



The Water Council (TWC) is a global hub dedicated to solving critical water challenges by driving innovation in freshwater technology and advancing water stewardship. Built on more than a century of water innovation, TWC has coalesced one of the most concentrated and mature water technology clusters in the world from its headquarters at the Global Water Center in Milwaukee, Wis., USA. Recognizing the need for smarter and more sustainable use of water worldwide, TWC also promotes water stewardship as a natural complement to water innovation in the effort to preserve freshwater resources in the Midwest and around the world. Today, The Water Council has established itself as a global leader in the water industry and one of America's premier economic development clusters as recognized by government agencies, [Brookings](#) and the [Harvard Business School](#).

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THE WATER COUNCIL

The Water Council

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Who We Are:

Milwaukee is, as one historian puts it, “a city built on water.” Over the years, we have earned a global reputation as the freshwater technology capital of the U.S. due to our well-established water technology industry and extensive network of water innovators. Our economy, leisure and identity revolve around our abundant rivers and, of course, Lake Michigan, part of the world’s largest surface freshwater system. As we gaze at the lakeshore, the water seems to go on forever.

But we know that’s not the case here or anywhere in the world. Climate change, population growth and contamination increasingly strain the world’s freshwater supply as seemingly infinite economic growth collides with the world’s finite natural resources.

The Water Council harnesses the economic potential of Milwaukee’s water technology hub while addressing the vital task of conserving the world’s precious freshwater. The driving force behind our success is the spirit of collaboration between public and private sectors and a shared commitment to finding innovative solutions to critical global water issues.

What We Do:

From our home in Milwaukee, Wisconsin, USA – the most mature water technology hub in the world – we collaborate with businesses, utilities, NGOs, academia, government and global partners to establish an unparalleled network of water industry movers and shakers.

We *Connect, Convene & Showcase* our members around the globe, providing a full range of business development services and networking opportunities and the potential to collaborate with some of the world’s most prominent water innovators. Our work drives economic development and promotes solutions to address pressing challenges involving water quality and quantity.

But water technology is just one side of the coin when it comes to preserving freshwater resources. We have also proved our expertise in water stewardship, connecting corporations of any size and industry with the resources they need to mitigate their water risk. Our leadership in this area comes from our immersion in the water innovation sector and extensive global water stewardship experience. The Water Council is committed to cultivating responsible stewardship of the world’s freshwater.



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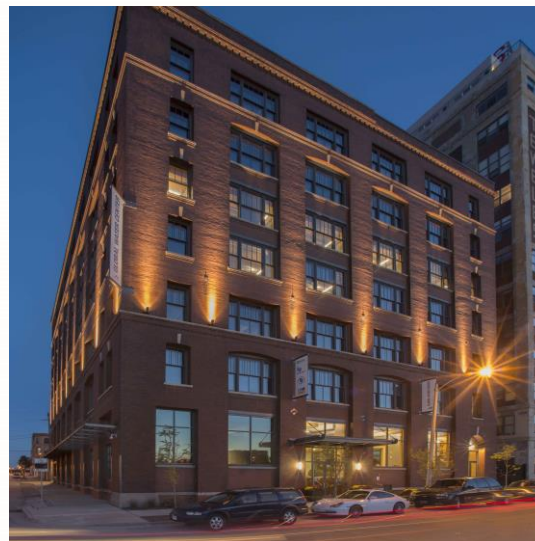
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How we do it:

- Our **economic development** services grease the wheels of the water technology sector. From our headquarters in the Global Water Center, we support water innovators through programming such as our *Pilot Program*, *Tech Challenge* and *BREW 2.0 Post-Accelerator*. Our matchmaking services connect startups, Fortune 500 companies and everything in between.
- We foster improved **water stewardship** performance by helping water users at all points in their stewardship journey identify and mitigate water-related risks and address shared challenges and opportunities. Our *WAVE: Water Stewardship Verified* program helps companies improve water stewardship performance, public reporting and disclosure to key stakeholders. We also provide customized advisory services to companies of all types, from data centers to dairies, that address specific water-related needs or goals. We are a global leader in water stewardship training, offering comprehensive and tailored training and capacity-building services.
- We convene water **thought leaders** from inside and outside of our organization, culminating in the annual *Water Leaders Summit*. Our staff and board members are experts in water innovation and stewardship, and when they collaborate with their network of fellow innovators and experts, great ideas are born.



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BREW 2.0 POST-ACCELERATOR

As a late-stage water tech innovator, you've laid the groundwork: You have the idea, you've done the research and development, you've launched a product and you're ready for the market.

What now?

Now, you're ready for BREW 2.0. The Business, Research and Entrepreneurship in Water (BREW) Accelerator 2.0 is a next-stage post-accelerator created to help young companies build connections and grow their company's capacity. This virtual and in-person hybrid program focuses on expert-led sales and growth training tailored for water tech businesses. Afterward, participants have access to ongoing training opportunities to continue their growth trajectory.

BREW 2.0 is a program of The Water Council, a leading global water tech hub headquartered in Milwaukee, Wis., that is dedicated to solving critical water challenges through innovation and stewardship. We re-engineered our BREW Accelerator in 2020 after we saw a need to support late-stage water tech companies focused on "sales and scale." Participation is free, other than travel expenses, thanks to our sponsors.

Each year, we invite up to 10 companies from anywhere in the world to participate through a competitive application process. Our experienced professional staff leads the virtual training with a team of guest experts, culminating in a pitch event that is livestreamed to potential investors around the world. After the initial sessions, participants are invited to additional training in marketing and branding, team dynamics and more. They also receive a one-year complimentary membership to The Water Council along with access to potential mentors, advisers, partners, customers and investors in our worldwide water technology network.

For more information, contact Karen Frost, kfrost@thewatercouncil.com.

Is BREW 2.0 Right For Your Company?

Ideal participants have already successfully participated in one or more accelerator programs, are market-ready or in-market with early sales and are ready to grow. The program focuses on businesses with products and components related to water quality and quantity, including water and wastewater, agriculture, watershed management, hydropower, sensors, data management and other software solutions.

BREW 2.0 Benefits

Participants in BREW 2.0 gain access to a wealth of benefits, including:

- Ongoing access to The Water Council's global expert staff to help build connections and open business opportunity doors, as well as access to more than 200 water technology companies and partners in our global network.
- A pitch event broadcast around the world to potential investors.
- Opportunity to lease a desk in the Global Water Center's Oasis coworking space with access to lab space and conference rooms.
- Connections to potential demonstration sites, including utilities, businesses and universities.
- One year complimentary membership to The Water Council.



PILOT PROGRAM

It's one thing to have a great idea in the lab. Proving it works in the real world is another.

The Water Council's Pilot Program helps water technology innovators from around the world bridge that gap by facilitating in-field testing, helping take new products from prototype to practical application. Through support from the Fund for Lake Michigan, Milwaukee Metropolitan Sewerage District (MMSD) and Wells Fargo, the program provides technical support services, funding and potential sites to help validate cutting-edge products and move them from prototype to production.

The Pilot Program is open, through a competitive application process, to all members of The Water Council, from start-ups to large, established businesses. Since 2015, the competitive program has awarded more than \$650,000 to 14 projects for pilot demonstrations in Wisconsin, including a Wisconsin demonstration of an Israeli water technology in 2019 through the Israel Innovation Authority and MMSD.

Selected projects must address challenges identified by the sponsors while maintaining a cost-efficient, scalable and deployable model. An independent third party establishes and monitors test benchmarks and milestones to ensure accurate measures of success.

For more information, contact Karen Frost, kfrost@thewatercouncil.com.





Great solutions can come from anywhere: researchers, students, professionals, entrepreneurs, businesses – why discriminate?

The Water Council is looking for solutions in the water technology sector. Our Tech Challenge empowers anyone with a freshwater technology innovation to vet their concept with industry professionals from leading corporations and compete for a cash prize, as well as an opportunity to work with a sponsoring corporation to turn that innovation into a viable commercial product. We offer two Tech Challenges a year with topics identified by our corporate sponsors, which include some of the most well-known companies in the water industry.

Finalists present directly to the sponsors. All applicants, except for winners, are kept confidential for the sponsors. After four rounds, we have received more than 60 applications from more than a dozen countries and 10 universities.

For more information, contact Karen Frost at kfrost@thewatercouncil.com.

“Our participation in Tech Challenge widens our access to innovators who have ideas but haven’t explored marketing their solutions through traditional channels yet, so it’s been a valuable way to extend our R&D efforts for innovations that would have taken much longer to find on our own.”

Rebecca Tallon
Engineering Director-Water Treatment
A. O. Smith Corporation

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The Water Council & Water Stewardship

At The Water Council, we believe water innovation goes hand in hand with water stewardship. Our home of Milwaukee, Wis., sits on the banks of Lake Michigan, part of the world's largest lake system. But many people do not enjoy such easy access to freshwater. According to the U.N., more than half of the global population could face water shortages by 2050, with alarming security and humanitarian implications.

Water stewardship is a business issue as well as a humanitarian one. Shareholders and other stakeholders increasingly demand that corporations identify and manage water-related risk as part of their environmental, social and governance (ESG) reporting, and these demands reverberate across the supply chain. While corporations can report on water stewardship outcomes, the hard work happens locally within direct operations. From dairies to data centers, all types of businesses need to account for how they impact water resources and how their operations affect the surrounding watershed.

The Water Council offers an array of water stewardship programs and services, from out-of-the-box solutions to tailored advisory assistance to training, to help businesses and professionals begin and accelerate their water stewardship journeys.

- Our **WAVE: Water Stewardship Verified** program provides a six-step, continual improvement methodology for companies seeking to improve their enterprise-level water stewardship and have it independently verified. The verification demonstrates the company is prioritizing water-related action where it matters most, leading to more meaningful goals, targets and outcomes.
- Our **Water Stewardship Advisory Services** leverage our firsthand experience working with factories and farms to customize water stewardship engagements that meet the needs of businesses wherever they are in their water stewardship journeys.
- Our **Capacity Building & Training** provides opportunities for individuals to better understand water stewardship and how to apply it across an enterprise, covering stewardship concepts and best practices from the corporate to the site level.
- Our expertise in the world of water innovation, from Milwaukee's water technology cluster to global water partnerships, helps us connect water innovators with the companies and industries that need them most.

We are proud to be at the forefront of the growing global water stewardship movement. Contact Matt Howard, mhoward@thewatercouncil.com, to learn how The Water Council can help your organization improve water stewardship performance and reporting.



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Join our mailing list at thewatercouncil.com/join-our-mailing-list. Members, contact Laura Mullen at lmullen@thewatercouncil.com to receive our member-only newsletter.

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