

# Development & Transfer of Water Technologies for Agriculture in Africa

## Workshop on Technologies for Adaptation

UNFCCC Bonn 4 March 2014

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**Adaptation via AWM.  
Conservative Use of Renewable  
Resource**

***“MoneyMaker”***

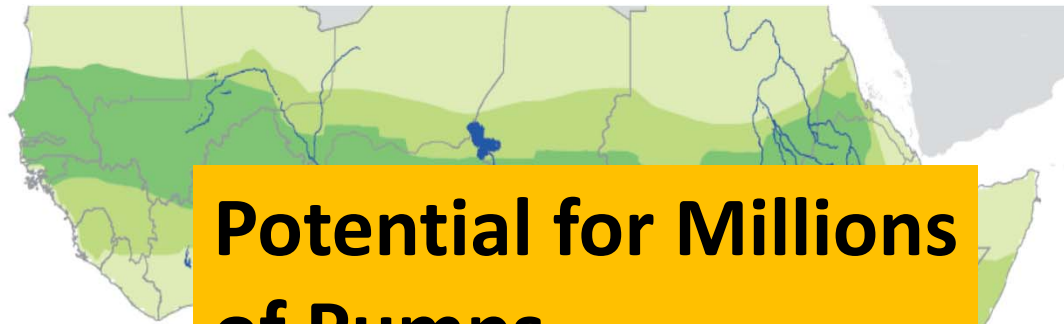
**Pressure Irrigation Pump.**

**Smallholder Farmers  
Transform from Subsistence  
to Commercial Agriculture**

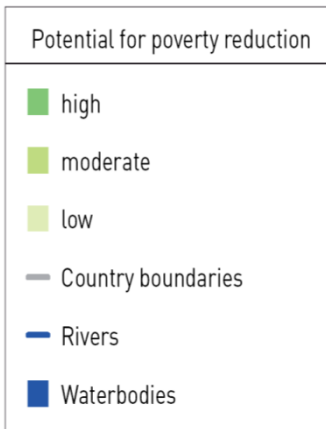
**Grow High Value Crops All  
Year**

**Increase Production and  
Income**

# Poverty Reduction & Climate Change Adaptation. Potential of AWM Solutions

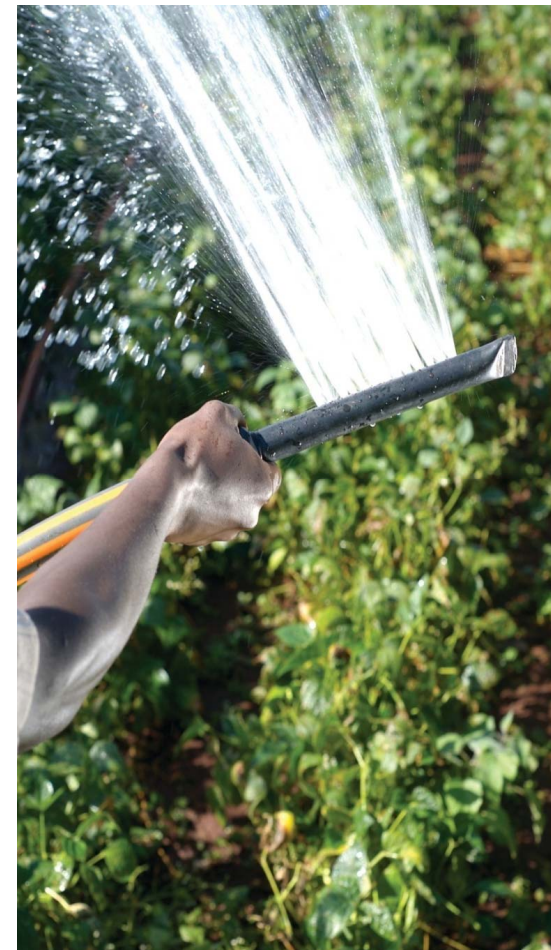


**Potential for Millions of Pumps**



**Source: IWMI**

Wherever it is  
greener on the map



# SOLUTION DELIVERY

## CHALLENGE

- Technology not useful if not widely adopted
- Many technologies developed, proven but lying on shelf
- Beneficiaries
  - Unaware of Existence
  - Unaware of Value
  - Cannot Easily Access Them



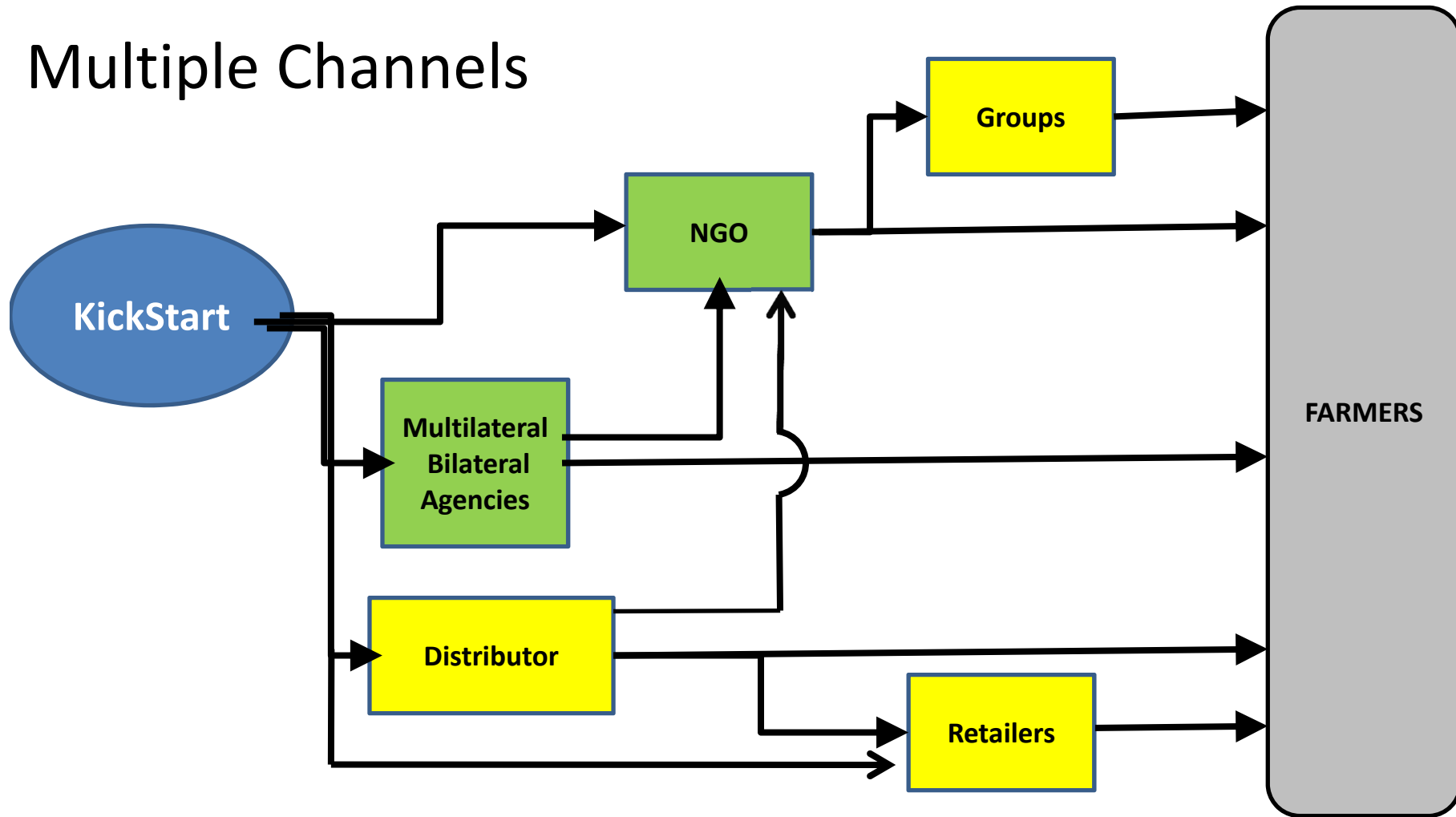
## SOLUTION

- Ensure Supply & Create Demand

*Question is “HOW EXACTLY?”*

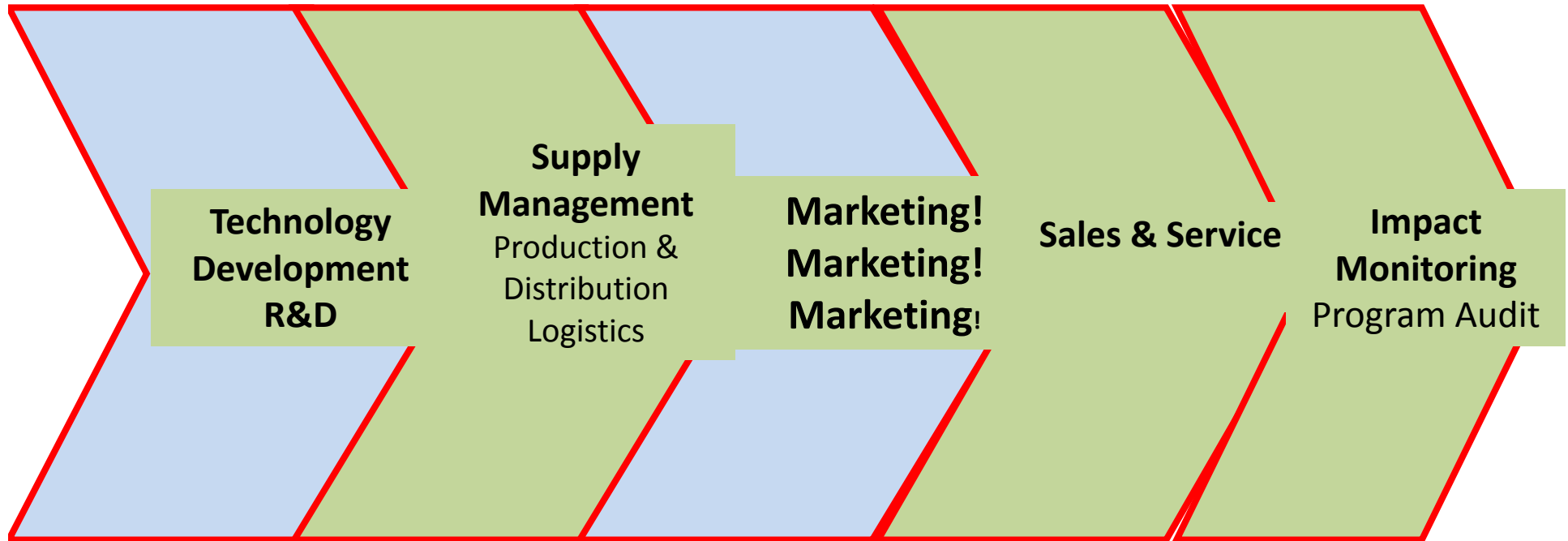
# How the Solution reaches the Smallholder

Multiple Channels



# Business Process

## SET UP & MANAGE THE VALUE CHAIN



In partnership with private sector manufacturers, shippers, distributors, dealers and with government & NGOs. A mix of public and private investors.



# Production



Qu



**Every Pump GUARANTEED**

# Shipping/Distribution – all over AFRICA





# Authorized Dealers/Retailers - *branded*



Tanzania



Kenya



# MARKETING

## THE MESSAGE?

Selling a CAPITAL GOOD  
to BOP is hard work!

### Value Proposition

“\$150 investment brings \$3,000 return” An easy sell? **NO!**

- Meagre cash has a lot of other uses
- Pump is a totally new thing
- Farmers are sceptical, risk-averse
- They worry about what the neighbours will say



# Understand Your Customers!

## Their immediate interests and concerns?

Climate Change? Carbon Emissions? Future of the Planet? Renewable Energy? GDP? Economic Growth?

**NOT REALLY !**

Family Welfare. Food on the Table. Kids in School.

Medical Care. Nice House.

Good Shoes. Social Standing.

Daughter in University.

Approval & Acceptance



# Innovative Marketing/Promotion/Sales



Call In Radio Programs

Intensive Sales Drives

Farmers Field Days

Testimonials

Farmer to Farmer Referrals

Discounts

Offers and Promotions

Loan Schemes

Layaway Payment Schemes





# MARKETING & PROMOTION



*MoneyMaker Market Storm*





# Farmers Field Day



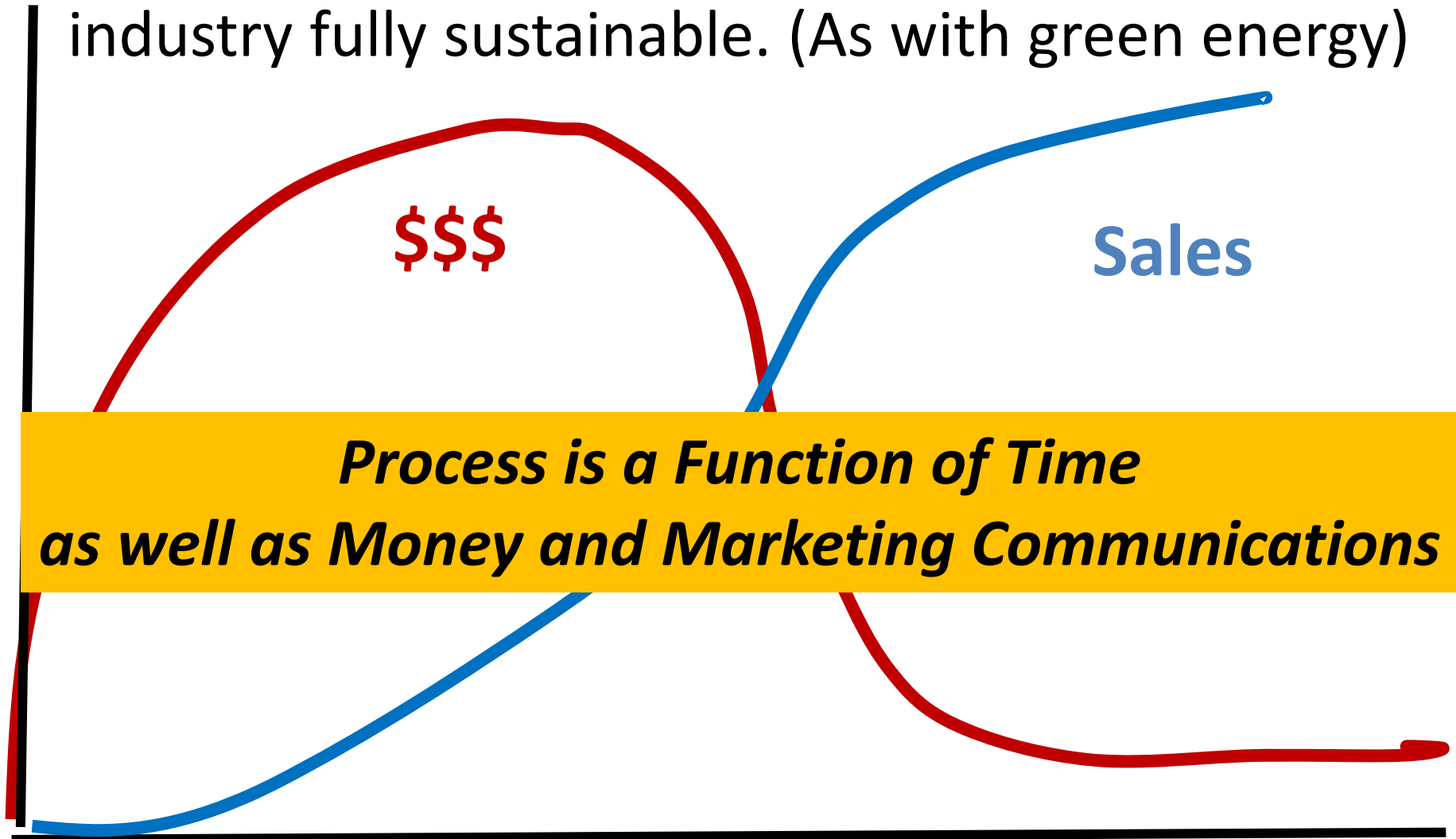


# Closing a Sale



# Smart Subsidy Exit Strategy

Subsidy injected into market development until industry fully sustainable. (As with green energy)





**Impact. Cost Effectiveness.  
Sustainability. Scale.**



