

Ideas, to make a difference

CEWAS supports young people with entrepreneurial spirit who want to engage in solving problems in the water and sanitation sector. In November 2013, ten participants of an ongoing course presented their business ideas for the first time to a broader public.



A good mixture of expert knowledge and business development knowhow, combined with intercultural exchange are the key for the success of the „International Centre for Water Management Services“ CEWAS. The start-up factory in Willisau was launched also thanks to a financial contribution from the New Regional Policy of Switzerland.

Michael Kropac and Johannes Heeb are the co-directors of CEWAS. „Compared to the course of last year, we were able to double the number of participants. Out of the 18 Start-Ups which we coached during the past 3 years, 17 are still active. Our approach to combine business development know-how with personal coaching by senior experts from the water sector has been proven to be effective“.

CEWAS is located in an industrial neighborhood of Willisau, in the first floor of a furniture factory. The premises provide a lot of space, an ideal place to become for creative work in a group.

The presentation of the business ideas is the highlight of one of the course modules. Around 50 people find their way to CEWAS, early in the evening. After their presentations and at a tasty aperitif, the young businessmen expect feedback. The business ideas cover a large range in the water sector: swimming plant platforms, for water and waste water treatment; technologies for the recovering of phosphor from polluted water; or new approaches for the management of infrastructure in water utilities.

The &-symbol is part of the SDC campaign for the international year of water cooperation 2013. It stands for the engagement of these young people from Canada, Ecuador, Eritrea, Portugal, South Africa, Switzerland, the US and Zambia.