



# **WIN Water networking events**

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Delivery report for the sWASH & grow project. Coordinated by RISE and co-financed by VINNOVA, UDI program (step 3), Sep 2020 – Aug 2022.

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5.3.2 Match-making activity WIN for extended export to humanitarian crises (contributing activity)	Nov 2021	Nov 2-5, 2021
5.2.1 Match-making activity WIN for innovation partnership and finance (contributing activity)	Nov 2021	Nov 21, 2021
5.2.1 Match-making activity WIN for innovation partnership and finance (contributing activity)	Mar 2021	Mar 29-31, 2022
5.2.1 Match-making activity WIN for innovation partnership and finance (contributing activity)	May 2022	May 5, 2022
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## Abstract/Executive summary

*(about 1600 characters (incl. spaces) to fit into this page. More space can be added if you don't need all the rows above for authors, co-authors and deliverables)*

The goal of sWASH & grow is to improve the conditions for innovators (sellers) to be able to meet relief organizations' (buyers) demands. An important part of reaching that goal is to create opportunities to connect and network. Facilitating that is the major role of WIN Water in the project.

WIN have already delivered the main parts that was set up as deliveries in WP5. The actions described in this report are further efforts done to improve, strengthen and follow up on the previous deliveries.

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## 1. Introduction and background

This report is a delivery within the project “sWASH & grow – scaling off-grid WASH innovations”. The project is coordinated by RISE with 40% co-finance from [VINNOVA](#) (the Swedish Innovation Agency).

The objective of sWASH & grow is “*to develop tools that improve the opportunities for innovators and aid organizations to bring more circular, inclusive and sustainable innovations to those in need*”.

The project involves 28 project partners from Sweden, Bolivia, Lebanon and South Africa representing private-, public-, academic- and NGO-sectors. The goal is to improve the conditions for innovators (sellers) to be able to meet relief organizations’ (buyers) demands. Through the project, innovative solutions will be tested in real environments, upscaled and exported.

Implementation focuses on:

- Identifying success factors for off-grid solutions
- Contextualizing methods for testing, demo and validation that respond to buyers’ requirements and meet the needs of the most vulnerable.
- Quality-assured tools for developing and scaling up innovations based on requirements, needs and price
- Communicating results to stakeholders in the innovation system.

sWASH & grow brings together major global buyers, the innovation system's support functions, and the innovation companies, together in a partnership aligned with Agenda 2030 and SDG 17. More specifically, the project contributes to SDG 6 and 9 on clean water and sanitation and will have an impact on SDGs 2, 3, 7, 12 and 13 on zero hunger, health, energy, production, and climate.

WIN Water is a marketplace and network for business and innovation in the water sector. WIN connects companies of all sizes, organizations, universities and municipalities in order to facilitate business and joint projects. As of April 2021, WIN Water has 90 member organizations from seven countries, of which 50 are startups and small innovation companies. In sWASH & Grow, WIN is mostly contributing to Work Package 5, “Scale-up and export by Grow Sweden Platform”.

## 2. Purpose and background of this delivery

*(specify the purpose/objective(s) and background of the delivery in relation to the project background)*

WIN Water organizes four major events (partner meetings) per year where innovation companies, partners and guests come together to connect, get to know each other and create business. Each event has a certain theme. Workshops are often arranged as part of these meetings, where stakeholders come together to discuss a topic of their mutual interest. WIN events turned into online meetings during 2020 and 2021. Even though it is preferable to meet in person, the new digital meetings have made it easier to include international participants.

Several WIN Water member companies provide solutions that can be applied to the WASH sector, in areas such as water treatment, local sewage treatment and nutrient recovery. Some of those companies also have experience of business in challenged regions.

### 3. Description of this delivery

*(what activities were carried out as part of the delivery)*

#### The WIN Water event “Water efficiency along food value chains”

This event contributed to the project by adding an arena for contacts between sWASH & Grow relevant startups and the water industry, thereby strengthening delivery 5.2.1. During the event the 10 finalists of Microsoft’s Water Challenge competition presented their companies. All of the 10 companies represented very early stage water technology companies. Many of them with solutions that could in the future bring value to the project by providing a “next generation” of Swash & Grow companies. The winners of the competition was announced and all of the companies got to lead a chat room each where the other participants in the meeting could interact with them. From the sWASH & Grow program WIN, Carex, Pure Bio Synergy, RISE and SEI participated in the event.

#### The “WIN WIN Pitch & Match” event

This event contributed to the project by adding an arena for contacts between sWASH & Grow relevant startups and the real estate and water industry, thereby strengthening delivery 5.2.1. During the event 6 startups presented their companies. 3 of those represented early stage to later stage water technology companies. All of them with solutions that could add value in a sWASH & Grow context. The companies got to meet the other participants in the meeting during two breakout sessions. From the sWASH & Grow program WIN, Pure Bio Synergy, RISE and SEI participated in the event.

#### Aquatech Amsterdam

WIN Water participated with its own both at Aquatech Amsterdam, Europe’s largest water technology fair. WIN’s participation contributed to the project as 9 sWASH & Grow relevant startups participated in the booth at a subsidized price. All of the sWASH & Grow companies was invited to join the fair but none of them prioritized this. The event was a fantastic opportunity to meet and connect with water actors from all over the world including representatives from developing countries. The sWASH & Grow project was presented and discussed with several relevant actors from for example, Egypt, Tunisia, Iran, Netherlands, France and Finland. This thereby strengthens delivery 5.3.2.

#### The WIN “Utilities of the future- resource factories” event

This event contributed to the project by adding an arena for contacts between sWASH & Grow relevant startups and the water industry, thereby strengthening delivery 5.2.1. During the event 4 startups presented their companies. All of these were later stage water technology companies with solutions that could add value in a sWASH & Grow context. The companies got to meet the other participants in the meeting during two breakout sessions.

The meeting was co-hosted by Water Alliance Netherland. This created good conditions for establishing contacts with the water industry in the Netherland’s. From the sWASH & Grow program WIN, Pure Bio Synergy, RISE and SEI participated in the event.

### WIN Innovation Square and WIN Innovation Stage at VA Mässan Jönköping

This event contributed to the project by adding an arena for contacts between sWASH & Grow relevant startups and the water industry, thereby strengthening delivery 5.2.1. VA Mässan is Sweden's largest trade fair for the water industry. WIN hosted an Innovation Square where the companies in the sWASH & Grow network was offered to exhibit at a very subsidized price. None of the companies however prioritized this offer. In addition to the square WIN was also responsible for Innovation Stage where companies exhibiting was offered to present. In total nine startups exhibited at the WIN Innovation Square. All of these were later stage water technology companies with solutions that could add value in a sWASH & Grow context. During the three day fair event 18 startups presented their companies at the WIN Innovation Stage. This was a mix of early and later stage water technology companies with solutions that could add value in a sWASH & Grow context.

From the sWASH & Grow program only WIN participated in these activities.

### The WIN "Innovation in treatment of micropollutants in water" event

This event contributed to the project by adding an arena for contacts between sWASH & Grow relevant startups and the water industry, thereby strengthening delivery 5.2.1. During the event 4 startups presented their companies. All of these were later stage water technology companies with solutions that could add value in a sWASH & Grow context. The companies got to meet the other participants in the meeting during two breakout sessions.

The meeting was co-hosted by Stena Recycling, a potential important customer/partner to several of the sWASH & Grow companies. From the sWASH & Grow program WIN and Pure Bio Synergy participated in the event.

### The WIN "10 year anniversary" event

This event contributed to the project by adding an arena for contacts between sWASH & Grow relevant startups and the water industry, thereby strengthening delivery 5.2.1. During the event Pure Bio Synergy presented their company, their product, and the sWASH & Grow project.

From the sWASH & Grow program WIN and Pure Bio Synergy participated in the event.

### The WIN "Resilient Water Management with Global Water Networks" event

This event contributed to the project by adding an arena for contacts between sWASH & Grow relevant startups and the water industry, thereby strengthening delivery 5.2.1. During the event 5 startups presented their companies. All of these were later stage water technology companies with solutions that could add value in a sWASH & Grow context. The companies got to meet the other participants in the meeting during two breakout sessions.

The meeting was co-hosted by the Rewrite project and included several large European water actors such as Severn Trent and Aqualia. This created good conditions for establishing contacts with the European water industry. From the sWASH & Grow program WIN, Ingesson Water, RISE and Pure Bio Synergy participated in the event.

## 4. Results/Outputs of this delivery

*(what are the direct results/outputs from the delivery)*

The WIN meetings during the period have attracted some 80-110 participants each. Participants typically represent the water industry in its different parts.

The sWASH & Grow companies have been able to strengthen their business network during the events.

Other startups with relevance to the sWASH & Grow project have been able to strengthen their business network during the events.

## 5. Conclusions and impact

*(what conclusions can be drawn in relation to the objective(s), what is the impact from the delivery)*

Many fruitful collaborations have emerged from connections made at WIN events, and we are convinced that these meetings have led to new projects, collaborations, and business. We believe this is true both for the companies active in the sWASH & Grow project as well as all the other startups with relevance to the projects underlying goals that have presented, exhibited and participated in the described activities.

## Appendices

Appendix 1:.....

Appendix 2: .....