

# Public-Private Sector Convenor

## Commercialisation of Eco-Innovations



**SEED**  
promoting entrepreneurship  
for sustainable development



### Background

Adaptation to climate change and the effects it has in multiple sectors requires innovative solutions that respond to rapidly evolving market needs and demands. Eco-inclusive enterprises are well placed to innovate in adaptation markets, and to contribute to the development of South Africa. Despite this, many businesses and innovators are failing to scale their eco-innovations and are prone to the valley of death when commercialising their product or service. A lack of coordination between stakeholders providing support to innovative businesses leads to SMEs not being able to access a smooth pipeline of support.

### Objectives

- Independent institution to serve as a **one-stop-shop** for innovation and commercialisation support
- **Access to finance** through improved coordination
- **Access to markets** through bundled demand, pre-commercial procurement and increased market research and information

### Solution Overview

One solution to this challenge is to set up an **independent institution 'the convenor'** that brings public and private stakeholders together with a focus of providing support for the commercialisation of next generation technologies for water and sanitation. The convening independent institution would host a platform of support services including funding, market information, and opportunities for pre-commercial procurement.

The prototype is designed to complement existing initiatives such as the Water Technologies Demonstration Programme (WADER) and South African Sanitation Technology Demonstration Programme (SASTEP). The WASH sector can serve as a pilot sector before scaling the solution to other markets, especially those related to climate adaptation and mitigation.

<b>Focus:</b>	Climate Change Adaptation
<b>Ecosystem Impact:</b>	R&D and Innovation, Access to Finance, Access to Markets
<b>Lab Cycle:</b>	Policy, South Africa 2019
<b>Challenge Hosted by:</b>	Trade & Industrial Policy Strategies (TIPS)

### Key Features

The convenor is a **one-stop-shop** to direct entrepreneurs to available resources. It combines public and private stakeholder support with diverse services such as market validation or financial support schemes.

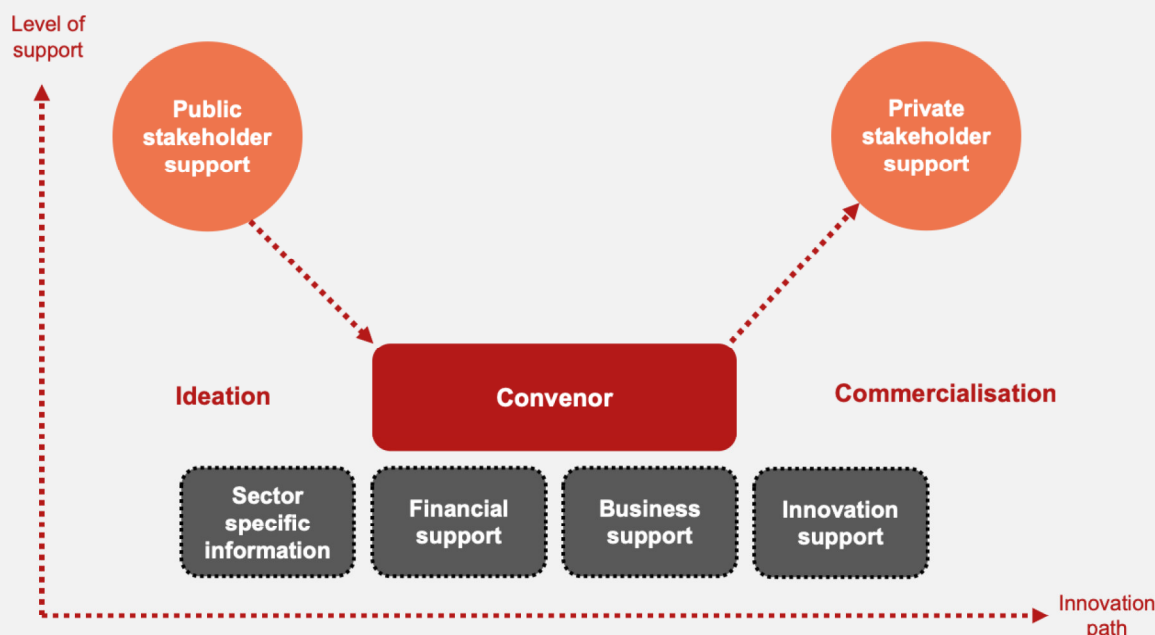
**Feedback loops** at the end of each support scheme provides relevant information on the added value of the platform and potential improvements, and feed into additional support for entrepreneurs.

**Customised enterprise mentorship** will allow entrepreneurs to grow on both a business and personal level. It fosters good networks and improves overall satisfaction with the support offered.

### Policy relevance

#### Opportunity for ecosystem building in adaptation markets through coordinated policy implementation

- Improving targeted support and policy implementation during commercialisation of innovations in water and sanitation, taking into account specificities of adaptation markets
- Working towards SDGs 6, 8, and 9.
- Improving water and sanitation management and promoting entrepreneurship and innovation



## Benefits to Eco-Inclusive Enterprises

The convenor creates value for eco-inclusive enterprises by increasing their **access to and awareness of support mechanisms** and providing **targeted support based on their business model and sector**. It also improves their access to finance and markets by providing relevant information and linking public and private sector programmes.

## Impact Potential

This prototype will support the next generation sanitation technology and broader water and sanitation market and therefore have an impact on climate change adaptation markets in South Africa.



Greater understanding of market dynamics and market validation in adaptation markets

Increased demand for climate smart products / services through increased awareness and market feedback



Support the development of eco-innovations in the water and sanitation sector

Contribute to saving water resources



Skills development in new technologies

Improvement of quality of life through access to improved sanitation

## Role of Government

Public sector support is required to ensure that the convenor is able to link public and private initiatives to support enterprises, and to provide targeted support programmes. Recommendations to ensure strong policy maker contribution to the convenor include:

- Sharing information about current policy initiatives and programmes to support enterprises in the commercialisation of their innovations
- Providing relevant links to regulatory frameworks for the sector, as well as contact persons who can support enterprises to navigate these regulations
- Support the replication of the platform to other sectors relevant to climate change mitigation and adaptation

## Solution Developer



**Trade & Industrial Policy Strategies (TIPS)**

TRADE & INDUSTRIAL POLICY STRATEGIES

More than 20 years of supporting policy development through research and dialogue

### Contact Person:

Shakespeare Mudombi: [shakespeare@tips.org.za](mailto:shakespeare@tips.org.za)

Muhammed Patel: [muhammed@tips.org.za](mailto:muhammed@tips.org.za)

**SEED Practitioner Labs Policy Prototyping** work with policymakers and intermediaries over a multi-step collaborative process to design policy instruments which increase access to and improve the quality of support mechanisms for socially inclusive and environmentally sustainable enterprises looking to scale their environmental, social and economic impacts.