

# ICE INSTITUTE

INNOVATION COMMERCIALIZATION EXCHANGE

LINKING RESEARCH,  
TECHNOLOGY, AND  
INNOVATION TO  
INDUSTRY NEEDS



## WHAT IS ICE INSTITUTE?

ICE Institute is an initiative of The Water Council that aggregates, evaluates, and connects emerging technologies that address water issues across a wide range of industries including utilities, agriculture, and manufacturers.

**Nationwide scouting team** that identifies emerging technologies and processes.

**Detailed database and clearinghouse** of pre-screened innovations, allowing members to evaluate options for their industry sector and specific needs.

**Product matching and development teams** that match promising technologies to users with advance products to market.

## HOW DOES ICE INSTITUTE WORK?

### RESEARCH

FEDERAL LABS  
R&D INSTITUTIONS  
CORPORATE R&D  
UNIVERSITIES  
ENTREPRENEURS  
SMES

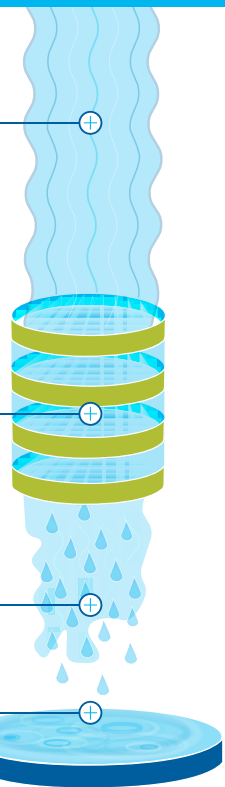
### ICE INSTITUTE

FILTERS & MATCHES  
TO NEEDS OF  
INDUSTRY SECTORS

TECHNOLOGY &  
INNOVATION

### INDUSTRY

UTILITIES  
AGRICULTURE  
MANUFACTURERS



THE WATER COUNCIL

# ICE INSTITUTE CONNECTS INDUSTRY IN ALL SECTORS WITH ADVANCED, TIMELY SOLUTIONS TO REDUCE GROWING WATER RISK

**The time to prepare is now.** In the United States, the concentration of industry and employment—paired with the regional challenges in water management, quality, and quantity—present an ever-increasing threat for industry. In fact, the estimated cost to business from 2011 to 2040 is projected to be \$7.5 trillion in lost sales and \$4.1 trillion in lost GDP.\*



## BENEFITS OF ICE INSTITUTE

### 1 FILLS THE GAP

- Finds targeted solutions
- Identifies emerging technology/processes from federal, university, and private labs, and entrepreneurs from across the country and around the globe

### 2 EXPANDS ACCESS

- Aggregates and filters water and water-related research
- Evaluations conducted by global industry and subject matter experts

### 3 SAVES TIME & COST

- Avoids the need to investigate technologies that have limited current opportunities
- Reduces time to market for needed technologies

## PARTNERS



## BECOME A MEMBER

Contact **Dr. David Garman**, Chief Technology Officer, at 1.414.339.4889 or [dgarman@thewatercouncil.com](mailto:dgarman@thewatercouncil.com) for more information.

[thewatercouncil.com/ice](http://thewatercouncil.com/ice)

\*EDR Group and LIFT Model, University of Maryland, INFORUM Group 2011

