



THE WATER COUNCIL

---

# OUR HISTORY

## 2007

- Discussions center on the development of a 'Silicon Valley of Water.'
- First annual Water Summit and quarterly meetings are convened.

## 2008

- UW-Milwaukee submits proposal to create a School of Freshwater Sciences.
- Dues paying membership structure is adopted and first member of the Milwaukee 7 Water Council is welcomed.
- Recipient of U.S. Department of Labor Employment and Training Administration WIRED grant.

## 2009

- Milwaukee 7 Water Council officially incorporates as a 501(c)(3).
- Designated as a UN Global Compact City, one of 15 cities around the world selected for its concentration and expertise in a specific topic related to global health and development. Milwaukee is also one of five cities recognized as a UN Innovating City.

## 2010

- National Science Foundation designates a \$2.75 million Industry/University Collaborative Research Center in Milwaukee.
- Site selected for the first Global Water Center.
- 17 acre/6.8 hectare former brownfield identified as future Global Water Technology Business Park in Milwaukee.
- University of Wisconsin-Milwaukee announces \$53 million expansion to create the nation's first School of Freshwater Sciences.
- First student chapter is developed at UW-Whitewater and expanded to UW-Parkside and Marquette University.
- First full-time employee hired.

## 2011

- Recipient of the Job Accelerator Challenge Grant from the U.S. Department of Commerce.
- Recipient of the IBM Smarter Cities Challenge.
- Winner of the United States Water Prize from the U.S Water Alliance for outstanding achievement in the advancement of sustainable solutions to our nation's water challenges.

## 2012

- Milwaukee 7 Water Council becomes The Water Council.
- Winner of the Growing Blue Award from Global Water Intelligence for advancing public understanding of how water is as essential to economic and social growth as it is to sustaining the environment.
- \$22 million renovation of a 98,000 sq. ft. (9,104 sq. m.), seven-story warehouse begins to create the Global Water Center.
- Establishment of the BREW Accelerator in partnership with the Wisconsin Economic Development Corporation.

## 2013

- World acclaimed business strategist, Rosabeth Moss Kanter from the Harvard Business School, releases a case study entitled 'Milwaukee: Making of a World Water Hub.'

- Global Water Center opens on September 12, creating the physical cornerstone to the World Water Hub and kick-starting the drastic acceleration of Milwaukee as the leading water technology cluster.
- 15 international trade delegations visit the Global Water Center.
- Featured by the U.S. Environmental Protection Agency as 1 of 3 examples of 'Building a Successful Technology Cluster.'
- Winner of the Bronze Excellence in Economic Development Award from the International Economic Development Council.

## 2014

- The Water Council launches first Leadership Strategic Vision developed by the Board of Directors.
- Selected as the North American regional partner for the Alliance for Water Stewardship, a global collaboration of leaders in sustainable water resource management.
- Global Water Center nears capacity with over 30 tenant organizations.
- International Water Association Board of Directors conduct annual meeting in coordination with the Water Summit in Milwaukee.
- Milwaukee Business Journal selects Global Water Center as a winner of a Real Estate Award and The Water Council for a Eureka Award for creative approaches in economic development.
- BREW Accelerator wins a Wisconsin Innovation Award.
- Recipient of JPMorgan Chase & Co. Small Business Forward grant to match capital with water innovation.
- First Investment in Water Innovation Week co-sponsored by JPMorgan Chase & Co. and The Water Council.
- 24 global delegations visit the Global Water Center.
- Recipient of U.S. Small Business Administration Regional Innovation Cluster contract to create a Small Business Channel to link small/medium water tech businesses to critical resources.
- Inaugural Wisconsin Water Innovation pavilion at WEFTEC.
- Partnership with the Wisconsin Historical Society to document the water renaissance occurring in the state.
- Team grows to 8 full-time staff.

## 2015

- Recipient of Wells Fargo Clean Technology & Innovation grant to create the Pilot Program to move water technologies from the lab to demonstration sites.
- Debuts fresh new look with the roll-out of a brand new website, customer relationship management (CRM) system, email marketing upgrade, Google Analytics and integrated processes to track team progress and data.
- Dean Amhaus, President & CEO, attends President Obama's State of the Union address as guest of U.S. Senator Tammy Baldwin.
- Recipient of U.S. Department of Commerce Regional Innovation Strategies grant to launch a Water Seed Fund.
- Second year funding announced from JPMorgan Chase Small Business Forward program.
- Winner of the Expanding Sector award from the Wisconsin Economic Development Association.
- Winner of the 2015 SSTI Excellence in Technology Based Economic Development for water cluster development.
- Launch of Global Water Port, a super-charged, web-based, research and data dashboard to amplify global collaboration.
- Membership grows to over 180 corporate members.
- BREW Accelerator launches a corporate track and introduces, POW! EmPowering Opportunities in Water in partnership with Veolia.
- Rexnord announces move of Zurn headquarters from Pennsylvania to Reed Street Yards Global Water Technology Business Park in Milwaukee.
- First Water Venture Investment Conference at WEFTEC.

- Alliance for Water Stewardship North America (AWS North America) and The Water Council hire first North American Director to lead implementation of the *International Water Stewardship Standard* across North America.
- BREW Accelerator announces third class of winning entrepreneurs.
- Milwaukee Metropolitan Sewerage District and Fund for Lake Michigan partner with The Water Council to expand the Pilot Deployment Program beyond the initial year with \$600,000 commitment over two years.
- BREW Corporate holds first call for applications.
- Mid-West Energy Research Consortium announces partnership with The Water Council to examine Water Energy Nexus.
- 227 tours of the Global Water Center provided to students and inquiring organizations from around the world.
- 26 new classifications determined and released to the public as qualified industry parameters of what a “water technology company” is.
- Wisconsin Economic Development Corporation, University of Wisconsin-Milwaukee and The Water Council release economic impact analysis that found \$211.6 million in additional investment has occurred from both the public and private sectors, within Milwaukee’s Water Technology District.
- AWS North America hosts first training sessions in Chicago and Arizona.
- 47 countries visit the Global Water Center.
- TWC and UW-Milwaukee participate in a White House Roundtable on Water Innovation, aimed to challenge stakeholders to increase innovation and investments in water technology.
- Staff grows to 10 full-time staff and 3 interns.

## 2016

- Receives International Economic Development Council’s Gold Award for Entrepreneurship.
- AWS North America launches first membership campaign that includes inaugural members of Ecolab, General Mills and Nestle Waters, among others.
- Veolia and The Water Council name first participants to BREW Corporate.
- Attends first-ever White House Water Summit.
- Announces new format for Water Summit 2016, with moderator Charles Fishman, author and Fast Company contributor.
- Launches new, robust online global directory that provides members, partners and water tech cluster companies with business profiles and the ability to connect with each other.
- Marquette University becomes third academic partner at Global Water Center, leading to 99% occupancy, with 40+ organizations within the building.
- Makes water commitments in conjunction with the White House Water Summit, including launching 75 startups over 5 years, making data from National Labs more accessible via the Global Water Port, and implementing the AWS Standard at 10% of the sites in the city of Milwaukee.
- Website receives Bell Award from Business Marketing Association – Milwaukee.
- Secures A.O. Smith Corporation as second BREW Corporate sponsor.
- Milwaukee chosen to participate in Village Capital’s VilCap Communities startup program.
- Receives CoreNet Global’s 2016 Economic Development Leadership Award for water technology cluster leadership.
- Membership 2.0 debuts.
- City of Milwaukee and The Water Council partner to launch the Water Centric City initiative.
- Hires first Technical Advisor.
- Dean Amhaus, President & CEO, appointed to the Environmental Technologies Trade Advisory Committee for a two-year term.
- Membership exceeds 190 organizations.
- New software adopted to track PR coverage and 800 media placements including outlets Bloomberg and The Huffington Post in 2016.
- Hosts 3 startups from France and Mexico in the Global Water Center.
- Zurn Industries opens their new headquarters in Reed Street Yards.
- MOU signed with the German Water Partnership.

- 21 international delegations visit the Global Water Center.
- Milwaukee School of Engineering and St. Thomas More High School (first high school!) create new student chapters.
- Brownie troops visit for a fun filled day of learning about water technology.
- Water Equipment & Policy Research Center adds 4 new members, funds 14 projects with \$1,062,000, submits 2 patent applications with 1 patent granted and 1 licensing agreement and receives 7 invention disclosures.
- Since 2013, BREW Accelerator winners produce 38 internships, 65 full-time positions, 14 of 25 winners with patents granted or pending, 115 contracts/pilot sites/MOUs, 200 customer interviews and \$2.6M raised in additional capital.
- Partnership develops with the Federal Laboratory Consortium for Technology Transfer.
- 28 demos conducted of the Global Water Port.
- Launches second round of Pilot Program and fourth round of BREW Accelerator.
- The Water Council and affiliate Wisconsin Water Co-Investment Fund invests in 12 startups.
- Over 50 sites in active implementation of the AWS Standard in North America, 17 members join and 80 individuals attend AWS North America training.
- 11 full-time staff and 2 interns.

## 2017

- Debuts 4 new success stories showcasing people leveraging The Water Council's robust platform.
- Fifth round of the BREW Accelerator opens.
- Chicago investor Guy Turner from Hyde Park Venture Partners visits the Global Water Center and meets with water entrepreneurs.
- Mid-West Energy Research Consortium and The Water Council release first-ever joint roadmap on the Energy Water Nexus.
- Partnered with Neroli Salon & Spa and Aveda Institute of Beauty & Wellness to celebrate Earth Month and support clean water.
- AWS North America, supported by the Fund for Lake Michigan, partners with MillerCoors to begin implementation of the AWS Standard at the Milwaukee Brewery to further MillerCoors' commitment to corporate water stewardship efforts.
- In conjunction with Milwaukee Water Week, hosts tech demonstration of Corncob Inc's membrane filtration system to provide safe drinking water from contaminated sources.
- Report from the Value of Water campaign cites Milwaukee as leading example for nation on how to address various water challenges.
- A.O. Smith Corporation renews partnership with The Water Council for BREW Corporate Accelerator for second year.
- Water Leaders Summit receives new name in honor of 10<sup>th</sup> anniversary and celebrates with 300+ attendees from seven countries and 20 U.S. states.
- Awarded the first-ever 'Water Warrior of the Year Award' to Dennis Webb of Sage Water.
- Memorandum of Understanding signed with ChuZhou Municipal Government, China-US Spongy City Research Institute and others to support the development of a water research center in ChuZhou.
- Announces fifth cohort of BREW Accelerator, as well as newest BREW Corporate winner.
- Partners with A.O. Smith Corporation to host first mini-Water Leaders Summit focused on policy called "Fostering Public-Private Innovations in the U.S. Water Market – Wisconsin's Leadership," in Washington, D.C. to highlight the value and success of Wisconsin's water industry cluster.
- Welcomes two additional international companies (from Ireland and Australia) as tenants of the Global Water Center.
- Launches third round of Pilot Program during WEFTEC 2017 while simultaneously announcing a renewed commitment from Wells Fargo's Clean Technology and Innovation program in the amount of \$400,000 over four years.
- Collaborates with NASA's Glen Research Center to help businesses solve technical water challenges through new event called TechConnect: Water Challenge Workshop.

- Begins planning of Oasis Coworking Community in the Global Water Center.
- Hosted 2<sup>nd</sup> “Tour of Milwaukee’s World Water Hub” to showcase the strength of the city’s water cluster to attendees from seven countries and seven states.
- Receives funding from University of Wisconsin – Oshkosh to support Foreign Direct Investment activities in Europe.
- Adds new Communications Manager to the marketing team.
- Expresses support for the Wisconsin Workforce and Innovation Network for Success Act, an initiative to help expand new product research and development, innovation through competition to solve or improve a local problem, capacity building and business accelerators.
- Nestle Waters US achieved AWS Standard Certification at its Ontario, California site, making it the first site in North America to achieve certification.
- AWS North America announces Nestle will certify 20 of its factories worldwide with the AWS Standard by 2020.
- Attends 2017 World Water Cities Forum in Gyeongju City, South Korea as part of Korea International Water Week and the 1<sup>st</sup> Asia International Water Week.
- Signs the World Water Cities Cooperation Declaration, an agreement to confirm 10 cities’ commitment to enhance and expand cooperation between cities for the sharing of ideas, information and solutions that may ensure stable supplies of water resources throughout the world.
- Embarks on trade mission to Israel with Wisconsin Governor Scott Walker to highlight the state’s water technology sector.
- Signs an official Memorandum of Understanding with the Zuckerberg Institute for Water Research at Ben-Gurion University of the Negev in Israel. Memorandum of Understanding is also signed with the Israel Innovation Authority to develop a new research partnership between Israel and Wisconsin.
- Participates in trade mission to China with Wisconsin Economic Development Corporation and several industry partners to host two water conferences, in Beijing and Nanjing, China.
- Milwaukee Metropolitan Sewerage District, City of Milwaukee sign agreement with Beijing Water Authority in support of China’s “Sponge Cities” initiative.
- Membership now spans 9 countries and 14 U.S. states.
- Hosts 91 group tours of Milwaukee’s Water Technology District, including international delegations representing 21 countries. 82 countries have visited Milwaukee since 2013.
- AWS North America partnered with the River Alliance of Wisconsin to implement the AWS Standard at dairy farms in north-central Wisconsin with an eye toward creating a scalable framework for North American farms to implement the AWS Standard.
- Over 150 sites in active implementation of the AWS Standard in North America, with three certified sites and five sites awaiting official issuance of certificate in North America. 32 individuals were trained in the Standard (105 since 2015).
- AWS North America membership grows beyond 15 and includes McDonalds and Coca-Cola, among others.
- Water Equipment & Policy Research Center adds 4 new members, funds 15 projects with \$674,000, submits 1 copyright applications and 1 invention disclosure.
- Since 2010 nearly \$9 million in WEP grants have supported 85 students and 34 university research faculty.
- Since 2013, BREW Accelerator has trained 34 startups (90% of which are still in business); winners have produced 90 full-time positions, 18 patents issued and 22 pending, \$13.7M raised in additional funds and secured 100+ pilot demonstrations.
- 9 full-time staff, 2 interns and 1 consultant.

## 2018

- Began development of the next Leadership Strategic Plan for The Water Council.
- Launched first comprehensive metrics plan and conducted data survey to cluster companies, universities/colleges and utilities.
- The Oasis Coworking Community opened in the Global Water Center.
- The Water Council added three new board members to the full board of directors.

- South Korean television station featured Milwaukee Water Hub.
- AWS North America welcomed first North America Program Manager to assist with implementation of the AWS Standard across North America.
- Implementation of the AWS Standard is completed at the Global Water Center and MillerCoors Brewery. Upon certification, the sites became the first commercial building and brewery in the world certified to the AWS Standard.
- Dean Amhaus, President & CEO, participated in a White House Roundtable discussion on Federal Prizes and Challenges.
- The Water Council added first European Representative to strengthen ties with global partners and develop FDI strategies.
- AWS North America received a second round of funding from the Fund for Lake Michigan to support AWS Standard implementation at two more sites in the nearshore area of Lake Michigan.
- Created the Future Water Leaders Fund, a student scholarship to assist in funding student endeavors in water-related activities.
- Cimbria Capital became first private equity firm to open an office in the Global Water Center to conduct growth capital and early stage buyout investments in the agriculture and water sectors.
- Partnering with A.O. Smith Corporation, The Water Council held the second mini-Water Leaders Summit in Washington, D.C. called "Building an Innovative Future for Water Policy & Technology in America."
- Announced four winning projects for the 2018 Pilot Program, prior to 2018, \$486,000 has been awarded via the Pilot Program to five companies.
- Added Director of Innovation to oversee the BREW Accelerator and Pilot Program.
- U.S. Senator Tammy Baldwin introduced legislation to accelerate water technology and innovations across the country.
- AWS North America conducted advisory services for two Fortune 500 companies to guide corporate water stewardship strategy and implementation of the AWS Standard.
- Water Leaders Summit 2018 convened a sold-out crowd from 23 states and 5 countries to Milwaukee for two days.
- Awarded annual Water Warrior of the Year Award to Dr. Marcia Silva, University of Wisconsin – Milwaukee during the Water Leaders Summit.
- Also during the Summit, the first awards through the Future Water Leaders Fund were presented to three winning projects totaling \$13,000.
- The Water Council and AWS North America launched new brand and communications strategy for AWS North America.
- Attended IFAT 2018 to strengthen partnerships and launch an Overseas Membership campaign.
- Hosted five Tuskegee University engineering students for summer internships with A.O. Smith Corporation, Milwaukee Metropolitan Sewerage District and Stonehouse Water Technologies.
- Cimbria Capital launched a \$50 million fund dedicated to early-stage water technology and agribusiness companies.
- Joined the Global Accelerator Network, a collection of more than 80 best-in-class accelerators around the world.
- Increased involvement/discussion with the broader startup community in Southeastern Wisconsin to expand advisor/partner network. New partners include Milwaukee Tech Hub, The Commons, Gener8tor and Scale-Up Milwaukee.
- The Water Council named a model for successful industry cluster initiatives nationwide according to a report published by the Brookings Institution.
- Global Water Center celebrated its 5<sup>th</sup> Anniversary on September 12, 2018.
- Partnered with the Wisconsin Economic Development Corporation to deploy the Wisconsin Water Innovation Pavilion for the fifth straight year at WEFTEC 2018.
- Revamped the BREW Accelerator program and opened applications for the 6<sup>th</sup> cohort of the BREW Accelerator with a particular interest in technologies that address agriculture runoff, in tandem with BREW Corporate powered by A.O. Smith.
- Launched watertechhub.com as a single-entry and application point for all of The Water Council's challenges and application-based programs.



- Added 18th Global Partner with the signing of an MOU with Catalan Water Partnership (Spain).
- Senate passed Water Infrastructure Bill, which was later approved and signed by President Trump.
- The Water Council hosted the first day-long media tour with Scranton Gillette Communications, publisher of several water industry magazines.
- Launched Tech Challenge, a new global competition to identify cutting-edge freshwater technologies and ideas with high potential for commercialization and implementation.
- AWS North America hosted its first Canadian training in Calgary, Alberta.
- AWS North America membership doubled to include Merck, Mars Inc. and Proctor & Gamble, among others.
- Over 200 sites in active implementation of the AWS Standard in North America, with eleven certified sites.
- BREW Accelerator graduate CORNCOB Inc. won 2018 Wisconsin Innovation Award.
- Executed partnership with Department of Energy for their Grand Challenge.
- Attended the China International Import Expo in Shanghai, China to participate in the Foxconn Innovation Pavilion with four member companies.
- Added 24 new members to The Water Council's global network, including three new overseas members from Germany and Spain.
- 10 full-time staff, 3 consultants and 1 intern.

The rest of our journey is currently in the making...