ROUND 4 CALL FOR INNOVATIONS COMPETITION OFFICIALLY OPEN – APPLICATIONS ACCEPTED AUGUST 15 – OCTOBER 10

Are you a scientist, entrepreneur, or a passionate problem solver interested in helping produce more food with less water in developing countries? Do you have a piloted innovation that you seek to share with others, highlight before experts, publicize, and accelerate?

The United States Agency for International Development (USAID), Sweden through the Swedish International Development Cooperation Agency (Sida), the Foreign Ministry of the Kingdom of the Netherlands, and the Government of South Africa has officially opened the Securing Water for Food: A Grand Challenge for Development 4th Global Call for Innovations.

“Through this competition, Securing Water for Food anticipates disbursing $7.5 million USD in award funding.

Individual awards are expected to be between $100,000 USD and $2 million USD depending on the type of funding requested. The period of performance for individual awards is up to three years; the actual period of performance for each award will be determined at the time of award. We are seeking applications that:

• Promote user-centered design, not technology for the sake of technology.
• Build sustainability into the fabric of the program. All innovations must be sustainable (financial, institutional, environmental, technological, and social).
• Innovations supported by this program must demonstrate direct or strong indirect benefits for the poor and women.
• Securing Water for Food welcomes and encourages high quality applications, especially from women-owned/women-led enterprises and developing country entrepreneurs.
• Have a local presence and develop market-driven partnerships.

This funding competition sources and accelerates innovations that will enable the production of more food with less water or make more water available for food production, processing, and distribution. The three areas that are deemed critical to reducing water scarcity in the food value chain are listed as:
• Improving water efficiency and reusing agricultural wastewater to significantly extend the productivity of limited water resources.
• Effective water capture and storage systems for extending temporal availability of water supply in regions where precipitation is seasonal.
• Management of salinity in water supplies, as it is a major threat to food production.

APPLY NOW

INFLUENCER AND MEDIA PARTNER COMMUNICATION MATERIALS

The materials below can be used for newsletters, blogs and other social media channels to assist us in promoting global awareness about the Securing Water for Food competition. Block, copy and paste the HTML text (where shown) in your target publication or channel.

Send us a note at securingwaterforfood@securingwaterforfood.org to let us know when and how you have participated in our outreach via our Twitter handle @Securingwater or by email. Thanks in advance!

4TH CALL – PRESS KIT

4th Call for Innovations – Official Press Release
SWFF Program One Pager
4th Call Approved Photos Zipped File
Influencer Social Media Guide
4th Call for Innovations Infographic

4TH CALL MEDIA CONTACTS

SWFF Program Communication – Cady Susswein
USAID Communication – Caroline Pepek
Sweden through the Swedish International Development Cooperation Agency (Sida) – Karolina Runnerstam
Foreign Ministry of the Kingdom of the Netherlands – Floor Lammers

EXECUTIVES AVAILABLE FOR PRESS INTERVIEWS

Securing Water for Food Innovators

aQysta
Aybar
Adaptive Symbiotic Technologies
Conservation South Africa
Green Heat Uganda
Practical Action Bangladesh
Reel Gardening
World Hope

Securing Water for Food Program Contacts

Dr. Ku McMahan – Securing Water for Food Team Lead

SWFF BRAND

SWFF Blue Logo_Text (jpg)
SWFF Black Logo_Text (jpg)
SWFF Blue Logo_Box (jpg)
SWFF Black Logo_Box (jpg)
Color Palette

4TH CALL – VIDEO PROMOTIONAL ANNOUNCEMENTS
Download the Apply Now promotional video announcements here and here.

**AUDIO ANNOUNCEMENT**

Download the Apply Now audio announcement here (female voice). Download the Apply Now audio announcement here (male voice).

**LINKEDIN – PULSE POST PHOTO – 700 X 400**

Do you have an innovation that produces more food with less water?

**SECURING WATER FOR FOOD**

$7.5 MILLION CALL FOR INNOVATIONS

APPLY NOW

**300 X 600**

Do you have an innovation that produces more food with less water?

**SECURING WATER FOR FOOD**

$7.5 MILLION CALL FOR INNOVATIONS

APPLY NOW

**160 X 600**