

GreenCape, FNF to host water innovation contest in Cape Town

The GreenCape Sector Development Agency (GreenCape) and the Friedrich Naumann Foundation for Freedom (FNF) are hosting a competition for water innovators to win funding and developmental support for their tech solution. The event will take place on 10 October in Cape Town. Top competition finalists will have the opportunity to pitch their water product or service, a shark tank-style format, in front of the GreenCape, FNF, the City of Cape Town, Western Cape Department of Economic Development and Tourism (DEDAT), and water business accelerators and investors.



Image source: www.pexels.com

The competition has been developed in response to the wave of water innovations that have emerged during the Western Cape's water crisis. As part of the journey towards water resilience, the event will convene water sector development experts and investors with entrepreneurs that have promising water innovations and are in need of support.

“GreenCape is excited to be co-hosting an event that aims to celebrate and support water innovation and entrepreneurship. This is the start of a partnership with the FNF where we are collaborating on finding mechanisms to mobilise South Africa's entrepreneurial drive and initiative in order to tackle one of the greatest challenges facing our country: increased water scarcity and variability. We look forward to helping entrepreneurs grow their businesses while improving the sustainability of the water economy,” says Claire Pengelly, water programme manager, GreenCape.

The judging panel will consist of representatives from GreenCape, FNF, the City of Cape Town, The Western Cape Department of Economic Development and Tourism, and Sarebi's Water Enterprise Development Programme.

Business support package

The competition winner will stand the chance to win a business support package to the value of R20,000. The support on offer could include business plan development assistance, market opportunity insight, skill

training and mentorship, and local and international investor matchmaking.

The competition is open to all water innovators, pre-ventures, startups or businesses. Competition entries can be submitted until Friday, 14 September and the top finalists will be announced and informed by GreenCape to prepare their pitch on Friday, 21 September. Competition applicants have the option of either submitting a written motivation, presentation, or recorded video.

For more info on the Innovations for Water Resilience Competition, [click here](#).

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