



## Aligning Digital Innovation with Strategic Vision

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### Title: Five Utilities Take the Hot Seat at World Water-Tech | February 23-24, 2021

Get ready for a new twist on our start-up pitches! The [World Water-Tech Innovation Summit](#) turns the tables, putting five high-profile utilities in the hot seat to present their innovation strategies to an international panel of exciting early to mid-stage entrepreneurs.

Who holds the decision-making authority for innovation programming? What are the top criteria for selecting external innovation partners? What are the internal and established innovation processes that start-ups and technology providers can “plug into”?

Join us on February 23-24, 2021 for a lively interactive discussion as these leading utilities and start-ups dig deep into how a new wave of technologies could transform the future of water through digital transformation, flood and drought resilience, leakage reduction, resource recovery and carbon neutrality.

What questions will you be asking?

#### IN THE HOT SEAT



#### Jan Gooijer, Innovation Manager, VITENS

“Needs-driven innovation starts with a collective effort to gather and prioritise research challenges. That process helps to align and develop a shared understanding as to what innovation has to deliver within a five-year framework.”

## ASKING THE QUESTIONS



### **Samantha Mant, CEO, HALCYAN WATER**

"A successful innovation strategy addresses significant issues whilst not negatively impacting elsewhere with its methodology. A great strategy grasps the need for a sufficiently ambitious and inspiring vision to keep people motivated, with successes along the way, each contributing to the overall goals."

### **Ulrich Borup Hansen, CEO, APX10**

"An innovation strategy must naturally fit your organisational capabilities, but equally consider the relevance for your ecosystem. If you involve external partners, make sure to include scalability as a key criteria."

Make sure you don't miss this important strategy showcase! **Book before December 4 to take advantage of the Super Early Bird price and save a further 10% with The Water Network's discount code: TWN10.**

You'll tap into top-level connections, sharing ideas and opportunities online with 250+ international water utilities, technology providers, engineering firms and investors through our easy-to-use virtual summit platform.

### **BOOK YOUR PLACE NOW**

**The Water Network looks forward to seeing you at the summit in February!**