



# Wetskills-Mexico 2023

## Leaflet for Study Case Owners

### **BRING IN YOUR WATER CHALLENGE & GET AN INSPIRING SOLUTION BACK**

#### Wetskills Challenges

The Wetskills Challenge is a two-week event for university level students and young water professionals from around the globe. Participants work in multidisciplinary and intercultural teams to develop out-of-the-box solutions for water & sustainability challenges posed by Case Owners.

Since 2010, about 1200 students and young water professionals have participated in one of 60+ Wetskills Challenges held in 27 countries in Asia (China, South Korea, Japan, Taiwan, Kyrgyzstan, The Philippines, Indonesia, Bangladesh and India), North Africa & Middle East (Oman, United Arab Emirates, Palestine, Israel, Morocco, Iran and Egypt), Sub-Saharan Africa (South Africa & Mozambique), Europe (United Kingdom, Denmark, Hungary, Romania & The Netherlands), North America (Mexico, United States & Canada) and Latin America (Colombia).

#### **Join this second Mexican Wetskills Challenge, as part of Aquatech-Mexico (5-7 September 2023)**

Between 27 August and 7 September 2023, a Wetskills Challenge will be organized in Mexico for the second time, aligned to the [Aquatech-Mexico](#). This Wetskills event is being organized by the non-profit Wetskills Foundation (based in The Netherlands) in cooperation with Panamericana University, the Embassy of the Kingdom of the Netherlands, Aquatech and other Mexican and international sector partners.

#### Programme

Wetskills will formally start on the 27 August 2023, with days of team building, cultural activities and water-related excursions. On 30 August an opening event will take place. At this session, called BrainHurricane, case owners present their challenge to the teams and diverse experts will brainstorm with the teams.

Over the next eight days the participants' teams will work on the challenge with periodic guidance of local and international Wetskills supervisors, and support from diverse local experts from academia, companies and governmental institutes.

Each team will present its solution at the end of the challenge during a special pitch session and poster market at the [Aquatech-Mexico](#) water conference and exhibition on 5-6 September 2023. Leaders in business, academia and government will attend parts of this finals and awarding. The Awarding Ceremony will take place on 6 September (location: TBC).

*Does your company, organization or institute in the water sector have a challenging water case? Get an out-of-the-box solution by young international water talents for € 5000.- (as support for Wetskills programme).*

#### Case topics

The case owners, active in or related to the water sector, determine the challenge and topic of the study cases of Wetskills. Examples of previous topics are: reuse of wastewater, dew harvesting, water scarcity, stormwater management, deployable flood defense systems, geothermal and thermal exchange energy systems, coastal master plan development, resiliency, water governance, awareness, etc. See [www.wetskills.com](http://www.wetskills.com) for cases of the previous Wetskills events.

*Wetskills in Mexico will be an excellent opportunity to showcase your organization's expertise and commitment to innovative solutions.*

*Are you an innovative water company, organization or institute and do you have a challenging water or water-related (food/energy) case?*

**Come on board! Contact Johan Oost (Wetskills Foundation) ([johan.oost@wetskills.com](mailto:johan.oost@wetskills.com)).**

More information: [www.wetskills.com](http://www.wetskills.com)





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### WetsNext

The WetsNext programme initiates and stimulates follow-up activities based on the concepts and results of the Wetskills Challenges. The partners of this Wetskills edition strive to follow-up the outcomes with further (feasibility or pilot) studies, organized guided by case owners, Wetskills alumni, other interested partners. **Main aim: to follow-up great ideas, to implement them and to gain impact!**

### Case Owner Benefits

- Case Owners will receive the results: a poster and a paper (approx. 5 pages) outlining the innovative concept the team came up with for the Case Owners' case study.
- Case Owners will be provided with their own international team of enthusiastic students and young professionals.
- Case Owners get the opportunity to grow their business network through participation in the energizing Wetskills event.
- The name and logo of Case Owners will be reported in Wetskills press releases with a broad distribution.
- Promotion through the website and social media for Wetskills Foundation and other relevant organizations and during other Wetskills Water Challenges.
- The logo of the Case Owners will be displayed on the poster presented at the final presentations
- Potential follow-up will be discussed.
- Press releases and tailored appointments for promotion and communication for own use.

### Case Owner Responsibilities

- Case Owners will provide a study case (the challenge) for the Wetskills program in Mexico 2023 (Mexico City)
- Case Owners will support the team via face-to face or remote meetings (using Skype, and e-mail) on the first day, the last day, and at half-way point.

- Case Owners and Wetskills jointly will provide an expert on the case study topic for the Brain Hurricane (kick-off event with expert speed-dating for the participants) and the Pre-presentations sessions. This expert may come from other organizations, e.g. a professor from the university.
- Case Owners will donate € 5000,- in support of the organization & participants of Wetskills-Mexico 2023.

### Wetskills' responsibilities

- The Wetskills Foundation will assist in developing a great case study for the participants.
- The Wetskills Foundation will form combined international, multidisciplinary teams of participants and guide them to reach solutions through processes of divergent thinking to solve the Case Owner's challenge.
- The study case and poster of the team (excluding the short memo) will be published on the Wetskills website, [www.wetskills.com](http://www.wetskills.com).\*
- The results will be presented during a special session during the Aquatech-Mexico programme in Mexico City (5-6 September 2023), in presence of leaders in business, government and academia.
- The winning team will be awarded in these sessions as well.

\*If some information is confidential, Wetskills and the concerning team will act accordingly.

### Donor benefits

You do not need to be a Case Owner to be part of Wetskills. Wetskills-Mexico 2023 welcomes the participation of businesses, organizations and individuals through donations.

- Donors will receive logo representation.
- Donors will be mentioned in PR & Communication
- Donors will have the opportunity to meet and greet with participants and Owner Organizations.

We would like to tailor your requests as Donor or Case Owner.

### Our (first) Partners for this event:



More information: [www.wetskills.com](http://www.wetskills.com)





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