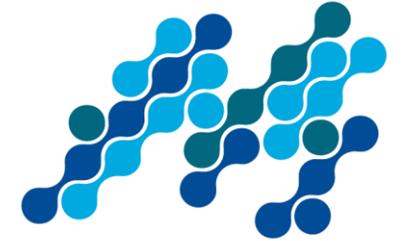


THE WATER COUNCIL



Annual Update 2020

About Us



THE WATER COUNCIL

The Water Council is a global hub dedicated to solving critical water challenges by driving innovation in freshwater technology and advancing water stewardship.

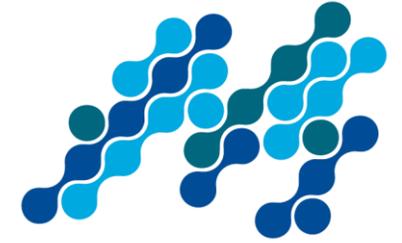
Built on more than a century of water innovation, TWC has coalesced one of the most concentrated and mature water technology clusters in the world from its headquarters at the Global Water Center in Milwaukee, Wis., USA.

Recognizing the need for smarter and more efficient use of water worldwide, TWC also promotes water stewardship as a natural complement to water innovation in the effort to preserve freshwater resources in the Midwest and around the world.

Today, The Water Council has established itself as a global leader in the water industry and one of America's premier economic development clusters as recognized by government agencies, [Brookings](#) and [Harvard Business School](#).



Innovation



THE WATER COUNCIL

The Water Council promotes innovation in the water technology sector through matchmaking, member services, networking and our signature innovation programs – the BREW 2.0 Post-Accelerator, Tech Challenge and Pilot Program.



Innovation

BREW 2.0 Post-Accelerator



THE WATER COUNCIL

After six rounds of our BREW (Business, Research and Entrepreneurship in Water) Accelerator, we re-engineered the program in 2020 after seeing a need to support late-stage or in-market water technology startups focused on “sales and scale.”

[BREW 2.0](#) is our next-gen accelerator program designed to help promising water tech innovators build momentum on their path to market adoption success. Open to up to 10 participants annually, the virtual and in-person experience focuses on pro-led sales and growth programs, a pitch opportunity and access to customer and investor connections.

In fall 2020, we opened applications for the revised BREW 2.0 program. Applicant evaluation and judging took place in late 2020, with cohort invitations occurring in 2021.



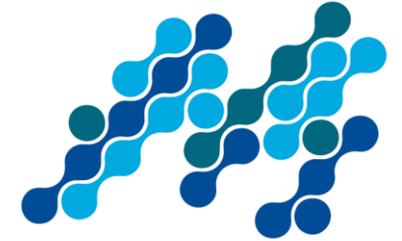
Click the image to watch a video about our new BREW 2.0 Post-Accelerator.



Innovation



Tech Challenge



THE WATER COUNCIL

Our [Tech Challenge](#) empowers anyone with a freshwater technology innovation to vet their concept with industry professionals from leading corporations and compete for a cash prize and the opportunity to work with a sponsoring corporation to turn that innovation into a viable commercial product.

Sponsors



Badger Meter

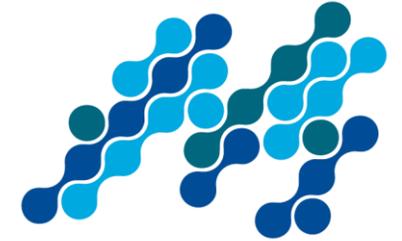


Click the photo to watch a video about our Tech Challenge.

Innovation



Tech Challenge



THE WATER COUNCIL

Spring 2020 Tech Challenge

Topics: Energy harvesting from water networks and sensors and enabling technologies for leak detection

Winners

pydro



SMART FLOW

Fall 2020 Tech Challenge

Topic: Water quality sensing and remediation

Winner

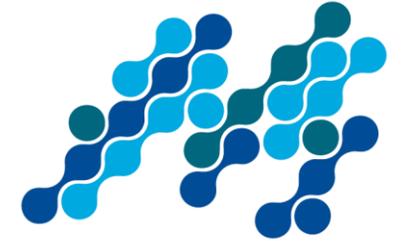


FIXED EARTH

Innovation



Pilot Program



THE WATER COUNCIL

The Pilot Program helps water technology innovators bridge the gap between an idea in a lab and the real world, helping take products from prototype to practical application by providing technical support services, funding and potential testing sites to validate cutting-edge products. While the pandemic slowed our progress in 2020, we are committed to the projects and demonstrations into 2021.

Sponsors



Fund for
Lake Michigan



Selected Projects

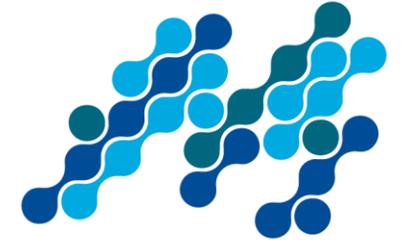
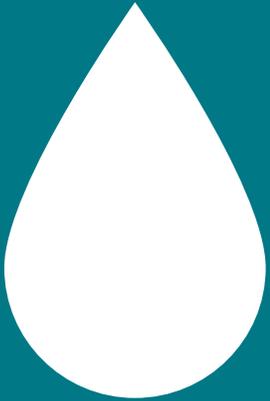
[Roving Blue](#): ozone generator for water purification

[DMR International](#): water filtration device

[Gen3Bio](#): technology that turns municipal wastewater algae into specialty chemicals

[Pulsed Burst Systems](#): low-pressure pulsed air mixing and pumping systems

Stewardship



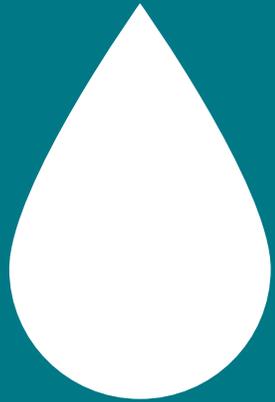
THE WATER COUNCIL

At The Water Council, we believe water innovation goes hand in hand with water stewardship. We are the North American Regional Partner for the Alliance for Water Stewardship (AWS), a membership organization that drives, recognizes and rewards good water stewardship through promotion of a universal framework for the sustainable use of water – the International Water Stewardship Standard (AWS Standard).

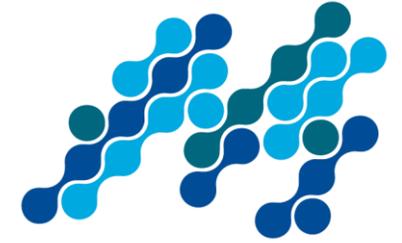
The Water Council is committed to cultivating responsible stewardship of the world's freshwater through our work with AWS and our own programming.



Stewardship



AWS Membership & Certification

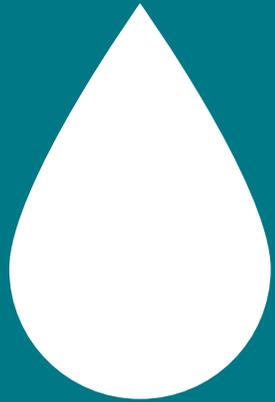


THE WATER COUNCIL

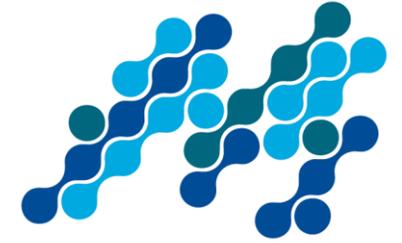
New members in 2020



12 North American sites were newly certified in 2020, and 9 sites were newly registered. The number of AWS-certified sites in North America continues to double year-over-year, and we expect that trend to continue through 2021 & 2022.



Training & Professional Credentialing

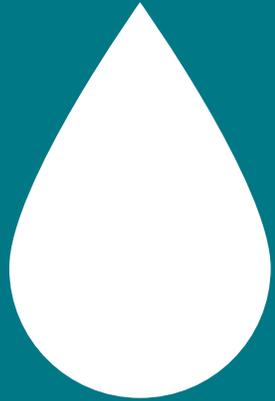


THE WATER COUNCIL

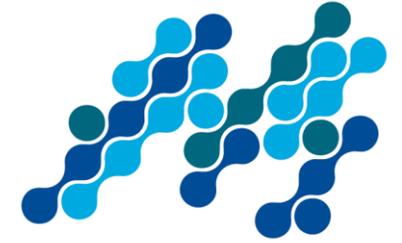
AWS North America hosted four training opportunities in 2020 and was the first training provider to pivot to the online format in response to the pandemic. What we learned from our inaugural virtual training helped establish best-practice guidance to all AWS training providers going virtual in 2020 and beyond.

AWS North America led the development and public roll-out of the new AWS Professional Credentialing Program and oversaw administration of the program in 2020. We trained **65** people in 2020. Once trained, individuals can choose to test into the AWS Professional Credentialing program. Worldwide, AWS has **289** credentialed professionals.





Other AWS North America Highlights

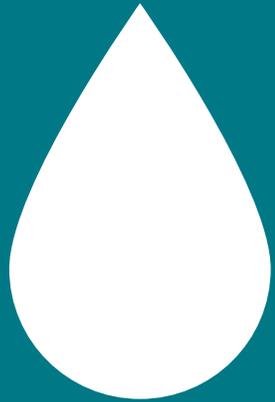


THE WATER COUNCIL

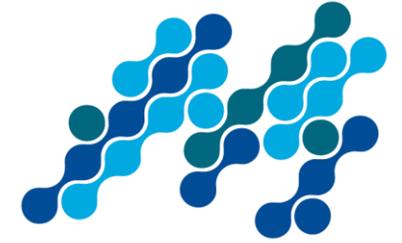
- The food and beverage sector continues to be a primary driver of AWS-related public commitments, including commitments from PepsiCo, Nestle Waters (now BlueTriton Brands) and Tyson Foods. Nestle Waters North America's Ontario site became the first food and beverage sector site to attain platinum certification.
- Google became the first company to certify its corporate headquarters in Mountainview, California (plus a second site in California and one in Ireland), a direct result of a year-long engagement with AWS North America.
- AWS North America provided support to Apple on its implementation of the AWS Standard at its Prineville Data Center, which is set to be certified in 2021.



[Click the image for a video about how we are connecting water technology and water stewardship.](#)



Other AWS North America Highlights

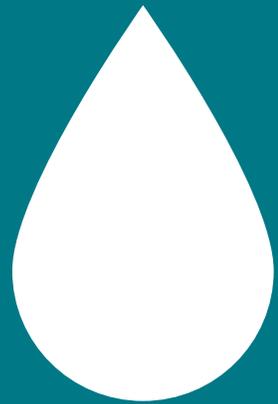


THE WATER COUNCIL

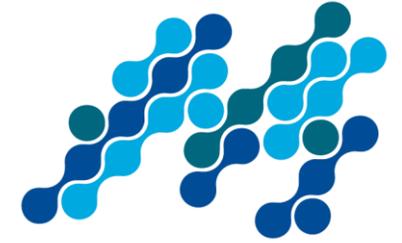
- AWS continued to make progress in Wisconsin:
 - AWS North America partnered with Wisconsin Manufacturing Extension Partnership on a webinar for Wisconsin-based companies and cheese processors, leading directly to a high-profile site implementation of the AWS Standard.
 - Engel Tool & Forge and Elementis, both based in Milwaukee's Harbor District, became the first small- and medium-sized enterprises certified to the AWS Standard globally.



[Click the photo for a video about our work with Engel Tool & Forge.](#)



Expanding Our Stewardship Vision



THE WATER COUNCIL

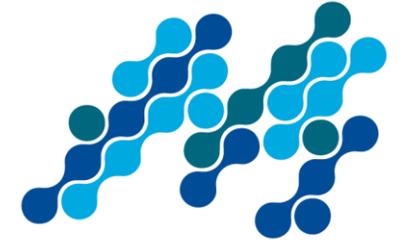
Water stewardship is a humanitarian issue and a business issue. Shareholders increasingly demand that public corporations manage water risk as part of their environmental, social and governance (ESG) reporting, and these demands reverberate across the supply chain.

While corporations report on water stewardship outcomes, the hard work happens at sites: From dairies to data centers, all businesses need to account for how water impacts them and how their operations affect surrounding water resources.

For some companies, certifying sites to the AWS Standard is a heavy lift, so in 2020 we began developing an accelerator for companies seeking to improve water stewardship performance and public reporting. We aim to provide a step-by-step approach toward comprehensive water stewardship that will help companies walk before they run while signaling to stakeholders that they have instituted a strategic approach to water-related risk mitigation.



Collaboration



THE WATER COUNCIL

Part of the way we achieve our water innovation and stewardship goals is through collaborating with businesses, water organizations, universities, nonprofits and government agencies around the world. With the onset of the pandemic this year, it became difficult to collaborate in person but easier than ever to collaborate virtually.

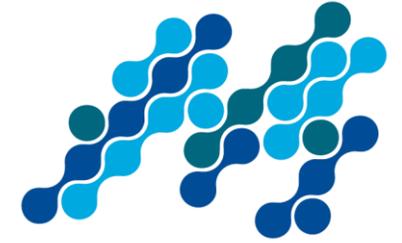


[Click the photo to see an example of our work fostering global connections.](#)

Collaboration



International Cooperation



THE WATER COUNCIL

Pre-COVID, The Water Council supported a team from the Wisconsin Economic Development Corporation (WEDC) visiting Leeuwarden, Netherlands, and Catalonia, Spain, as side trips to the SelectUSA Central Europe Road Show.

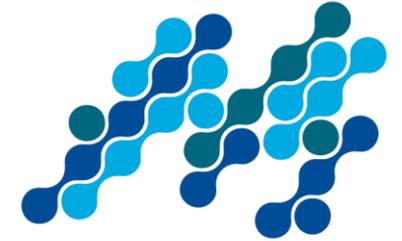
We had planned to host a delegation of German water tech companies to Wisconsin through our relationship with the German Water Partnership and the German American Chamber of Commerce in Chicago in June 2020, but the pandemic forced us to pivot to a virtual event. Later in the year, we planned and hosted a virtual market visit to the Netherlands in cooperation with The Water Alliance that was attended by eight Wisconsin companies. A virtual market visit to Spain was planned for January 2021.

As a direct result of these virtual events, we strengthened our engagement with the U.K./European innovation community. In summer we formally partnered with the European Water Tech Network, via Scottish Water, giving us access to a consortium of European partners. This agreement will not only strengthen the innovation pipeline to our programs, but also offer opportunities to members interested in the European market.

Collaboration



Thought Leadership



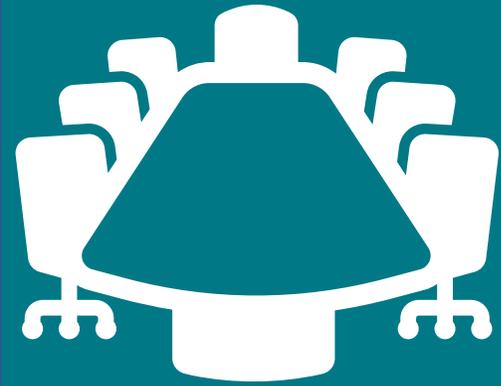
THE WATER COUNCIL

Because we couldn't hold our Water Leaders Summit in 2020, we created a podcast called [Water Sessions](#). The 10-episode podcast includes interviews with partners, members and other water leaders on topics from modernizing the aging New Orleans water utilities to artificial intelligence in the water sector to a peek inside the early development of Hydraloop, a Dutch company that was [named Best of Best winner at the 2020 Consumer Electronics Show](#).

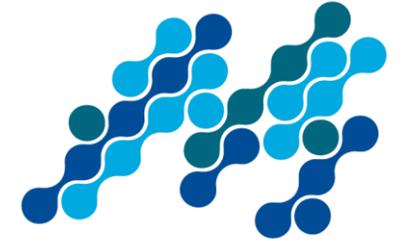
We also worked with A. O. Smith Corporation, one of our founding members, and Tim Hannegan of HLP&R to create an insider webinar on congressional negotiations and the implications of the U.S. election and administration change on water issues.



Leadership



Our Board



THE WATER COUNCIL

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Chairman, President & CEO
Rexnord Corporation

Jim Stern, Co-chair
Executive Vice President
A. O. Smith Corporation

Scott C. Beightol, Treasurer
Partner
Michael Best & Friedrich LLP

Kirk Allen
President & CEO
Sloane Valve Company

Tom Barrett
Mayor
City of Milwaukee

Ken Bockhorst
Chairman, President & CEO
Badger Meter

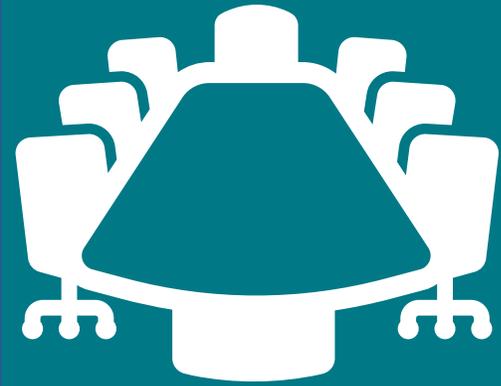
Steve Booth
President & CEO
Robert W. Baird & Co., Inc.

Karen Dettmer
Superintendent
Milwaukee Water Works

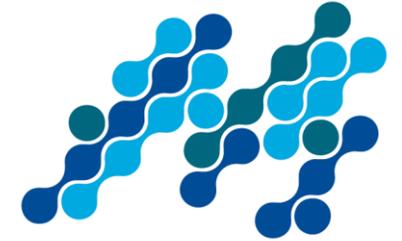
Missy Hughes
Secretary & CEO
Wisconsin Economic Development Corp.

Paul Jones
Retired Executive Chairman
A. O. Smith Corporation

Leadership



Our Board



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Elizabeth Koehler
*Wisconsin State Director
The Nature Conservancy*

Michael Lovell
*President
Marquette University*

John Matthews
*Principal
Matthews Strategic Services, LLC*

Rich Meeusen
*Retired CEO
Badger Meter, Inc.*

Mark Mone
*Chancellor
University of Wisconsin-Milwaukee*

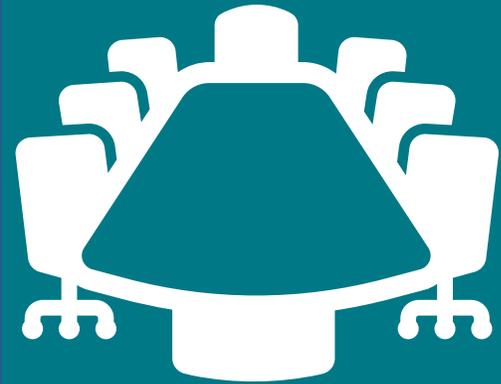
Marc Roehl
*Vice President & General Manager,
Municipal Wastewater Technologies Segment
Evoqua Water Technologies*

Kevin Shafer
*Executive Director
Milwaukee Metropolitan Sewerage District*

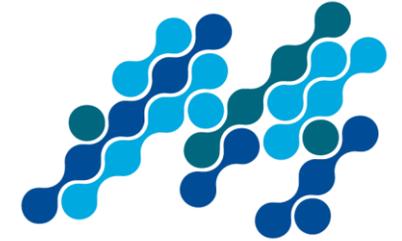
Julia Taylor
*President
Greater Milwaukee Committee*

Jim Zarzycki
*National Advisory Council Member
Federal Laboratory Consortium for Technology
Transfer*

Leadership



Our Staff



THE WATER COUNCIL

Dean Amhaus
President & CEO

Taylor Baseheart
Communications Manager

Beverley Ferrara
European Representative

Karen Frost
VP, Economic Development & Innovation

Matt Howard
VP, Water Stewardship
Director, AWS North America

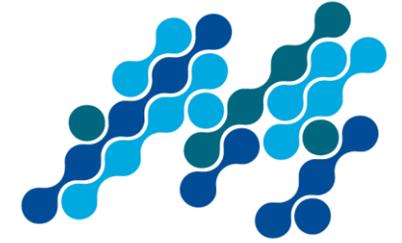
Amy Jensen
CFO & COO

Angela May
Executive Assistant, Office Manager

Isaiah Perez
Membership Manager

Stacy Stevens
VP, Marketing

Dylan Waldhuetter
Program Manager, AWS North America



THE WATER COUNCIL

Although 2020 was a challenging year for everyone, we are proud of our accomplishments this year and excited about what's to come.

We invite you to [join us as a member](#) of The Water Council – Where Water Works.

