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VERAGON IN THE PHILIPPINES: SCALING IMPACT THROUGH PUBLIC-PRIVATE PARTNERSHIPS CASE (B)

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EXECUTIVE SUMMARY

VERAGON TECHNOLOGIES, FOUNDED IN 2014 BY DR. ALESSIO LUCATTELLI, HAS DEVELOPED INNOVATIVE ATMOSPHERIC WATER GENERATION (AWG) TECHNOLOGY TO ADDRESS GLOBAL WATER SCARCITY SUSTAINABLY. RECOGNISING THE URGENT NEED FOR ACCESS TO CLEAN WATER IN SOUTHEAST ASIA, VERAGON ENTERED THE PHILIPPINE MARKET IN 2024, STRATEGICALLY SELECTING THE PROVINCE OF CAMARINES SUR AS AN AREA TO FOCUS ON DUE TO ITS SEVERE WATER CHALLENGES AND STRONG GOVERNMENT SUPPORT.

By partnering with local leaders through a public-private partnership (PPP), Veragon developed a business model that reduced financial risks and operational barriers, benefiting from tax incentives, government-backed infrastructure, and regulatory assistance. The initiative not only improved water access but also contributed to local industrialisation and workforce development.

With Camarines Sur as its regional base, in 2025 Veragon aimed to scale operations across the Philippines and ASEAN, leveraging its cost-efficient production and strong governmental ties.

This case is for educational purposes and is not intended to illustrate either effective or ineffective management of an organisational situation. The situations and circumstances described may have been dramatised or modified for instructional purposes and may not accurately reflect actual events.

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Biography:

Paolo Taticchi is a Professor of Strategy and Sustainability and Deputy Director at UCL School of Management, where he co-directs the UCL Centre for Sustainable Business. A global expert in sustainability and strategy, he has trained thousands of Fortune 500 executives, taught at top business schools such as Imperial College London, and developed business projects across five continents.

His widely cited research includes over 50 publications and books such as *How to Be Sustainable* (2025) and *Disruption* (2023). In 2025, his research on impact investing was highly commended by the Financial Times for making a real difference. A sought-after speaker and advisor, he has delivered 250+ talks attended by more than 100,000 people and serves on several international advisory boards.

As an entrepreneur, he co-founded four companies and led major educational initiatives. His accolades include *Poets & Quants* “Top 40 Under 40 Business Professors in the World” (2018), being mentioned by *Sole 24 Ore* as the most influential Italian under 40 (2021-23), and inclusion in the *Thinkers50 Radar List* (2025).

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