



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 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 190 members from small and mid-sized businesses and large global corporations to engineers, entrepreneurs, utilities, government agencies, education programs and non-profits, with valuable services, programming and networking opportunities. Established as a 501(c)(3) in 2009, the driving force behind its 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.

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 brings together leading organizations from around the globe who are committed to advancing the responsible use of freshwater. As a result, AWS-North America (AWS-NA) 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-NA'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 International Water Stewardship Standard.

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BREW Accelerator

World's leading seed accelerator focused on innovation-driven startups solving global water challenges.

Launched in 2013 by The Water Council, the BREW (Business – Research – Entrepreneurship – in Wisconsin) Accelerator unleashes water innovation by funding water technology startups from around the world with commercialization potential. This first-of-its-kind accelerator pairs a unique water-focused startup community with credible resources of Milwaukee's world water hub to help entrepreneurs accelerate results, inspire action to create further opportunity, and disrupt the status quo.

BREW Corporate Accelerator, an expansion of the BREW, partners with global corporations, including Veolia and A. O. Smith Corporation, looking for new technologies to solve a specific challenge. By combining funding with access to executive-level mentors, corporate R&D, and intensive business training, BREW Corporate accelerates the development of high-caliber startups. Startups compete in a challenge revolving around specific areas of interest identified by each corporation. Those who show the highest likelihood of solving the challenge are selected for the program.

Successes since 2013:

- 14 of 25 winners with patents granted or pending
- \$2.6M additional capital raised
- 38 internships produced
- 2,000 customer interviews conducted
- Provided 65+ full-time positions
- Facilitated 115 contracts, pilot sites, or MoUs

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 emerging 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 version of the report is available, and a more in-depth version is available to top tier members of The Water Council.

Global Water Center

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 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 GWC and Reed Street Yards 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 and startups from around the world.

Global Water Port

Innovate from anywhere, collaborate with anyone.

The Global Water Port is an online research and collaboration powerhouse – and the only tool of its kind – developed to enhance connectivity within the water technology sector and among those interested in finding solutions to water-related challenges. Powered by the *innovationExchange*™ and enabled by its affiliate inno360™, a cognitive intelligence and predictive research engine equipped with IBM Watson™, individuals from any industry, organization or enterprise can use The Water Council's Global Water Port to inform, accelerate and evolve water technology innovation.

globalwaterport.com

Pilot Program

Launch pad to validate and commercialize young water products.

Through the support of a Wells Fargo Clean Technology & Innovation grant, Milwaukee Metropolitan Sewerage District and Fund for Lake Michigan, The Water Council launched the Pilot Program in 2014 to support the progression of new water technologies from the lab to real world demonstration sites for practical application. The Pilot Program provides support 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 Water Council's 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.

Research & Commercialization

An "executive search firm" for water technology innovation.

Launched in 2016, The Water Council's Research & Commercialization (R&C) Program connects members to an ecosystem of experts and innovations, and technical and programmatic support to advance technology development to meet the direct needs of industry. The program accelerates innovation, commercialization opportunities and adoption of technological water solutions for a wide range of industries including utilities, agriculture and manufacturers. Through a nationwide scouting team, detailed database and clearinghouse, and product matching and development teams, the R&C Program saves members time and cost, expands access and finds emerging technology and processes from federal, university and private labs and entrepreneurs from around the world.

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

Building the water generation.

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 infusing 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 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 the highest concentration of water-based degrees in a variety of facets including business, research and technology.

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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