



SmartWTI and Orange: improving water access for refugees in Jordan

SmartWTI, founded in 2021, develops integrated web and mobile platforms with smart hardware controllers to monitor and optimise water and energy consumption. Its AI algorithms provide predictive analytics that guide efficient decision-making across schools, buildings, factories and farms. **While SmartWTI had Internet of Things (IoT) sensors, water management expertise and early-stage prototypes, it needed a platform to test and validate its IoT water technologies, brand recognition and technical mentorship.**

Orange offers a suite of energy-related services, including the digital platform Orange Smart Energies, established by the telecommunications provider Orange to enhance energy access and inclusion across Africa and the Middle East. Leveraging digital technologies such as mobile money, solar kits and smart metering, it delivers cost-effective, prepaid electricity solutions for communities and support the operation of telecoms towers, making clean energy more accessible and reliable. **Orange Jordan needed local innovation, to position itself in the climatetech space, future use cases for its IoT infrastructure, an innovation lab and technical experts.**

How the commercial agreement works

The primary objective of the partnership is to pilot smart water technology and assess its market relevance using Orange's IoT infrastructure. This collaboration initially began as a pilot programme facilitated through the Orange Fab accelerator tech hub and has since evolved into a formal commercial agreement, highlighting the growing confidence in the solution's potential and mutual benefits for both parties.

Integration between SmartWTI and Orange has taken place on several levels. On the technical side, SmartWTI has been able to test its access to Orange's IoT connectivity and receive mentorship on device integration. While there are no commercial integration points as the technology is still in the pre-commercial stage, operational collaboration has included founder coaching, participation in market

validation workshops and enhanced visibility through Orange's communication channels.

SmartWTI's relationship with Orange evolved from receiving a POESAM innovation prize in 2023, which provided mentorship, a grant and training, to service provision, with Orange Jordan acting as both client (deploying SmartWTI's systems in its buildings) and promoter.

The collaboration has since expanded internationally, including an **MoU with Orange Africa for proof-of-concept deployments in Côte d'Ivoire and exploratory work in Ghana. Orange also supports Blue Future with in-kind support**, including free use of Orange training centres, marketing assistance and ongoing negotiations to provide discounted bulk SMS alerts for schools in low-connectivity areas.

How the partnership benefits all parties



Benefits to SmartWTI

Brand credibility: Affiliation with Orange enhances SmartWTI's reputation among donors, schools and government ministries, opening doors to large-scale projects in Jordan and Africa.

Market access: Orange promotes SmartWTI's solutions within its own operations and reseller channels, significantly extending the startup's reach.

In-kind support: Access to Orange's training facilities and communications channels has reduced SmartWTI's outreach costs and strengthened community trust.



Benefits to Orange

Operational efficiency: SmartWTI's systems lower Orange's resource consumption in its buildings in Jordan, generating cost savings.

Socio-economic impact: Orange leverages the Blue Future project to demonstrate commitment to refugee-hosting communities, strengthening its social licence and donor relationships.

Innovation and agility: Collaborating with SmartWTI enables Orange to test and integrate sustainable resource management solutions in its wider service offering across Africa.



Benefits to refugees

Access to reliable water and energy: Schools in refugee-hosting areas benefit from lower utility costs and more reliable services.

Economic impact: Students and teachers are educated in sustainable practices through training and campaigns, reinforced by SmartWTI's monitoring and alert systems.

Improved quality of life: Users benefit from SMS alerts, ensuring reliable communication even where internet coverage is limited.