



THE WATER COUNCIL

FAST FACTS

INITIATIVE OVERVIEW

ABOUT THE WATER COUNCIL

Headquartered in the Global Water Center in Milwaukee, Wisconsin, next to the world's largest freshwater system, The Water Council (TWC) is a non-profit organization that drives economic, technology and talent development to support the global water industry.

As the leading U.S. cluster, and one of the most powerful water technology hubs in the world, the organization convenes global water leaders and supports more than 180 members from small and mid-sized businesses and large global corporations to engineers, entrepreneurs, utilities, government agencies, academia and non-profits, with valuable services, programming and networking opportunities.

Established as a 501(c)(3) in 2009, the driving force behind The Water Council's success is the vibrant spirit of collaboration between public, private and academic sectors with a strong, shared commitment to finding innovative solutions to critical global water challenges.

thewatercouncil.com

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OUR INITIATIVES

Alliance for Water Stewardship North America

Developing world-class water stewards and enhancing the sustainability of freshwater resources through the *International Water Stewardship Standard* ("AWS Standard").

The Alliance for Water Stewardship is an international multi-stakeholder organization dedicated to enhancing water stewardship. With The Water Council as the official North American regional partner, AWS connects leading organizations in North America with each other and their counterparts from around the globe who are committed to advancing the responsible use of freshwater. As a result, AWS North America works collaboratively to develop North American water users and managers into world-class water stewards who protect and enhance freshwater resources for people and nature.

AWS North America's programs are designed to raise awareness, build capacity and provide a forum through which knowledge on water stewardship can be generated, accessed and shared, while helping organizations and communities address shared water challenges. At the heart of the program is the stakeholder-endorsed AWS Standard. The AWS Standard is the world's only comprehensive water use standard that can be used by industrial, agricultural and commercial sites. The six-step process acts as a strategic framework to help water users identify and mitigate water-related risks both inside and outside

their facilities. This Standard is internationally recognized with claims verified by third-party conformity assessment bodies and is being implemented world-wide including hundreds of sites in North America.

[Twitter @WaterStewardNA](#)

BREW Accelerator

The BREW is the world's foremost freshwater accelerator; connecting startups with resources, stimulating water-related innovation and bringing new, game-changing technologies to market in pursuit of real-world solutions to global freshwater challenges.

The BREW (Business - Research - Entrepreneurship - in Water) is the world's leading freshwater seed accelerator. Designed to advance the commercialization of innovation-driven startups in the global water industry, the BREW connects early stage technology ventures with the resources they need to fast track the creation and deployment of real-world solutions to freshwater challenges. Startups from around the world compete for selection into the program by creatively solving water-related technology challenges. Those selected for participation are connected to funding, office and research space in the Global Water Center in Milwaukee, executive level mentors, corporate R&D resources and business training through The Water Council.

At the end of each program, BREW participants pitch their ideas to investors, universities, government entities and corporations for potential partnerships, acquisition or funding. Upon completion of the program, participating companies can continue to collaborate with others in the industry through ongoing engagement with the BREW Alumni Network. As with all Water Council competitions, potential BREW participants can submit their applications through [WaterTechHub.com](#).

BREW 6

BREW 6 will differ from the previous five competitions in several ways. The 2019 program will be shortened from six months to three and a half months to make participation more feasible for foreign and out-of-state startups. This is also the first year that the competition is focused on a single key area; in this case various technological concepts that would address nutrient runoff and ultimately benefit agriculture in Wisconsin. Finally, the curriculum is moving from being business model canvas-centric to using customer discovery to lead participants through the process of refining their value proposition and understanding their future customers.

BREW Corporate Accelerator

BREW Corporate connects freshwater technology startups with committed funding corporations looking to fast track innovative solutions to their water-related challenges.

BREW Corporate is an expansion of the BREW Accelerator program. BREW Corporate offers participants the same framework, funding, and access to resources as the BREW but with pre-existing interest and committed funding from a corporate partner. BREW Corporate is designed to solicit viable technical solutions for specific real-world challenges that have been identified and outlined by the funding corporation. The funding corporation, along with coaches and technical advisors, will help optimize each winners' business model, speed up its technology's commercialization and directly support the startup's entry into the marketplace. As with all Water Council competitions, potential BREW Corporate participants can submit their applications through [WaterTechHub.com](#).

Energy Water Nexus

Identifying strategic energy water market opportunities.

The Water Council and the Mid-west Energy Research Consortium partnered to create an Energy Water Nexus (EWN) Roadmap focused on the interdependency between energy and water, and to identify opportunities for the Midwest region and members to further develop a leadership role in this converging market space. This report is a first-of-its kind compilation of currently available national and global data and seeks to provide a usable tool for members to identify specific EWN applications, benefits, target markets, industry categories, technologies, products and active companies within the market space. Additionally, this report will allow members to focus on, reposition and analyze products and services within the framework of the growing global and regional EWN market space. A public summary of the report is available, and a more in-depth version is available to top tier members of The Water Council.

Global Water Center

World leading state-of-the-art water business and research facility.

Opened in 2013, the Global Water Center (GWC) is a 98,000 sq. ft. (9,104 m²) facility located in downtown Milwaukee, Wisconsin housing water-centric research, office and collaboration facilities for universities, existing water-related companies and new, emerging water technology companies. With over 45 tenant organizations, the GWC continues to be a magnet for U.S. and foreign dignitaries, global water technology businesses, economic development organizations and students from all levels. The development of the GWC was an important milestone as it established a highly visible headquarter base for The Water Council and a landing pad for organizations to participate in the leading U.S. water technology hub.

The GWC is the cornerstone to Reed Street Yards, a Water Technology Business Park, located across the street. The Yards is a global destination for businesses and one of Wisconsin's first Eco-Industrial Business Parks, a concept that seeks to balance natural resources and economic development. Once a former brownfield, the Yards is a 17 acre (6.9 hectares) water technology business park for mixed-use urban office, educational, research and technology focused on the international water industry. Visitors to the area can meet and learn about organizations including A.O. Smith, Zurn Industries, Marquette University, Veolia, GRAEF, University of Wisconsin-Milwaukee, Green Infrastructure Center of Excellence and a number of students, startups and researchers from around the world.

Oasis Coworking Community

Landing pad for global water companies entering North America and U.S. businesses looking to launch, grow and discover new opportunities.

The Oasis Coworking Community is a shared, collaborative workspace housing companies from around the world and around the region seeking to tap the growing network of industry resources located in Milwaukee's water technology cluster. The Oasis is approximately 4,000 sq. ft. (372 sq. m.) and located within the Global Water Center – a seven story, 98,000 sq. ft. (9,104 sq. m.) facility housing water-centric research, office and collaboration facilities for over 40 organizations. The workspace provides a variety of flexible term lease arrangements and affordable pricing to accommodate entrepreneurs and small businesses in Wisconsin, as well as national and global organizations. BREW Accelerator graduates reside within the Oasis.

Amenities:

- Fully furnished and ready-to-go desk space
- High-speed internet
- Locked storage

- Concierge desk
- Mail services
- Access to technical assistance, research partnerships and seminars
- Access to 5th floor kitchen, auditorium, Jones Board Room and Flow Lab

Pilot Program

Testing and commercializing emerging water technologies.

Through the support of funding from Wells Fargo, Milwaukee Metropolitan Sewerage District and Fund for Lake Michigan, The Water Council launched the Pilot Program to support the progression of new water technologies from the lab to real world demonstration sites for practical application. The Pilot Program provides support, services, site selection and funding to help develop and validate new, cutting-edge products from prototype to small-scale production and manufacturing. Selected projects must address integrated water solutions through innovation, application and demonstration while maintaining a cost-efficient, scalable and deployable model. The Pilot Program is able to accelerate the deployment of technologies needed to solve problems, create new business and improve water quality on a regional and global scale. Since 2015, the program has awarded grants of \$486,000 to five companies to help pilot technologies in Wisconsin.

Small Business Channel

A national network linking small and medium water technology businesses to critical resources.

Through a U.S. Small Business Administration Regional Innovation Cluster award, The Water Council's Small Business Channel promotes the growth and development of small businesses operating in the water technology sector – first in the Midwest and then across the United States. Links to critical resources such as capital, networks, trained workers, supply chains and technical assistance are readily available through the Channel. Participating in a menu of services through The Water Council enables small water technology businesses to shift from working in isolation to connectivity with the larger water technology industry, and provides the opportunity to significantly enhance credibility and networks resulting in growth and profitability.

Talent Campaign

Making the water industry sexy.

The Water Council's Talent Campaign increases student awareness and engagement within the water technology industry by coalescing all levels of education institutions and identifying opportunities for students to connect within the professional water sector. Through talent-focused workshops and the infusion of water-based industry connections and economic thinking into existing partner programs, the Talent Campaign provides young water professionals and future water leaders with the tools necessary to approach prominent issues in global water health and compete in the 'blue' jobs market. The Campaign also provides industry with the opportunity to have a voice in water education, learn how to develop internship programs and increase access to trained talent. The Water Council is the official industry partner for the National Science Foundation's Sys-STEM program with the Business-Higher Education Forum, on the leadership board of the Wisconsin Water Thinkers Network, and part of the Milwaukee7 Talent Campaign with a goal to achieve 200,000 career-based learning experiences by 2020. Wisconsin's water hub holds a high concentration of water-based certificates and degrees in a variety of facets including business, research and technology.

Tech Challenge

The Tech Challenge is an even playing field for anyone with a smart, new freshwater technology idea to vet their concept with expert industry professionals and compete for an opportunity to turn that idea into a viable business.

Spearheaded by The Water Council, the Tech Challenge is a new global competition designed to identify cutting-edge freshwater technologies and ideas with high potential for commercialization or implementation. A series of Tech Challenges will run throughout the year, and each Challenge is designed around a specific topic identified by corporate sponsors. Every Tech Challenge is open to anyone with a good idea and candidates can submit an application to as many of the Challenges as they like. Prospective technologies can come from entrepreneurs, university students or researchers, professionals already working in water-dependent industries, private sector and government labs or just inventive individuals. Challenge finalists will present in-person to the sponsoring organization to compete for prize money, access to corporate R&D resources and the opportunity to partner on the development, marketing, licensing or sale of the winning technology or idea. As with all Water Council competitions, potential Tech Challenge participants can submit their applications through WaterTechHub.com.

Water Leaders Summit

Annual convening in Milwaukee of local, national and global thought leaders and practitioners shaping the future of water innovation.

The Water Leaders Summit is a collision point for water experts, influencers and practitioners looking for new technology, talent, business development opportunities and inspiration. Engaging, curated conversations with global leaders with deep experience are the focal point, and distinguish the Summit as a key water industry event. Since 2007, the Summit creates a channel for water leaders from around the world to stimulate a creative exchange of ideas, discuss vital current global water issues and advance innovative solutions shaping the future of water technology. Past speakers include visionaries from Ford Motors, DOW Chemical, Ecolab, United Nations, NASA, UC Berkeley, San Diego County Water Authority, U.S. Environmental Protection Agency, U.S. Small Business Administration, Walmart, IBM, MillerCoors, DC Water, International Water Association, Las Vegas Valley Water District, JPMorgan Chase, Vienna University of Technology, CH2M Hill, Veolia, Portuguese Water & Waste Services Authority and Encourage Capital.

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