



WATER and  
ENERGY  
for FOOD



# 2<sup>nd</sup> MultiStakeholder Consultation on the Water- Energy Food – Ecosystems WEFEE in Lebanon

Suha Hallab – Country Manager - February 28<sup>th</sup> 2023

# Agenda

1

**What is WE4F?**

2

**Goals & Expected Outcomes**

3

**MENA Region Results To Date**

4

**Lebanon Results To Date**

5

**Enabling Environment Challenges**

# What is WE4F?

Water and Energy for Food (WE4F) a joint international initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ), the European Union (EU), the Ministry of Foreign Affairs of the Government of the Netherlands, the Norwegian Agency for Development Cooperation (Norad), Sweden through the Swedish International Development Cooperation Agency (Sida), and the U.S. Agency for International Development (USAID).



Government of the Netherlands



Norad



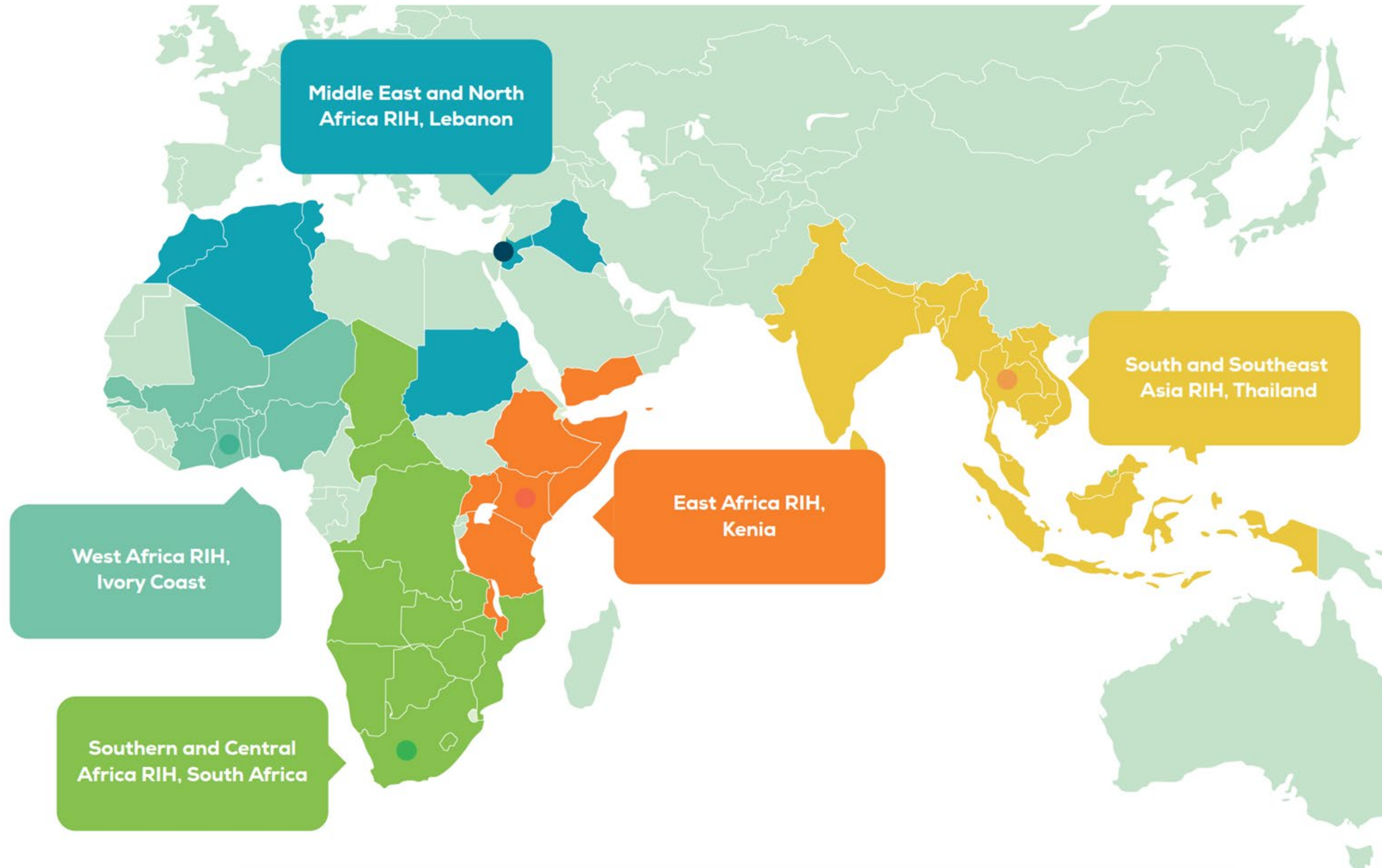
Sweden  
Sverige



**USAID**  
FROM THE AMERICAN PEOPLE



# Regional Innovation Hubs and Partner Countries



# Zooming in the MENA hub - Implementing Partners

**Berytech**  
The Ecosystem  
for Entrepreneurs

**cewas**  
Middle East

**IWMI**  
International Water  
Management Institute



**Chemonics Egypt**  
Consultants

Supporting  
entrepreneurs  
from MENA for  
MENA since  
1992

Extensive  
In-house TA  
& Investment  
expertise

5000+  
Entrepreneurs  
Supported  
in MENA

Own staff &  
network in  
(almost) all  
targeted MENA  
countries

150+  
growth-stage  
WEF Enterprises  
in MENA



# Program Goals – Nexus Approach



Increase food production along the value chain through a more sustainable and efficient usage of water and/or energy.



Increase income for base of the pyramid women and men in both rural and urban areas.



Sustainably scale innovators' solutions to meet the challenges in the WE4F nexus.



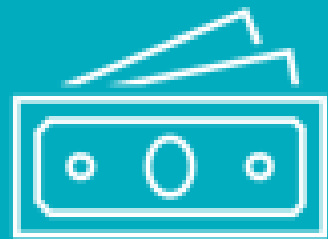
Promote climate and environmental resilience and biodiversity through the sustainable, holistic management of water, natural resources, and ecosystems.



# Expected Outcomes



750,000 smallholder farmers and other end-users – of which 25% are women – adopt energy or water-efficient WE4F innovations in their activities



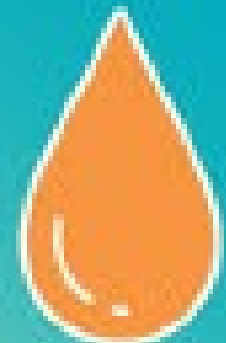
300,000 smallholder farmers and other end-users – of which 25% are women – experience an increase in income



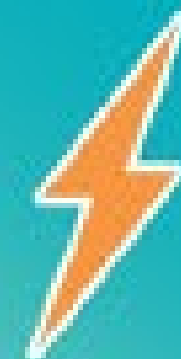
To support 50+ innovators make the needed impact



Nearly 2 million tons of additional food to be produced



Water consumption to be reduced by >760 million liters



**718 Mio kWh**  
savings in energy in the food value chain



More than \$7.5 million in additional funding



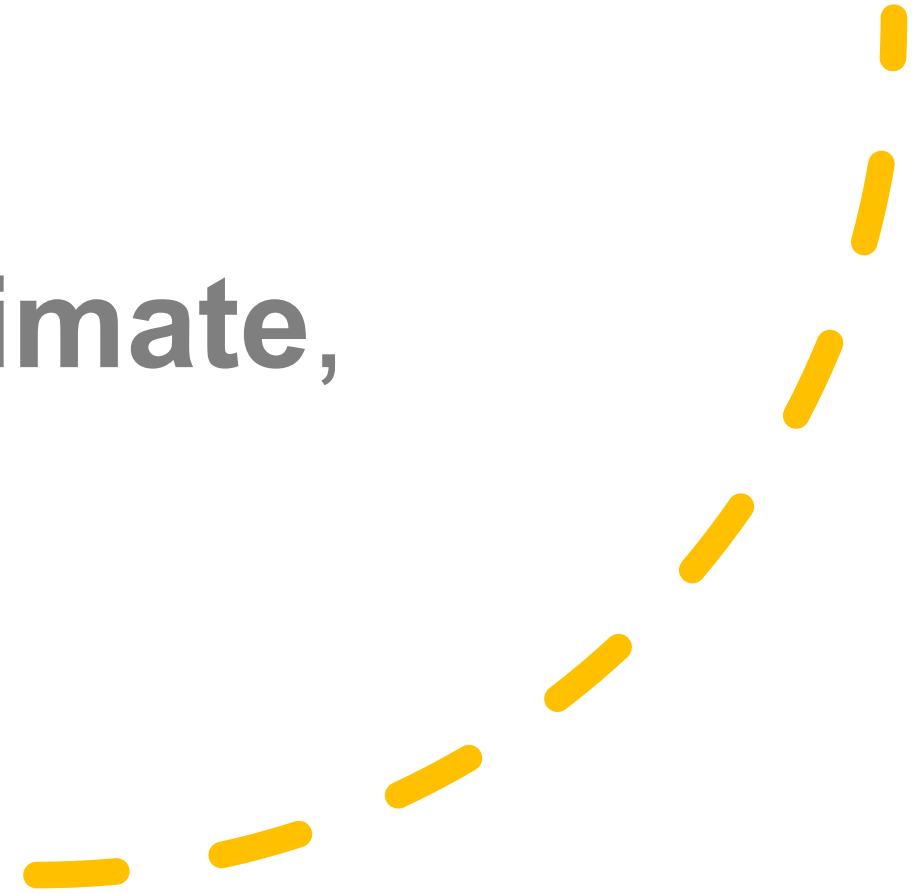
Leveraging innovations through partnerships



## CURRENT PORTFOLIO: 38 COMPANIES IN THE MENA REGION

IMPACT SCALABILITY AND  
SUSTAINABILITY:

Innovators/SMEs selection  
criteria

- Mid- to later-stage enterprises with **recurring revenues and a solid financial position**
  - Boast a **high potential to scale customer base** from few thousands to tens of thousands;
  - Increase **income of base of the pyramid**;
  - Improve **access to food for everyone**;
  - Promote **gender equality**;
  - Have a **net positive effect on climate, environment & the ecosystem.**
- 





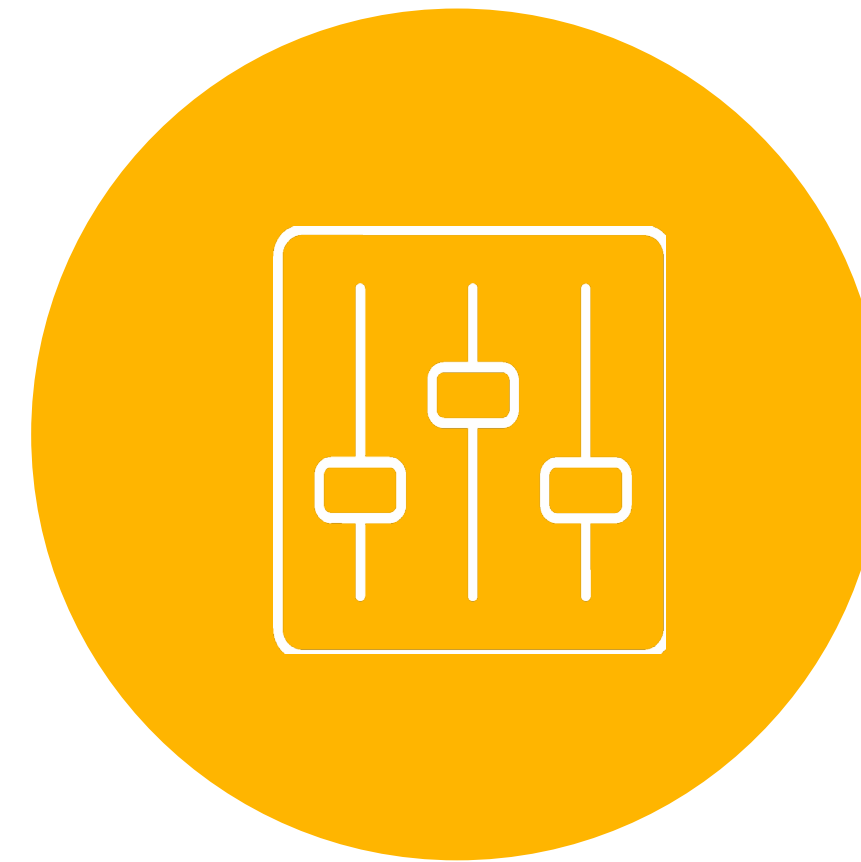
# WE4F Support in Scaling-Up Companies to Scale their Impact



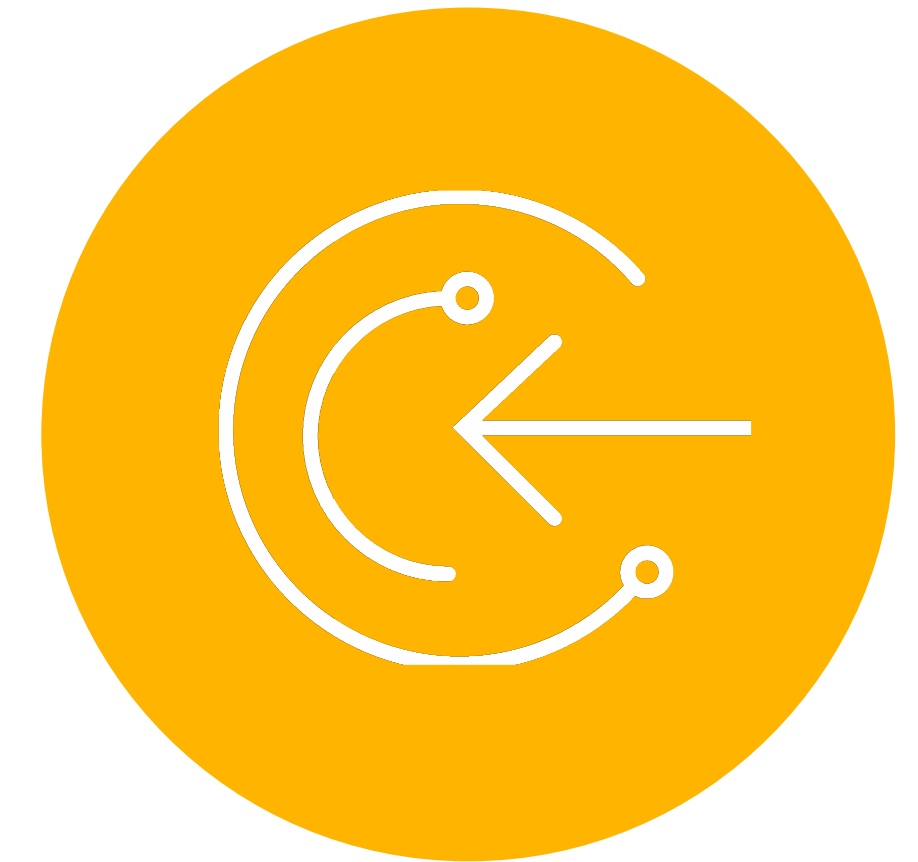
Matching &/or  
milestones-based  
grants ranging  
between \$25K and  
\$300K per selected  
innovator



Investment Readiness  
& Facilitation Support



Technical  
Assistance, up to 3 TA per  
innovator

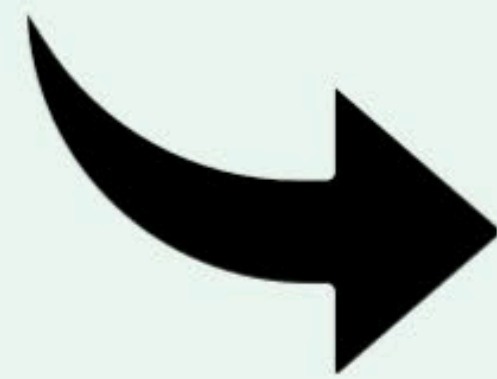


Access  
To Networks



# WE4F MENA Statistics

**38** innovators



- 9** water-food
- 6** energy-food
- 23** water-energy-food



**30+%**  
women-owned or women-led



**\$20 million**  
mobilized in investments

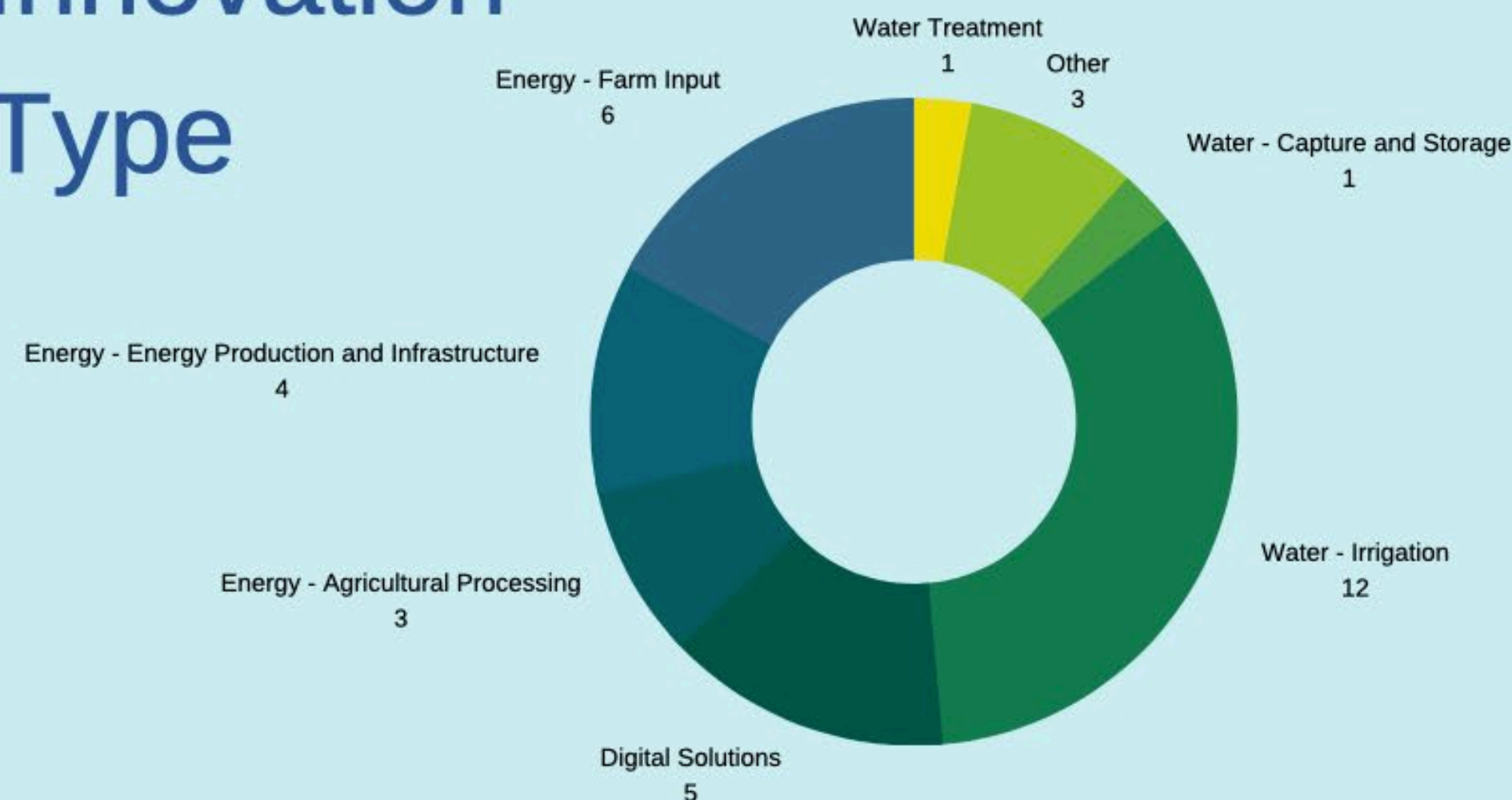


**42%**  
focusing on biodiversity



**56% and 86%**  
contribute to climate adaption and mitigation respectively

## Innovation Type



**139,000+**  
End-Users





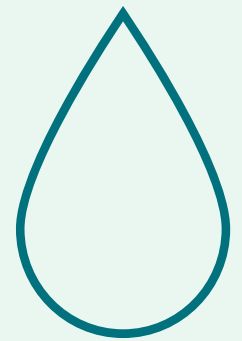
# MENA REGIONAL IMPACT RESULTS TO DATE



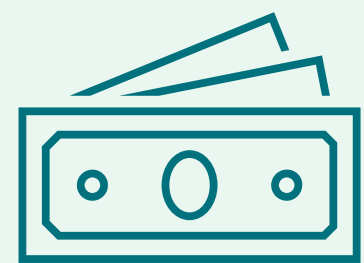
**2,483,173 Tons of Food Produced**



**492,950,124 Kwh Energy Saved**



**1,762,626,931 Liters of Water Saved**



**\$20,000,000 Investment Raised**

# Our Innovators and their Impact in Lebanon





# INNOVATION - Lebanon Portfolio – 7 Innovators



Produces, packages, and distributes organic products to consumers, retailers, wholesalers, importers, processors, restaurants, and caterers. They contract with smallholder farmers, and they also operate on their own lands.



Provides optimized irrigation systems for the Lebanese farming community, on top of agricultural advisory services, green house solutions, certified hybrid seeds with guaranteed crop yield.



Produces and distributes compost, manufactures and supplies compost production equipment, as well as provides facility design, construction and operation consultancy and services.



Provides conventional organic goat dairy products through physical and online retailers in Lebanon, and relies on the local goat breed, by purchasing milk from shepherds in Lebanese mountains.



Provides Solar PV solutions in Lebanon, including pumps for irrigation



Provides agricultural aggregation services by securing the grape harvest of farmers and sells it to export markets. Offers consulting services and onsite trainings through team of competent agricultural engineers.



Specializes in preparing processed food products based on ethnic crops such as pepper, eggplants, roses and ethnic herbs by contracting with smallholder farmers and providing drip irrigation. Sells online and through its chain of Armenian restaurants.



# THE CASE OF GREEN ESSENCE – AFTER JOINING WE4F

greenessence



**Total sales grew from \$2M in 2020 to \$3.2M in 2021 to \$7.6M in 2022**



**Saved 100,685,022 Kwh in y1**



**Innovation helped produce 496,594 additional tons of food in y1**





# Impact in Lebanon Year to Date of the Program

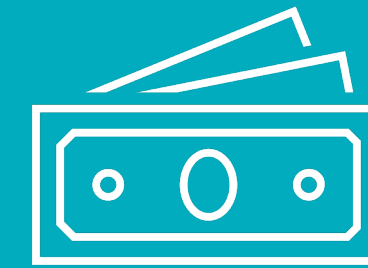
17,991  
END USERS



555,606  
TONS OF FOOD  
PRODUCED



\$3,300,000  
FUNDS RAISED



101,355,102  
Kwh ENERGY  
SAVED

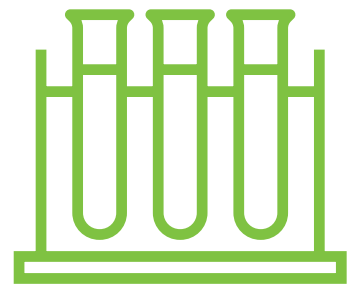


1,223,334,726  
LITERS OF  
WATER SAVED

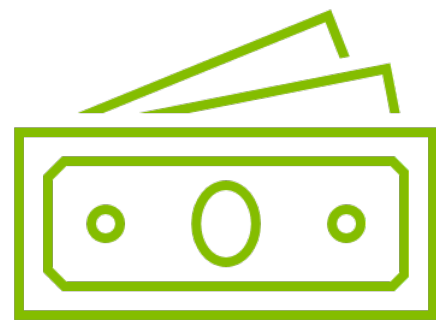




# Of the Enabling Environment Challenges in Lebanon



**Labs in Lebanon/Export readiness** : inefficiency of the operations and unavailability of resources including advanced equipment to test fresh produce and soils, hindering marketing and export capabilities.



**Access to Finance**: Lack of available funding for SMEs and for farmers, noting the latter are deemed non-bankable and none credit worthy.



**Environmental Risks/Over usage of water**: with the lack of extension services and awareness raising, farmers tend to extract water more than they need from wells, putting stress on underground water resources, which will be further exacerbated by the adverse effects of climate change



**Agricultural Extension** : Smallholder farmers are not able to benefit/get access to latest innovation and the best agricultural practices .





# Activities to Address the Challenges

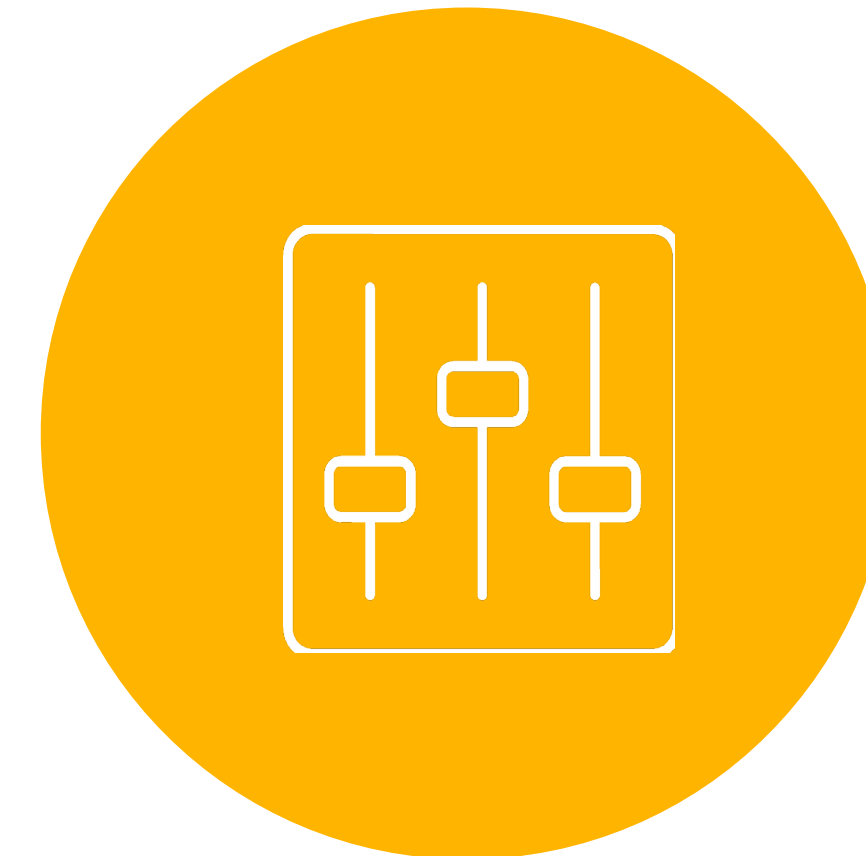


End-User financing for farmers on top of fund raising activities for the SMEs

**Partnering with MFIs**  
**- Al Majmoua**



**Export Readiness** through Linkages and guidance through additional Technical Assistance to scale\_up in foreign markets



Providing TAs to innovators such as Optimizing the Supply Chain and **Best Farming Practices** to extend to farmers

QUESTIONS

