmann (United Nations Development Programme, UNDP)
- Prof. Dr. Thor Axel Stenström (Stockholm Environmental Institute, SEI and Norwegian University of Life Sciences, UMB)
- Dr. Paul Taylor (Cap-Net, UNDP)
- Prof. Dr. Rusong Wang (Research Center for Eco-Environmental Sciences, Chinese Academy of Sciences)
- Ms. Christine Werner (Deutsche Gesellschaft für Internationale Zusammenarbeit, GIZ, GmbH)
- Mr. Chris Zurbrügg (Swiss Federal Institute for Aquatic Science and Technology, EAWAG/SANDEC)

## The cewas Training Centre

The cewas Training Centre offers advanced education in the field of sustainable resources management (in regard to the water and sanitation sector), business basics (business planning, funding, milestone tracking, legal

concerns, finance and accounting, management, marketing, etc.) and complementary skills (socio-cultural and political aspects of target regions, intercultural communication, etc.).

### The cewas Training Center addresses:

- Start-Ups and former Start-Ups (cewas SMEs from the cewas Business Platform)
- other practitioners from the sector
- national and international institutions (e.g. universities, NGOs, governmental organisations) which aim at educating their members (through tailor-made course packages, designed for the specific needs of an institution or a group of institutions)
- others interested in water management services

**Find the programme on [www.cewas.org](http://www.cewas.org) or contact us: [info@cewas.org](mailto:info@cewas.org)**

## The cewas Business Platform

The cewas Business Platform is an office-sharing community for cewas SMEs that have finished the Start-Ups programme. It offers water management services and research

and development (R&D) in the fields of Integrated Water Resources Management (IWRM) and Sustainable Sanitation and Water Management (SSWM, see also [www.sswm.info](http://www.sswm.info)).

### Examples of business areas:

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

## cewas Partners



Ecosan Services Foundation (ESF)



Environment and Public Health Organization (ENPHO)



Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



Indian Water Works Association (IWWA)



International Ecological Engineering Society (IEES)



International Water Association (IWA)



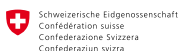
International Water Management Institute (IWMI)



Norwegian University of Life Sciences (UMB)



PLANVAL AG



Swiss Agency for Development and Cooperation (SDC)



Swiss Federal Institute of Aquatic Science and Technology (EAWAG/SANDEC)



Tagmar + Partner AG



United Nations Development Programme (UNDP)



University of Applied Sciences and Arts Lucerne (HSLU)

University of Basel, Programme MGU

University of Basel, 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.

seecon gmbh  
society - economy - ecology - consulting

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

REGION WEST  
LUZERN  
ENTLEBUCH ROTHAL WILSAU WIGGEREN



«The sustainable use and management of water resources is a big challenge for the growing number of countries that face physical and economic water shortages. There is not only an urgent need for well educated professionals with a broad knowledge on technical and non-technical issues, but there is also a need to get the small private sector, notably innovative small and medium enterprises, more involved in the sector.»

**Roland Schertenleib**, Director of the Swiss Federal Institute of Aquatic Science and Technology (Eawag) and former head of its Department of Water and Sanitation in Developing Countries (Sandec); Member of the Board of Directors of the Swiss National Centre of Competence in Research (NCCR) North–South

«Young professionals are at the leading edge of providing the safe water systems in an era of real and potential crisis, using new and sustainable technologies and management practices. We at cewas are providing professional development opportunities by harnessing the innovative attitudes of young water professionals.»

**Dayanand Panse**, (Founder and Director of Ecosan Services Foundation, Owner and Director of M/s.Shonan Engineering Works Pvt. Ltd., General Secretary of the Indian Water Works Association, IWWA)

«New systems for wastewater handling that minimise water use and facilitate recycling of essential nutrients such as phosphorus are emerging. Despite the inherent advantages of these emerging systems, their market share is

small. To increase the market share and make the needed change towards more sustainability in the water sector, there is a great need for new businesses that professionalise marketing and implementation and do not compromise quality of the systems and the environment. cewas is a facilitator for young skilled people that want to make this change.»

**Petter Jenssen**, Professor at the Norwegian University of Life Sciences, UMB

«To keep up with the emerging development challenges of the 21st century, the water sector needs to think – and act – out of the box. cewas aims to support innovation and fresh, young, inspiring entrepreneurship.»

**Jürg Staudenmann**, Deputy Representative, UNDP

«cewas stands for an new and innovative approach to address the worlds water resources problem. It shows how the private sector can contribute to sustainable sanitation and water management by starting up small, flexible and highly motivated expert teams providing socially, economically and ecologically sound services and products to clients in the North and South.»

**Johannes Heeb** (University of Basel, Master in Sustainable Development, President of the International Ecological Engineering Society IEES, Founder and senior partner of secon international gmbh)

## Location

cewas is situated in the historic town of Willisau in the heart of Switzerland (30 min to Lucerne, and 1.5 h 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 pristine surrounding.



## The cewas Training Programme 2011/12

Program details and dates of events and info days see:  
[www.cewas.org](http://www.cewas.org)

### Full Course:

**Entrepreneurship in Sustainable Sanitation and Water Management** (incl. introduction and training modules 1 to 5), Mai 2011 to April 2012

### Start-Up Programme:

Full course + full support to start-up and launch the personal water business

### The cewas Training Modules:

- **Expert Seminar on Sustainable Sanitation and Water Management**  
1-Day Event, Mai 2011, cewas Willisau, (free of charge)
- Training Module 1: **Sustainable Sanitation and Water Management**  
2 Weeks in Mai 2011, cewas Willisau
- Training Module 2: **Business Development in Sustainable Sanitation and Water Management**  
2 Weeks in June 2011 (incl. workshop with Think-Tank Members), cewas Willisau

- Training Module 3: **Team Building and Social Competence in Sustainable Sanitation and Water Management Projects and Business**  
2 Weeks in September 2011, cewas Willisau
- Training Module 4: **Learning by Doing - Sustainable Sanitation and Water Management in Practice (Case Study Work)**  
10 to 15 Days in September to December 2011, project sites
- Training Module 5: **Managing Sustainable Sanitation and Water Management Projects and Businesses**  
2 Weeks in September 2011, cewas Willisau

### Costs:

**Module 1 to 5 individually:** CHF 1800 per person

**Full course:** CHF 5000 per person

**Start-Up programme:** CHF 5000 per person (incl. full course)

### Contact / Info:

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Find out more: [www.cewas.org](http://www.cewas.org)



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**More info: [www.cewas.org](http://www.cewas.org)**