

Introductory video module 1: Identifying RRR Business Opportunities

“Hi and welcome to the first module of this online course: Identifying RRR Business Opportunities.

My name is Aline and I have been training and coaching many entrepreneurs like you at cewas – the international centre for water management services. All my education and work life has been around water and natural resources and I am living now in Jordan, where I run the cewas Middle East programme. We are working here with start-ups to solve the problems of scarcity and pollution of natural resources in this region.

I will be your trainer for this module and will guide you through the most important steps for identifying business opportunities in Resources Recovery and Reuse or triple R as we will call it throughout this online course.

Millions of tons of waste are created every day. Here is a rough estimate: humans produce about 550 litres of pee and poo every year. With a world population of 7 billion, about 4 trillion litres of human waste is created every year and only about 20% of that is being properly treated and disposed of.

Or another example, one third of the food produced worldwide goes to waste. For producing this wasted food, 250km³ or 1'000'000'000'000 (1 quadrillion) litres of water is used – this represents the annual discharge of the Volga river, Europe's largest river. Water that is urgently needed in many parts of the world to irrigate crops and satisfy drinking water needs.

So, the problems that waste causes does not only lie in the environmental pollution that results from improper disposal and treatment but also in the lost resources that are contained in the waste that are flushed into our rivers and oceans or burned or left to rot in landfills.

Human waste contains valuable nutrients and organic compounds that are essentially needed by farmers to grow food and keep their soils healthy in the long-term. However, the way we are treating this waste now – flushing it down the toilet into water bodies or the ground – does not allow us to retrieve these nutrients and reuse them. This becomes even more problematic as phosphorus sources that are contained in chemical fertilizer are diminishing worldwide.

I don't need to explain to you that this waste holds enormous potential, because you have chosen to follow this course and probably already have a business idea in mind to turn this waste into a resource and sell it. This module will help you define exactly which challenges you are tackling with your business idea, inspire you with different RRR business examples and help you align your

business idea with the added value that your potential customers are looking for by buying a RRR product or service.

To get started, watch the video of week 1 below!"