**Sub-sub-result 2.1**

Increased market outlets to purchase water saving technologies increased

**Sub-sub-result 2.1**

New cost-effective water-saving technologies introduced to farmers and the market

**Critical Assumptions**

* Demand for water saving technologies is high enough to incentivize market actors to increase their supply
* Water saving technologies are profitable for market actors

**Sub-sub Result 1.1.1**

Behaviour change communication campaigns conducted

**Assumptions**

* Banks are willing to provide loans to farmers
* Market actors have sufficient collateral to apply for loans

**Sub-result 2.3**

Readiness of market actors to apply and receive a loan is strengthened

**Sub-result 2.2**

Linkages between target market actors and financial institutions strengthened

**Result 2:**

Increased access to finance for farmers and market actors

**Assumptions**

* No dramatic increase in household water consumption
* No dramatic increase in water consumption from other industries
* Market actors successfully receive and pay-off loans

**Activity Goal:**

Water consumption reduced in Jordan

**Assumptions**

* New technologies are affordable for farmers
* New technologies are easily implemented
* Farmers

**Sub-result 1.1**

Awareness of water conservation and technologies strengthened

**Sub-result 1.2**

Framers trained on water saving-technologies

**Sub-result 1.3**

Availability of water saving-technologies for farmers increased

**Result 1:**

Increased adoption of water-saving technologies on farms