



Pop-Up India Incubator

Reference



Partner	Veolia	Year	2018 - 2020
Practice	Water, Sanitation & Hygiene	Geography	India

THE OPPORTUNITY

A growing need for essential services such as clean and safe water, and efficient and responsible waste management has created a market opportunity for business innovation. Solutions are needed to solve pressing challenges related to household access to clean water, as well as to improve the efficiency and sustainability of the waste value chain, informal worker engagement and municipal solid waste recycling. Veolia is a global leader in optimised resource management, that has been present in India for almost 20 years. In India, Veolia manages water and wastewater services for public authorities with a focus on safe, 24/7 water for all. It also provides industrial clients with an array of water, waste and energy solutions. In order to identify, co-create and build strong solutions, Veolia decided to partner with a local business catalyst for low-income markets.

OUR SOLUTION

To address its requirements, Veolia partnered with Ennovent to launch Pop Up India in 2018 – a unique incubation platform that utilised an open innovation approach to co-create and pilot clean water and waste management solutions. Over the course of a year, Ennovent leveraged its expertise to support Veolia to validate market opportunities in these sectors, co-create business solutions with startups, and design effective pilot plans to test the minimum viable product. Through the help of lean pilots, the co-created business solutions were tested in the field, and the learnings were then inculcated to refine implementable solutions and present them to the venture partners.

THE BENEFITS

Through the partnership, Veolia was able to address critical challenges in the Indian waste and water sectors with Ennovent's support. Veolia successfully co-create two business solutions with startups and integrated them into its value chain. Lessons from the first pilot focused on engaging local communities to ensure improved clean water connections have been adopted by Veolia's team. The second pilot resulted in training modules to improve the safety standards and working conditions for a wide range of workers in waste management sector. Additionally, through Pop Up India, the selected startups received guidance to catalyse their business innovations and diversify their revenue streams.

"Ennovent's experience and network with the diverse sectors in India has brought added advantage to the projects under the Pop Up initiative launched by Veolia in India. Their flexible approach is a good value addition to the Veolia solutions on ground." – Veolia India Private Limited