



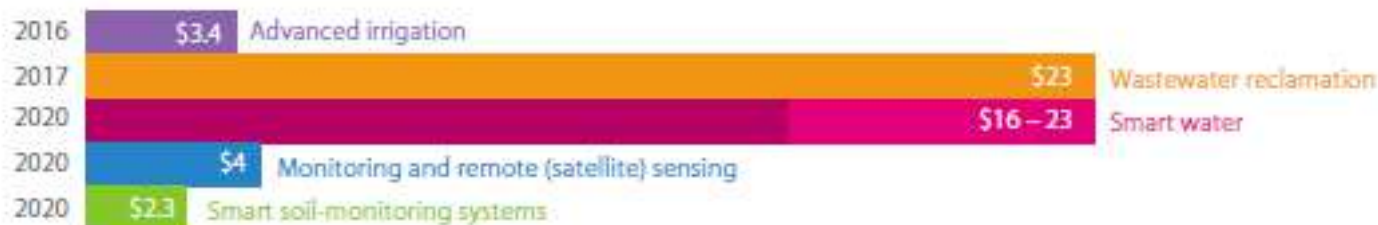
THE WATER HUB

CaBA Conference – 14 Feb 2019

“Why it pays to be bi-lingual”

Why do we need to speak more than one language? To access a \$50 billion world of opportunity

Opportunities within the next six years (\$bn)



Various sources cited, including *Global Water Markets 2011*, published by GWL

What are the current and future opportunities in the global water market?

The required expenditure on water and sewerage to 2050 amounts to **\$8606 billion**.

In the six-year period to 2020, the opportunities in global market sectors identified by this report amount to over **\$50 billion**.

Huge opportunities for the water technology innovation industry also exist in the fields of energy, food security, ecosystem services and resilience to hazards. Development of these opportunities will produce substantial collateral benefits, including carbon reduction, cost savings and secure agricultural production. In responding to this potential, the UK has a strong research and innovation base to build on.

Industrial Strategy Challenge Fund: £1.7 billion over 4 years



Transforming food production

This challenge will produce more efficient, sustainable food and make supply less vulnerable to shocks such as disease outbreaks and extreme weather. Doing so will benefit farmers, consumers and the environment.

[Find out more >](#)

<https://www.ukri.org/innovation/industrial-strategy-challenge-fund/>

What are the opportunities?

Opportunities will be available to UK based researchers and businesses.

Funding will be invested in:

Challenge platform networks

We will create new hubs that bring together businesses, farmers and academics to collaborate on research projects.

Innovation accelerator fund

We will fund innovation accelerators that explore and accelerate the commercial potential of new technologies.

Demonstrator funding

We will fund demonstrator projects that show how innovative agri-tech ideas can be applied in real-world settings.

International research

A programme to identify and accelerate shared international priorities and help build export opportunities for pioneering agricultural-technologies and innovations overseas.

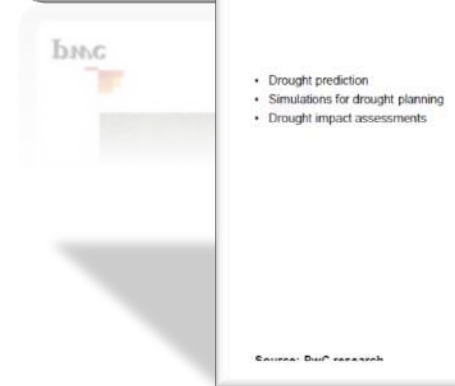
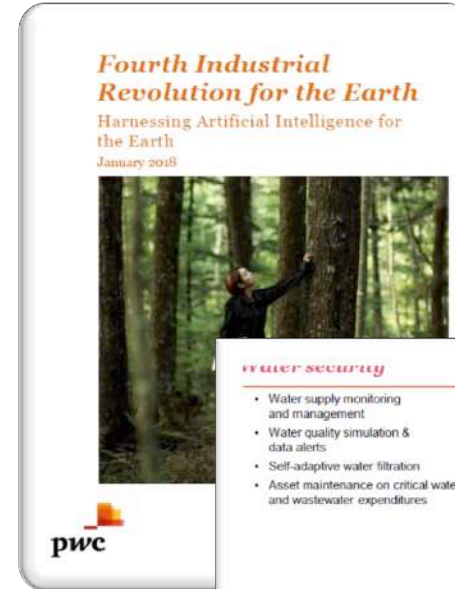
What do they have

in common?



THE COMMISSION RECOMMENDS:

- A national standard of flood resilience with a higher standard in major urban areas
- A national water transfer network and new water supply, such as reservoirs
- Nationwide, catchment-based plans combining green and grey infrastructure**
- Halving leakage by 2050 and reducing demand through efficiency and smart metering



The 4 C's:
Catchments
Collaboration
Challenge
based
Communication

This will require collaboration among entrepreneurs, industry, government and the non-profit sector.



What language are
they using?

“Business & innovation”

Value proposition

Return on investment

Market creation and growth

Efficiency savings

Technology readiness levels

Digital transformation

Acceleration and incubation

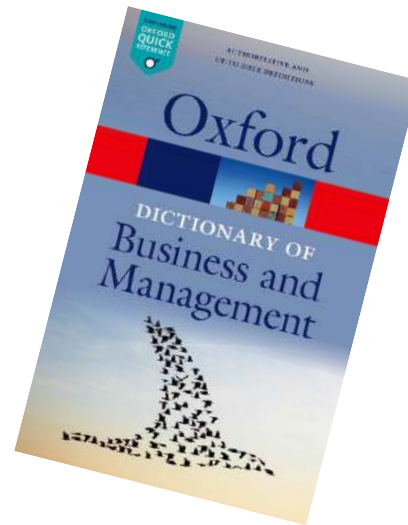
Customers & clients

How? Innovation through

💧💧 We need earlier, closer links between business and academia, to ensure we capitalise on our world-beating capabilities in linking water systems with other services. Stakeholders have yet fully to appreciate the benefits of innovation through collaboration. 💧💧

Professor Carolyn Roberts, Environmental Sustainability Knowledge Transfer Network

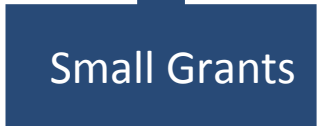
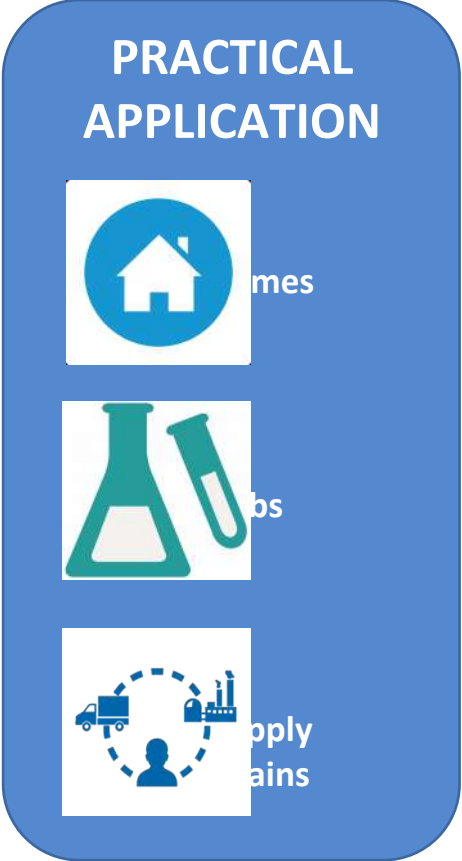
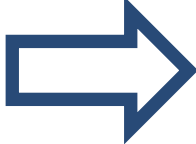
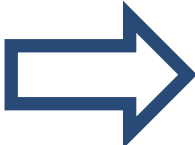
Natural flood prevention measures in Belford, Northumberland



💧💧 Innovation in the water sector can benefit greatly by looking across regional and national borders to find collaboration partners that provide new insights, perspectives and opportunities. 💧💧

Robert Schröder, Policy Officer*, DG Environment, European Commission

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The Water Hub: RIPPLE 2019

Creating ideas, Opportunities and Impact

Thu 21 March 2019 | 09:00 – 16:00 GMT

Life Science Centre | Newcastle upon Tyne | NE1 4EP

A networking event for businesses, creative thinkers and practitioners who want to create an impact in the water and environment sector:

Session 1| “Tapping the Potential” Keynotes

Session 2| “Pitch my Problem” (Challenges)

Session 3| “Pitch my Product” (Solutions)

Session 4| “The Ripple Effect” Panel Discussion

Get Involved

1. Sign up to **attend for FREE**
2. Demo your tech, promote your product in our exhibition
3. Pick the brains of our partners and keynotes in a **bookable 1-2-1**

Catchment Data Explorer (CDE) project

- Goals:**
- To improve usability of CDE through user experience design**
 - To explore what is technically feasible to achieve this**

“This tool holds a huge amount of information but lacks the beauty and ease of a platform developed for user experience”



ASK:

Please could you look and leave feedback on the demo:

<https://connect.jumpingrivers.cloud/cde-enhanced/demo/>

