

Aquatech Innovation Forum

Accelerating water agility, together
Sponsorship Opportunities



6 November 2023



Why accelerating water agility, together?

We don't have the time to wait. Water utilities are facing increasing challenges, from the tough impacts of rising energy costs, climate change, impeding regulations and not to mention waves of experienced, skilled staff due to retire.

Water companies will need increased agility today, to be better positioned to weather storms of the future.

By aligning action between key stakeholders – utilities, start-ups, investors, and policymakers – the Innovation Forum will play an active part in connecting the dots. Whether it's utilities looking for technology solutions to their challenges, start-ups looking for investment, or digital companies wishing to share best practices.

The Innovation Forum will shed light on the innovations you need to know about but also raise the fundamental question: is being classed as "innovative" a curse or blessing for water companies?

Designed to shake up the conventional conference circuit, the Forum refuses to stick to convention. With a Roman Colosseum at the heart of the day, join an event like no other where meaningful connections are natural, not forced. Where learning is fun, not an energy drain. And where you leave feeling optimistic for the future.

Accelerating water agility, together!



Why a Forum?

The one-day interactive conference was added to strengthen the Aquatech Amsterdam activities in 2019.

Based on the principle of the Roman city 'Forums', which were the centre for social, economic and political activities, the Innovation Forum was designed to disrupt the conventional conference model.

The Innovation Forum will be the third piece of the Aquatech puzzle and completes the trifecta of events taking place in the same week, also including the Aquatech Innovation Award ceremony and large scale, water focused exhibition.

A blended event

The Forum was always designed to provide engaging, insightful and even provoking content delivered where the audience gets to shape the agenda.

Questions being addressed in the 2023 Aquatech Innovation Forum

Spanning lively debates, 'Fireside' chats, interactive audience voting, workshops and even our notorious 'Digital Derby' and 'F**K Up night', the Innovation Forum is setting out to answer these fundamental questions:

- How can we catalyse the 'tech stack' of solutions needed to tackle transformational events?
- How can we turn "death by piloting" to "prosperity by adoption"?
- In the race to Net Zero, how can we position water as an enabler to solve climate change, not the resulting challenge?
- What are the best examples of encouraging diversity in thought to create workforces of the future?
- How can we encourage data sharing and standardisation?
- How can we accelerate innovation beyond technology, to business models across the entire value chain to help fast-track adoption?



Some of the key elements of the Innovation Forum include:

- A one-day conference bringing together some of the world's most progressive organisations involved in water
- A free-flowing agenda where speakers and the audience engage, interact and even trade places
- A series of discussions where audience interaction is expected, not an added benefit
- Expert-hosted lunch roundtable meetings
- Intimate 'Fireside Chats' to get to know the Keynote Speakers
- Match-making/ networking
- An Online kick-start & follow-up program – engaging & entertaining



Forum Golden Rules

To make sure the Innovation Forum will be a truly interactive and engaging experience, we will set the following Golden Rules:

- Sessions will be no longer than one hour (except the Hackathons)
- Everyone participates. Through active voting, audience participation is expected in a relaxed atmosphere where people feel at ease talking and questioning speakers
- Zero tolerance on sales pitches: Innovation Forum speakers are there to tell, not sell

Key themes

Learn with the future in mind. Watch keynote speakers shine a light into the darkness and have fun while learning, networking and sharing knowledge.



Climate change & resilience



Pilot updates & sharing



Water value chain collaboration



Investment & funding



Data sharing & standardisation



Innovation in business models



Training/recruitment



Creating innovative tech stacks

Audience profile

Approx. 350 attendees are anticipated online and offline from the following groups

START-UPS & FUTURE LEADERS

Founders and Entrepreneurs
Young Water Professionals
University Researchers

UTILITIES

Chief Technology Officers
Innovation, Information & Digital Officers
Asset Managers

PUBLIC SECTOR

Regulators
Environmental Enforcement

INVESTORS AND FINANCIERS

Venture capital
Water funds
Private Equity

ENGINEERING CONSULTANCIES

International Operations Directors & Project Managers

SOLUTION PROVIDERS/ OEMS

Executive Management (SMEs)
Business Development Managers
Chief Strategy Officers Project Managers

CORPORATE WATER PROFESSIONALS

Water Stewardship Managers
ESG Officers
Procurement and Supply Chain Managers



Content Advisory Board

We are proud to have brought together the following global industry thought-leaders to ensure content for the Innovation Forum is being designed and delivered by the industry, for the industry.



Andrew Walker

CMO
Evove



Annette Bos

Director Water Global
RAI Amsterdam



Avishek Chaudhuri

Water industry advisor
Tata Consultancy Services



Dr Benjamin Tam

CEO
Isle Utilities



Gaëtane Suzenet

Co-Founder
European Water Tech Accelerator



Emma Weisbord

Innovation Lead,
RHDHV Digital Royal HaskoningDHV,



Eva Martinez

Head of smart services
Aqualia



Frank Zamora

Director of technology & IT
Acciona



Jan Gooijer

Innovation manager
Vitens



Mark Kaney

Managing director
Ipsium



Matt Rolls

Vice President of Business Development
Specific Energy



Miguel Angel Sanz

Independent water consultant



Paul Fleming

Founder
Water Value LLC



Paul O'Callaghan

CEO
Bluetech Research



Prof Dragan Savic

CEO
KWR Water Research Institute



Slavco Velickov

Global Asset Performance Director
Bentley Systems



Sivan Zamir

Vice President
Xylem Innovation Labs



Wayne Byrne

General Partner
Burnt Island Ventures



Will Sarni

Founder & CEO
Water Foundry, US



Tom Freyberg







Content director
Aquatech Global



Yossi Yaacoby







Director
WaTech Mekorot

Innovation Forum Agenda*

8.00 – 8.30		Doors open Registration Delegates & Speakers Speed dating meeting 1	
8.30 – 9.00		Registration & coffee Speed dating meeting 2	
9.00 – 9.10		Welcome & Event Kick-off Annette Bos, Global Director, Aquatech Global Events Tom Freyberg, Content Director, Innovation Forum & Aquatech Global Events	 Roman Colloseum (Elicium)
9.10 – 9.20		Keynote address	 Roman Colloseum (Elicium)
9.20 – 10.00		Opening PANEL Discussion The Innovation Forum Great Mash Up Forget dreary, scripted, uniformed monotonous panels. Instead, join us where we mix together industry leaders to energise the room and invite the audience to rotate and join the hot seat to answer the most pressing questions: <ul style="list-style-type: none"> • How do you create agile water organisations? • Is being classed as “innovative” a curse or a blessing for water companies? • In the race to resilience, how do you measure and quantify success? 	[Strategic] [Technology] [Expertise & Capabilities] [Finance]
10.00 – 10.30		Coffee Break Networking area + 1-to-1 meetings	Fireside chat (1) Interview with keynote speaker [Strategic]
10.30 – 11.30	Breakout Session 1 Water, unconfederated Unplanned discussions led entirely by the audience and linked by an expert moderator. What could go wrong? The audience drives the topic and agenda in this free-flowing session. [Strategic] [Expertise & Capabilities]  Roman Colloseum (Elicium)	Breakout Session 2 The Net Zero journey In the race to meet Net Zero targets, how are utilities progressing and what tools are missing to get there? Hear from leading water companies who will share their strategies and stories. [Strategic] [Technology]  Igloo	Workshop 1: Piercing together the PFAS puzzle Do you have a solution to help remove PFAS from water? Are you a water provider concerned about future regulation? Join this workshop to hear about key developments, case studies and meet like-minded industry peers looking to get ahead of this mega-challenge. (Roundtables) [Technology]
11.35 – 12.35	Breakout Session 3 Corporate water stewardship and sustainability: chasing a water positive dream? Join this fishbowl-style session in the heart of the Colosseum to hear from leading corporations on how they’re connecting water innovations into their supplies chains to meet strategic water targets. What role can water tech companies play to help? [Strategic]  Roman Colloseum (Elicium)	Breakout Session 4 The role of clean water for clean energy As society moves to decarbonise its fossil-fuel dependent modes of transport, what opportunity will this bring for the water sector? From the clean water needed for hydrogen production, or potential for wastewater to biomethane, we dive deeper into water’s key role in the clean energy transition. [Strategic] [Technology]  Igloo	
12.40 – 13.40		LUNCH Hosted lunchbreaks	Fireside chat (2) [Finance]

*Subject to change

Innovation Forum Agenda*

<p>13.40 – 14.40 Breakout Session 5</p> <p>Taking on ChatGPT: the AI & digital water revolution</p> <p>Water's digital transformation continues unabated but is adoption happening quick enough? How are the latest digital innovations being integrated to improve water supply?</p> <p>[Technology]</p> <p> Roman Colloseum (Elicium)</p>	<p>Breakout Session 6</p> <p>Realising the Circular Economy: Strategy developments</p> <p>The phrase "Circular Economy" has been hyped but what does it mean for water? Find out more about circular strategies, from water authorities to cities leading the way.</p> <p>[Strategic] [Finance]</p> <p> Igloo</p>	<p>Workshop 2: Uniting future water leaders</p> <p>Join this lively session to hear and meet water leaders of the future, discussing how they see challenges and opportunities and the future roles needed to help ensure water companies are future-fit to attract the best talent.</p> <p>(Roundtables)</p> <p>[Expertise & Capabilities]</p>
<p>14.45 – 15.45 Breakout Session 7</p> <p>The Innovation Forum Digital Derby</p> <p>The legendary Derby returns, with four start-ups pitching against each other with real-time audience voting that continuously changes, judged by an expert panel. Not to be missed!</p> <p>[Technology]</p> <p> Roman Colloseum (Elicium)</p>	<p>Breakout Session 8</p> <p>Realising the Circular Economy 2: Innovation in action</p> <p>Hear from leading water companies demonstrating where circular economy strategy meets action. From energy and resource generation to water reuse, hear the latest case studies.</p> <p>[Technology]</p> <p> Igloo</p>	
<p>15.45 – 16.15 Coffee Break</p> <p>Networking area + 1-to-1 meetings</p>	<p>Fireside chat (3)</p> <p>[Expertise & Capabilities]</p>	
<p>16.15 – 16.30 Closing Keynote</p> <p>[Strategic] [Technology] [Expertise & Capabilities] [Finance]</p>		<p> Roman Colloseum (Elicium)</p>
<p>16.30 – 17.00 Closing PANEL, recap & voting</p> <p>What are the takeaways from the day? We unite session leaders and hosts to provide key learnings from the Innovation Forum to help guide a productive week ahead in Amsterdam.</p> <p>[Strategic] [Technology] [Expertise & Capabilities] [Finance]</p>		<p> Roman Colloseum (Elicium)</p>
<p>TBC F**K Up Nights</p> <p>The legendary night returns! It's time to celebrate failures. Closing out the day, a selection of water-preneurs openly share experiences about mistakes and what they learned. Grab a beer, jump in and let's chat.</p>		

*Subject to change

Sponsorship Opportunities

	Exclusive Headline Innovation Forum Sponsor € 19,500.- (€ 22,500.- for non-exhibitors)	Exclusive Platinum Innovation Forum Sponsor € 14,750.- (€ 17,500.- for non-exhibitors)	Gold Innovation Forum Sponsor € 8,500.- (3 available) (€ 9,500.- for non-exhibitors)	Silver Innovation Forum Sponsor € 4,250.- (5 available) (€ 5,250.- for non-exhibitors)
General Brand Exposure	<ul style="list-style-type: none"> Headline name partner: Innovation Forum: Powered By (more sponsors will be mentioned) in online communication and on website Company will be referenced as 'Principle Sponsor' in Innovation Forum supporting media and materials. Right of association with Innovation Forum (Official Headline Innovation sponsor) Name and/or logo in online & offline Innovation Forum communication referenced as official partner Press release with announcement of sponsorship Company name, logo and short introduction as Headline Sponsorship partner at sponsor page website 	<ul style="list-style-type: none"> Platinum name partner: Innovation Forum: Powered By (more sponsors will be mentioned) in online communication and on website Right of association with Innovation Forum & Award (Platinum Partner of the Innovation Forum) Press release with announcement of sponsorship Company logo mentioned as Platinum Sponsor at sponsor page website 	<ul style="list-style-type: none"> Right of association with Innovation Forum & Award (Gold Sponsor of the Innovation Forum) Company logo mentioned as Gold Sponsor at sponsor page website 	<ul style="list-style-type: none"> Right of association with Innovation Forum & Award (Silver Sponsor of the Innovation Forum) Company logo mentioned as Silver Sponsor at sponsor page website
Company Presentation Opportunities	<ul style="list-style-type: none"> Speaker slot during Innovation Forum Professional 4-5 minute video interview during the event with sponsor and client of the sponsor 	<ul style="list-style-type: none"> Panel member during Innovation Forum Professional 4-5 minute video interview during the event with sponsor 	<ul style="list-style-type: none"> Professional 2-3 minute video interview during the event with sponsor 	
Online exposure	<ul style="list-style-type: none"> 1 story including image in the newsletters in the run up to the event Sponsored article on website Aquatech Innovation Forum website to host a Whitepaper produced and written by the sponsor Company Profile Plus: extended version of your company profile with branding and lead generation options 	<ul style="list-style-type: none"> 1 story including image in the newsletters in the run up to the event Aquatech Innovation Forum website to host a Whitepaper produced and written by the sponsor Company Profile Plus: extended version of your company profile with branding and lead generation options 	<ul style="list-style-type: none"> 1 story including image in the newsletters in the run up to the event Aquatech Innovation Forum website to host a Whitepaper produced and written by the sponsor Company Profile Plus: extended version of your company profile with branding and lead generation options 	<ul style="list-style-type: none"> Aquatech Innovation Forum website to host a Whitepaper produced and written by the sponsor Company Profile Plus: extended version of your company profile with branding and lead generation options
On-site brand exposure	<ul style="list-style-type: none"> Networking Area including on site branding (to be discussed) and promotional giveaways to delivered by partner 1 freestanding poster frame at Innovation Forum Logo of sponsor showed on the Innovation Forum Welcome Banner on-site 	<ul style="list-style-type: none"> Networking Area including on site branding (to be discussed) and promotional giveaways to delivered by partner Logo of sponsor included on the Innovation Forum Welcome Banner on-site 	<ul style="list-style-type: none"> Logo of sponsor included on the Innovation Forum Welcome Banner on-site 	<ul style="list-style-type: none"> Logo of sponsor included on the Innovation Forum Welcome Banner on-site
Social media support	<ul style="list-style-type: none"> 3 Social media posts from Aquatech including speaker and sponsor (before, during and after AQF) 	<ul style="list-style-type: none"> 2 Social media posts (before AQF) 	<ul style="list-style-type: none"> 1 Social media post (before AQF) 	<ul style="list-style-type: none"> 1 Social media post (before AQF)
Other benefits	<ul style="list-style-type: none"> 8 VIP invitations incl. Innovation Awards dinner & parking tickets 6 Sponsor badges including Innovation Awards dinner & parking tickets 	<ul style="list-style-type: none"> 6 VIP invitations incl. Innovation Awards dinner & parking tickets 4 Sponsor badges including Innovation Awards dinner & parking tickets 	<ul style="list-style-type: none"> 4 VIP invitations incl. Innovation Awards dinner & parking tickets 2 Sponsor badges including Innovations Awards dinner & parking tickets 	<ul style="list-style-type: none"> 2 VIP invitations incl. Innovation Awards dinner & parking tickets 2 Sponsor badges including Innovation Awards dinner & parking tickets

All prices are excluding VAT. Standard Terms & Conditions for Event Participation and Media Solutions apply. Subject to change.

Water F**k UP Night Sponsor

EXCLUSIVE

Become the official and exclusive sponsor of the F**K Up night on the evening of the Innovation Forum - an exclusive event (max. 50 participants).

- The F**K Up Night will be a new format where leaders from the industry openly share their failures, professional and personal stories and the lessons they learned. Hear tales about how to fail forward and how to create an innovative culture where failing is part of learning.
- Sponsor can recommend one company representative to take the stage and participate in the conversation following approval from our content director. The conversation will be strategic/market driven/open/meaningful, not commercial or promotional.
- Professional 4-5 minute video interview (during the event) with sponsor thought leader on failing forward, (including promotion via Aquatech Online).
- Company name, logo and short introduction F**K Up night sponsorship partner at sponsor page website.
- 2 VIP invitations to F**K Up night and Innovation Forum incl. Innovation Awards dinner & parking tickets.

€10,000.-





Fireside chat sponsorship

Become the official and exclusive sponsor of the brand new 'Fireside chats' during the Innovation Forum

- The Fireside Chats will be a new format where top speakers from the Innovation Forum will be interviewed in a one-2-one format during the breaks, with seating for delegates to sit around, take part and add to the continued discussion
- Sponsor can recommend one company representative to take part in a Fireside Chat, following approval from content director. The speaker and conversation will be strategic/market driven, not commercial or promotional
- Company name, logo and short introduction as Fireside Chat Sponsorship partner at sponsor page website
- 2 VIP invitations incl. Innovation Awards dinner & parking tickets

€5,250.-
Non-exhibitor: €6,300.-



Wi-Fi sponsorship

As the official and exclusive Wi-Fi provider in all conference session rooms and common areas at the Innovation Forum on November 6th, your company will receive:

- Signage in all session rooms recognizing and thanking sponsor for providing free Wi-Fi access
- Home screen/landing page directing users to URL/message of sponsor's choice
- Customized network password (chosen by sponsor)
- Attendees will be notified of the free Wi-Fi service prior to the event and sponsor will be recognized and thanked in each notification
- 2 VIP invitations incl. Innovation Awards dinner & parking tickets

€5,250.-
Non-exhibitor: €6,300.-



Innovation Forum Breakfast Sponsor

Sponsorship of the Innovation Forum Breakfast will provide you exposure during the most important meal of the day!

- Signage and company logo visibility included in schedule and promotional activities
- Opportunity to bring marketing materials to display
- 2 VIP invitations incl. Innovation Awards dinner & parking tickets

€3,750.-
Non-exhibitor: €4,250.-

Innovation: a curse or blessing?

The "Innovation: A Curse or a Blessing" conference session will address challenges in the innovation process, focusing on breaking the piloting loop and shortening the ideation-to-adoption timeline. Speakers will emphasize learning from failed pilots, going beyond innovation theatre, and differentiating between piloting validation and actual adoption. Attendees will gain insights into challenges and barriers of innovation, practical tips for accelerating the process, and strategies for successful innovation initiatives by learning from others' mistakes and focusing on real changes.



Realising the circular economy

The business case for circularity in the water industry (back to nature/our roots – doing things the natural way)

The "Realising the Circular Economy" conference session explores the business case for circularity in the water industry, emphasizing the need for innovative business and financial models. Speakers will discuss topics such as finance, circular investments, donut economics, and circular credits in relation to the European Green Deal. The session will also touch on the water industry's connections with agriculture, F&B, food waste, and green energy. Attendees will learn about historical circular lifestyles and the potential impacts of these practices on the future.



Session type: All (cross cutting)

How do you measure/quantify resiliency?

The "How do you Measure/Quantify Resiliency?" conference session will discuss lessons learned from resilience failures, such as Cape Town and Mexico, and share practical examples from communities. Speakers will explore utility resilience, sustainable methods for meeting demands, and the role of investments in carbon reduction and removal. The session will also address stress-testing assets, the impact of urban migration on treatment infrastructure, and methods to ensure, measure, and invest in resilience for agile communities. Attendees can expect a live document summarizing results and impacts.



The role of water to meet Net Zero

The "Role of Water to Meet Net Zero" conference session will explore lessons from resilience failures and the importance of the water-energy nexus. Speakers will discuss building blocks for a utility's net zero journey, differentiating between emissions scopes, and the impact of energy crises on net zero targets. The session will also examine carbon offsetting, the economics of water, water credits, and policy drivers. Attendees can expect to learn about the role of clean water in hydrogen production and the potential for circularity in the industry.



Session type: Panel + Technology

Role of clean water in clean energy (ie. Hydrogen)

The "Role of Clean Water in Clean Energy" conference session will discuss the implications of clean water in clean energy production, such as hydrogen, and its impact on water supplies. Speakers will address the need for water companies to evolve into energy companies, considering emerging technologies. The session will also explore the environmental impact of electric vehicles on water resources, energy storage innovations in Norway, and greywater recycling for heating systems, as exemplified in Rotterdam.



About Aquatech Amsterdam

Aquatech Amsterdam is the world's leading water trade show for process, drinking and wastewater. Connect with water professionals from all over the world, in the exciting city of Amsterdam.

It is the biannual meeting of water professionals. It definitely is the best event related to water treatment. Quick to reach, good to learn, easy to stay connected.

26,000+ WATER PROFESSIONALS



4,000+
EXHIBITING
STAFF



130+
NATIONALITIES



22,000+
VISITORS

AQUATECH AMSTERDAM 2023 EXPECTED AUDIENCE

AQUATECH AMSTERDAM 2023 EXPECTED EXHIBITORS



800+
EXHIBITORS



45+
NATIONALITIES



75+
SPEAKERS

ONLINE REACH



400,000+
WEBTRAFFIC



45,000+
NEWSLETTER
SUBSCRIBERS

SEGMENTS

- Water Treatment
- Waste Water Treatment
- Process control & Automation
- Transport & Storage
- Point of Use / Entry

SOCIAL REACH



7,500
followers



6,500
followers



6,000
followers



1,500
followers

Are you interested in participating?



Content Director
Aquatech Global Events

Tom Freyberg
E-mail: t.freyberg@rai.nl
T: +44 790 486 77 46



Senior Sales Consultant
Aquatech Global Events

Walter van der Schoot
E-mail: w.vd.schoot@rai.nl
T: +31 (0)6 188 913 57

