

## FOR IMMEDIATE RELEASE

**Contact:**

Stacy Stevens  
VP Marketing & Communications  
[sstevens@thewatercouncil.com](mailto:sstevens@thewatercouncil.com)  
(414) 988-8754



THE WATER COUNCIL



**Badger Meter**



---

### The Water Council and Supporting Sponsors Announce Third Tech Challenge Competition

*Challenge creates faster R&D path for corporate teams and water technology innovators*

**MILWAUKEE (March 2, 2020)** – [The Water Council](#), along with corporate sponsors A. O. Smith Corporation, Badger Meter and Zurn, a Rexnord company, today announced the third [Tech Challenge](#) competition with focused topics on leak detection technologies and energy harvesting from water networks.

The Tech Challenge was launched in 2018 to identify cutting-edge freshwater technologies or ideas with a high potential for commercialization or implementation. Finalists have an opportunity to win money, access to corporate R&D resources and a chance to partner on the development with corporate sponsors on the marketing, licensing or sale of the winning technology or solution. Since the first round of challenges, more than 40 applicants from nine countries have participated; a number of which have continued engagement with our corporate sponsors.

“The value of these connections goes beyond the application and the selection stage,” said Karen Frost, vice president of economic development at The Water Council. “The ability to meet face-to-face with corporate R&D teams adds long-term value to an applicant’s network, even after the competition concludes.”

The third round of Tech Challenge competitions seeks innovative solutions that address the following:

- Sensors and enabling technologies for leak detection
- Energy harvesting from small and large-scale water networks

Anyone with an innovative technology or solution that addresses the listed topics is encouraged to apply. Prospective technologies or solutions can be submitted from entrepreneurs, university students or researchers, professionals already working in water-dependent industries, private sector and government labs or inventive individuals from any location in the world.

Tech Challenge topics, application criteria, entry forms and other Water Council program details are available at [watertechhub.com](http://watertechhub.com). Applications are being accepted through May 3, 2020, with finalists selected shortly thereafter.

###

### **About The Water Council**

Headquartered in Milwaukee, Wisconsin, USA next to the world's largest freshwater system and home to one of the most influential freshwater technology hubs in the world, [The Water Council](#) (TWC) is recognized as a global center for advancing water technologies and stewardship. At its heart, TWC is a non-profit, membership organization that connects, convenes and showcases the hub comprised of more than 238 water technology businesses and the diverse water leadership network of 200 members it is linked to from around the world. While TWC's mission is centered on driving economic development, attracting and connecting world-class talent and supporting water-focused technology innovation, its larger goal is to help secure freshwater resources for the world by driving solutions to the numerous industries that need and use a large amount of water.

### **About A. O. Smith**

[A. O. Smith Corporation](#), with headquarters in Milwaukee, Wis., is a global leader applying innovative technology and energy-efficient solutions to products manufactured and marketed worldwide. The company is one of the world's leading manufacturers of residential and commercial water heating equipment and boilers, as well as a leading manufacturer of water treatment products.

### **About Badger Meter**

Badger Meter is a leading innovator, manufacturer and marketer of flow measurement and control products, serving water and gas utilities, municipalities and industrial customers worldwide. Measuring a variety of liquids — from water to oil and lubricants in commercial processes — products from Badger Meter are known for accuracy, durability and the ability to provide valuable and timely measurement information. For more information, visit [www.badgermeter.com](http://www.badgermeter.com).

### **About Zurn Industries**

Zurn Industries, LLC, a Rexnord company, is a recognized leader in commercial, municipal, healthcare and industrial markets. Zurn offers the largest breadth of engineered water solutions, including a wide spectrum of sustainable plumbing products. Zurn delivers total building solutions for new construction and retrofit applications that enhance any building's environment. For more information, visit [Zurn.com](http://Zurn.com) or [RexnordCorp.com](http://RexnordCorp.com).