

# The Water Council

Where Water Works<sup>®</sup>



THE WATER COUNCIL

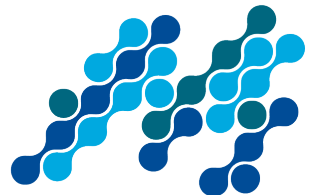
## Our Mission

The Water Council is a global hub dedicated to solving critical water challenges by driving innovation in freshwater technology and advancing water stewardship.

## Leaders in Innovation & Stewardship

The Water Council is the only nonprofit globally that offers comprehensive leadership drawing from our unique position at the epicenter of water innovation and water stewardship. Our ability to combine technology innovation and strong stewardship is imperative to solving global water crises.

From our foundation of expertise and unique programming, we nurture emerging technologies, pilot stewardship best practices and connect both to the users who need them. Our dual focus gives us an unparalleled perspective on the needs of all types of water users, the direction of the water technology industry and the latest in emerging innovation, making us an international thought leader in water and applied solutions.



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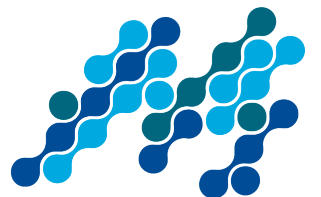
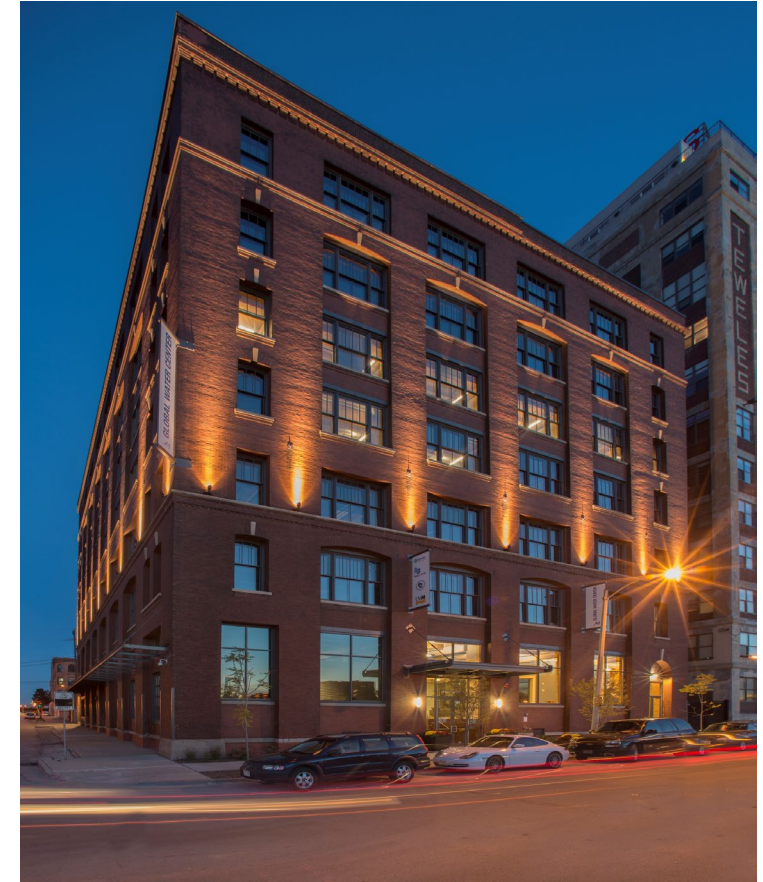


## World Water Hub

The Water Council grew out of more than a century of water innovation in Milwaukee, Wisconsin, USA. Sitting on the shores of the Great Lakes, the world's largest surface freshwater system, Milwaukee has earned a reputation as the freshwater technology capital of the U.S. From our headquarters at the [Global Water Center](#), 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.

Over the years, our network has grown beyond Milwaukee to cover the U.S. and the world. Our 150 members represent every facet of the water industry, from innovative startups to established corporate leaders, along with companies outside the water sector that support our innovation and stewardship mission. We have more than 30 international partners around the globe.

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.



THE WATER COUNCIL

## Exceptional Programs & Services

We connect, convene and showcase our members worldwide, 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 innovation programming drives economic development and promotes solutions to address pressing challenges involving water quality and quantity:

- Our [BREW 2.0 Post-Accelerator](#) helps water startups build connections and grow capacity.
- Our [Pilot Program](#) facilitates in-field testing for water technologies at real-world demonstration sites to accelerate the progression of new products.
- Our [Tech Challenge](#) connects water innovators to corporate water leaders through topic-specific open innovation contests.



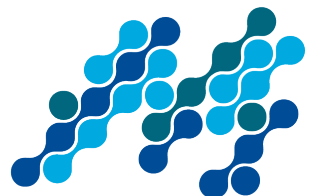
## Exceptional Programs & Services

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 [WAVE: Water Stewardship Verified](#) program is the first independently verified program that seeks to better define, recognize and reward good corporate water stewardship practices, helping companies launch corporate water stewardship programs that combine enterprise-wide goals and policy with meaningful site-level action.

We also provide customized advisory services to companies of all types, from dairies to data centers, 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 share our water experience and expertise throughout the year through conferences, webinars, partnerships, articles and more, culminating in our annual [Water Leaders Summit](#), which gathers water thought leaders from across the country for curated conversations addressing the hottest topics in water.



THE WATER COUNCIL

## NSF Resiliency Innovation Engine

In 2023, The Water Council and its partners won a \$1 million Development Award from the National Science Foundation Regional Innovation Engine Program. Formally titled Advancing Water & Energy Technologies for the Manufacturing & Utilities Sectors (WI, IL), Award No. 2304153, the project focuses on water and energy resilience solutions for manufacturers and utilities.

[The Resiliency Innovation Engine](#)'s purpose is to discover, nurture and quickly scale those solutions for wider use by industry, government and other stakeholders within and outside our core region of eastern Wisconsin and northern Illinois.

The Development Award will help us further plan the engine by growing stakeholder engagement, mapping existing and needed programs, identifying research, expanding investment pathways, developing an inclusive workforce strategy and creating a talent development action plan.

At the end of the two-year grant, we will apply for an NSF Launch Award of up to \$160 million over 10 years that would allow us to implement the engine on a grand scale in the region.





# NSF Resiliency Innovation Engine

## Lead Partners





## 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](#). Business, Research and Entrepreneurship in Water (BREW) 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.

### **Is BREW 2.0 right for you?**

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.

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.





## BREW 2.0

POST-ACCELERATOR



### BREW 2.0 Benefits

- Ongoing access to The Water Council's global expert staff to help build connections and open 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 and a curated investor event.
- Opportunity to lease a desk in the Global Water Center's Oasis coworking space.
- Connections to potential demonstration sites, including utilities, businesses and universities.
- One-year complimentary membership to The Water Council.

**Our sponsors:**

**BECKHOFF**

**xylem**  
Let's Solve Water

**THALES**  
WATER ADVISORS



The Water Council's [Pilot Program](#) facilitates in-field testing, helping water technology innovators take new products from prototype to practical application. The program provides technical support services, funding and potential sites to help validate cutting-edge products.

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, we have awarded more than \$850,000 to 19 projects for pilot demonstrations in Wisconsin. 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 benchmarks and milestones to ensure accurate measures of success.

### Our sponsors:





The Water Council's [Tech Challenge](#) matches water innovators with corporate water leaders through topic-specific open innovation contests. Anyone with a freshwater technology innovation – including researchers, students, professionals, entrepreneurs and businesses – can submit their concept and compete for a cash prize and the 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.

Finalists present directly to the sponsors. All applicants, except for winners, are kept confidential for the sponsors. After 10 rounds, we have awarded \$180,000 in funding to 18 innovators from nine countries.

### Our sponsors:



“Our participation in Tech Challenge widens our access to innovators who have ideas but haven’t explored marketing their solutions through traditional channels yet. 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 at A. O. Smith Corporation*





# WAVE

Water Stewardship  
Verified

The world is facing multiple water crises that directly impact the financial stability of businesses. Problems with water quantity and quality – including drought, flooding and contaminants – disrupt operations and supply chains, crippling profit margins and hurting brand value. Investors, regulators, consumers and other stakeholders are demanding action on water as part of rapidly expanding environmental, social and governance (ESG) reporting expectations.

But water is a complex, localized topic, and it's difficult to know where to begin. That's why The Water Council developed [WAVE: Water Stewardship Verified](#).





# WAVE

Water Stewardship  
Verified



WAVE is the first independently verified program that seeks to better define, recognize and reward good corporate water stewardship practices. It helps companies launch corporate water stewardship programs that combine enterprise-wide goals and policy with meaningful site-level action and credible ESG reporting.

By following WAVE's six-step methodology, companies demonstrate that they are strategically prioritizing water-related action where it matters most, leading to more meaningful water-related goals, targets and outcomes.



## Verified Companies

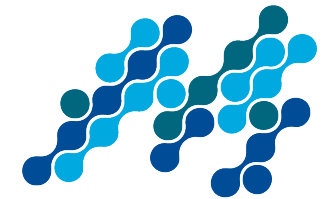


## Participating Companies





## Let's Stay in Touch!



THE WATER COUNCIL

Join our [mailing list](#) to stay up-to-date on the latest news and events. Members, contact [Laura Mullen](#) to be added to our member-only newsletter.



Dean Amhaus, President & CEO  
[damhaus@thewatercouncil.com](mailto:damhaus@thewatercouncil.com)  
1.414.988.8751



Amy Jensen, CFO & COO  
[ajensen@thewatercouncil.com](mailto:ajensen@thewatercouncil.com)  
1.414.977.8756



Karen Frost, VP Economic Development  
[kfrost@thewatercouncil.com](mailto:kfrost@thewatercouncil.com)  
1.414.988.8755



Matt Howard, VP Water Stewardship  
[mhoward@thewatercouncil.com](mailto:mhoward@thewatercouncil.com)  
1.414.988.8749



Stacy Vogel Davis, Communications Director  
[sdavis@thewatercouncil.com](mailto:sdavis@thewatercouncil.com)  
1.414.988.8754



Laura Mullen, Member Engagement Manager  
[lmullen@thewatercouncil.com](mailto:lmullen@thewatercouncil.com)  
1.414.988.8761



Beverley Ferrara, European Representative  
[bferrara@thewatercouncil.com](mailto:bferrara@thewatercouncil.com)  
+44.750.007.0560

