



RAIN as a brand of Aidenvironment

What happens when you combine a small, hands-on, well-connected NGO with a consultancy organization, advising its clients on sustainable value chains, production and increasing impact?

Thirteen years ago, [Aidenvironment](#) founded RAIN as a separate entity. Since then, RAIN has become a thought leader in the field of rainwater harvesting and landscape approaches to rainwater management, working on developing, promoting and implementing rainwater harvesting systems all around the world. RAIN and Aidenvironment merged again in 2014, in [the Land and Water cluster](#). By joining forces, we have been able to broaden our services and portfolio and deepen the impact of our work.

The Land and Water cluster specializes in how to manage landscapes, in which water – and especially rainwater – plays a fundamental role. As such we advise and set up programs and projects focusing on rainwater harvesting and the concept of water buffering ([3R](#)). Rainwater harvesting and 3R is a niche in the development and water sector, in which we have developed a strong expertise. Water management is becoming increasingly important for drinking water, WASH, food security, livestock and will also play an important role in acting against the negative impacts of climate change; from the individual households and communities in the driest parts of Mali to the catchment management organizations we are setting up in Uganda. Water is also increasingly important for commodity chains such as coffee, (rainfed) agriculture, ecology and broader natural resource management. Therefore, we approach landscape development in a holistic and systematic way, considering different land- and water users and multiple uses, its potential (3R) resources and the different functions that the land serves for the different stakeholders, now and in the future.

Our starting point is a thorough context analysis, yet we pride ourselves in the concrete outcomes of our work. We are known for our can-do mentality, as we focus on how different strategies will pan out in reality. Because we support and directly learn from partners in the field, we are able to provide partners and clients with concrete steps to reach envisioned outcomes and create more impact on the ground.

The Land and Water cluster hosts a wide variety of expertise. Technical specialists collaborate with social and economic professionals. Together, we have a lot of expertise to offer. Overall, we work with professional staff whose level of motivation and dedication are exceptional. Our broad in-house expertise is complemented with specialized knowledge and skills from associates and partner organizations. This is why a good network is an essential part of our work. In addition to our representation in Amsterdam, Kampala and Bogor, we are expanding the variety of actors we work with – including national and international NGOs, government institutions, and private businesses. With all partners, we maintain an open relationship that is built on mutual reinforcement.

A knowledge sharing perspective: RAIN

For RAIN, building skills and knowledge and sharing this knowledge is a central element of the work we do. We support partners in the practical implementation of rainwater harvesting and 3R interventions, as a way to spread such interventions in new locations. Supporting project implementation also allows us to scale up innovative practices with regards to rainwater and water buffering, and in this way our ties and expertise ‘on the ground’ remains up to date and relevant.



Over the years, RAIN has built extensive and durable relationships with partners in countries all over the world. The diversity of our partners and our regular presence in the countries helps us understand and work with the reality in the field. Our efforts to increase awareness on rainwater and 3R have paid off: the global attention for rainwater as a solution to water challenges has increased significantly in the past years.

A consultancy perspective: Aidenvironment

Aidenvironment is a values-driven consultancy organization that provides advisory services and research in sustainable production and trade. Our specialization in providing concrete advice assists governments, companies and organizations in applying sustainable solutions in specific contexts. At Aidenvironment, we look at the entire catchment in different steps of the work. We assess possible risks in an area by building several scenarios of what could happen with a changing climate, for instance. We also offer solutions for such risks, including suggestions for long-term management of the landscape. All this contributes to increased agricultural productivity and sustainable water management. In this, Aidenvironment analyses opportunities for possible business cases: where can different actors, such as farmers, governments, the private sector or NGOs use the specific context to finance their activities? With this work, Aidenvironment has excelled as one of the leading consultancies on impact measurement, agricultural value chain development and sector transformation.

A new learning environment

Working together in this new constellation offers RAIN and Aidenvironment an opportunity to expand, improve and diversify. It also provides new spaces for learning: from experiences in implementation, from each other's strengths, and from working within broader alliances. As a result, we will continue to innovate.