

Water Innovations Alliance Conference Overview & Newsletter - 5th Edition

Our First Annual Water Innovations Alliance Summit, which took place in Chicago last week, was a smashing success. As someone throwing a first-time event (in a bad economy), I can say it's nerve-wracking and filled with wonder - as in, "I wonder if anyone is going to show up?" Thankfully, over the two days, we had nearly 300 attendees. The speakers were fantastic, and except for running a bit over at times on day two, the logistics went smoothly. My thanks to all who came to the McCormick Center and a special thanks to the speakers and moderators - as well as our members and sponsors - who all came together to create an exceptional and informative event. The Summit has stoked my fire all the more to drive forward in our mission to develop and implement new technologies and innovations for our global water needs.

Alas, between moderating and helping to keep the event on track, I didn't get to see many sessions. We'd love your feedback as to what worked and what didn't - what you liked and what you'd like to see changed. As to some of the keynote speeches and sessions I did see, let me make a few comments (whole agenda is here:

<http://www.waterinnovations.org/agenda.php>):

First off, Fabien Cousteau's talk was nothing short of inspirational. Except for political speeches, I haven't been at a lecture where people actually cheered. Fabien has been one of the Alliance's earliest supporters and advisors. His talk really galvanized the sense of what water means to our planet and the whole human race. It was pointed, and did not shy away from our often negligent stewardship of Earth's water supply, particularly as it relates to our vital oceans and the life within it. But it also gave all of us in attendance hope and a sense that we can change things for the better with hard work, caring and innovative approaches.

Dr. Mark Shannon, Director of the NSF WaterCAMPWS Center at the University of Illinois, also struck a chord with his insightful dissection of our water needs and the challenges that lie ahead. Mark is working on solutions from a variety of angles, and is in many ways, at the very center of water technology and innovation in the US and abroad.

I also caught most of the Water Finance panel (special thanks to Scott Livingston for his moderation efforts) which was a real eye opener. The dynamics at work limiting change and creating barriers to funding were quite evident. However, these very obstacles were triggering new approaches by both the corporate and financing sides, ushering in a new era of water finance.

While I missed his talk, I did have a great chat with old friend Tom Kalil, Deputy Director of the White House Office of Science & Technology Policy. Tom is a brilliant thinker and all-around great guy. He is also Present Obama's point person on new technologies, innovations, and science policy. While it was clear that energy and health care technologies have been priorities of the new Administration, the Obama team clearly understands that water is a vital issue and a ticking time bomb. Tom was very clear that the Administration wanted to learn more about the state of the water sector, as well as

potential solutions to the problems in the arid western US, in our oceans, in the developing world, as well as with the global infrastructure. We look forward to providing the Obama Administration with expert insight from all of you in our growing water innovations community.

I also heard incredible things about the talk by Sally Gutierrez of the EPA, the presentations by Lux Research, the Irrigation Association and some of their members, as well as the discussions on water by Finn Nielsen of Veolia and Simon Stringer of Becatech (a fellow surfer, I might add).

Later in the newsletter there is more on the Water IT Committee meeting and the panel, but let me note that it was a hugely productive and insightful effort. The water IT movement, if you will, is rapidly gaining ground and the attention of key government and corporate leaders. My special thanks to Peter Williams of IBM, Chris Spain of Hydropoint and Tom Cooper of Intel for all of their yeoman's effort. As part of the meeting we drafted a survey/questionnaire http://www.surveymonkey.com/s.aspx?sm=oew8bCKZ9qDEWvx9fmlKTW_3d_3d that all Summit attendees can use to provide feedback on the water IT agenda and action items for 2010. We also invite all of you who read our newsletter to read through the online survey and vote for what you believe the Committee's priorities should be.

There are too many other observations to fit in a short write-up. Suffice it to say that the talks and discussions were informative to the point of being overwhelming. I want to make special mention of the incredible effort by Vincent Caprio, the Alliance COO, in putting the event together and coordinating its every facet. If Vince wouldn't think I was joking, I would actually clap and whistle to demonstrate how much I appreciated his work and the incredible job he did. I also want to thank Sean Murdock, the Executive Chairman of the NanoBusiness Alliance www.nanobusiness2009.com and his team for their kind and gracious support for our show. As folks in attendance know, we were co-located with the NanoBusiness Alliance Conference at the McCormick Center. Without the kindness and support of the NanoBusiness Alliance we wouldn't have been able to pull off the event this year.

Next year we plan on making this event even bigger and better, with extensive opportunities to showcase member's technologies, innovations and initiatives. We ask for your insights and feedback, and most importantly, your participation. Be on the lookout later this week for the various presentations to be posted to www.waterinnovations.org so you can catch up on anything you missed.

And perhaps most importantly, we need all of you to join the Water Innovations Alliance team as we push our agenda for expanding research, technology development and innovation in the critical water sector. In honor of our successful first event we are kicking off a membership drive. From now until November 1, 2009 any new annual membership will receive an additional six months at no charge. That is an eighteen month membership for the price of twelve. In these tough fiscal times it seems like a great incentivizer and we hope many of you take advantage of this special offer in time to take

part in our Washington DC policy tour, our new Water IT and Energy-Water nexus subcommittees, as well as our multitude of other initiatives. Together we can bring real change to the water sector that will benefit all of us.

<http://www.waterinnovations.org/membership.php>

Over the next couple of weeks we will have additional details on our upcoming Congressional water innovations roundtable that we are developing with the US House of Representatives Committee on Science and Technology. We are also looking at launching regional water innovations events, panels and workshops, as well as a series of reports - so stay tuned at www.waterinnovations.org.

Take care.

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F. Mark Modzelewski, Chairman
Water Innovations Alliance
Cambridge, MA

Some media coverage of the Water Innovations Summit:

<http://www.greentechmedia.com/articles/read/make-ten-percent-of-ocean-a-no-go-zone-says-cousteau/>

<http://www.reuters.com/article/pressRelease/idUS138551+10-Sep-2009+BW20090910>

http://news.cnet.com/8301-11128_3-10345122-54.html

http://www.mbtmag.com/blog/Operation_Green/22602-H2O_management_some_helpful_resources.php

<http://www.greentechmedia.com/articles/read/can-sewage-save-the-world/>

<http://bx.businessweek.com/archer-daniels-midland/water-innovations-alliance-conference-to-run-concurrently-with-nanobusiness-2009-in-chicago-il-september-9---10/10843644327426552813-dbf8b948a09e7246cc3b1f4c5654f4bc/>

<http://www.reuters.com/article/pressRelease/idUS227737+08-Sep-2009+BW20090908>

<http://www.reuters.com/article/pressRelease/idUS174716+01-Sep-2009+BW20090901>

<http://nanotechwire.com/news.asp?nid=8443>

<http://green.tmcnet.com/news/2009/09/01/4349773.htm>

http://www.watertechonline.com/news.asp?N_ID=72525

Water Information and Technology Committee Update

The I&T Committee, which will have a 501(c)(3) status, had three founder members - IBM, Hydropoint and Intel - who have now been joined by American Water, Fabien Cousteau, Nestle Waters, The Alliance for Water Efficiency (AWE), Trophos Energy, University of Denver, Water CAMPWS, and a number of others! Its role is to stimulate the use of information and advanced information technology to improve the quality of management of water resources. It will do this by working to define a vision for the use of information and technology, and by helping to create the necessary collateral to underpin this - surveys of current practices, reference technology architectures, discussion documents on the role of open standards, ROI calculators, and so on. Where necessary it will collaborate with other bodies such as AWE and standards groups. Most importantly, the IT Committee will seek to sponsor and stimulate pilots for the use of advanced IT to demonstrate its potential to enable collaboration between water agencies.

The Committee has calls every other week as well as 4 in-person/webcast meetings a year. The latest discussion took place at the Chicago Water Innovations Summit and focused on the 2010 work agenda as well as new initiatives with the federal government.

The I&T Committee aims to begin work immediately. It has developed a number of potential work areas for 2010 and invites anyone reading this to vote on these work areas, at http://www.surveymonkey.com/s.aspx?sm=oew8bCKZ9qDEWvx9fnlKTw_3d_3d. Votes will help us determine priorities for which we then seek funding. Voting will be open until September 25th. Note that votes are advisory - the final decision on items for which we seek funding will be taken by the paying members of the I&T Committee.

The I&T Committee actively welcomes additional members from Federal, State and Local water agencies, NGOs, universities, and IT vncorporations with an interest in improving the management of water resources. If you are interested please contact Peter Williams on peter.r.williams@us.ibm.com, Chris Spain on cspain@hydropoint.com, or Tom Cooper on tom.cooper@intel.com.

SPECIAL MEMBERSHIP OFFER

From now until November 1, 2009 any new annual membership will receive an additional six months at no charge. That is an 18 month membership for the price of twelve. For a membership form you may go to our website <http://www.waterinnovations.org/become.php>. Please call Vincent Caprio at 203.733.1949 or e-mail vince@waterinnovations.org with any membership questions.

WATER INNOVATIONS IN THE NEWS

Clean Water Laws Are Neglected, at a Cost in Suffering, NY Times:
<http://www.nytimes.com/2009/09/13/us/13water.html?hp>

IBM Plunges Into Smart Grid for Water, CNET: http://news.cnet.com/8301-11128_3-10345122-54.html

Make 10% of Ocean a No-Go Zone, Says Cousteau, Greentech Media: <http://www.greentechmedia.com/articles/read/make-ten-percent-of-ocean-a-no-go-zone-says-cousteau/>

IBM's Branding Keeps Its Big Idea A Secret, InformationWeek: http://www.informationweek.com/blog/main/archives/2009/09/ibms_branding_k.html;jsessionid=ZLXPI5XQFAINJQE1GHRSKH4ATMY32JVN

Water use at Intel: saving from re-use, measurement, and goal-setting, Manufacturing Business Technology: http://www.mbtmag.com/blog/Operation_Green/23067-Water_use_at_Intel_saving_from_re_use_measurement_and_goal_setting.php

Khosla Ventures raises \$1.1 billion to invest in green technology, LA Times: http://www.latimes.com/business/la-fi-green-tech2-2009sep02_0,1106056.story

New Obama Administration Nominee for USDA (Harris Sherman) With a Deep Background in Water: http://www.whitehouse.gov/the_press_office/President-Obama-Announces-More-Key-Administration-Posts-9/10/09/

Intellectual wars over water rights rage in the West, The Packer: <http://thepacker.com/Intellectual-wars-over-water-rights-rage-in-the-West/Article.aspx?articleid=834704&authorid=432&feedid=220>

Water pollution starts at home, USA Today: <http://blogs.usatoday.com/sciencefair/2009/08/water-pollution-starts-at-home.html>

New desal technology goes inland to evaporate brackish water, Cleantech Group: <http://cleantech.com/news/4925/new-desal-technology-goes-inland-tr>

Water Desalination Using Novel Method Of Reverse Osmosis, Science Daily: <http://www.sciencedaily.com/releases/2009/08/090819135931.htm>

A Technology Contest for Water Experts, Greentech Media: <http://www.greentechmedia.com/green-light/post/a-technology-contest-for-water-experts/>

The State of the Art for Water Management, Reuters: <http://www.reuters.com/article/gwmCarbonEmissions/idUS31551153520090827>

Israel's BPT Raises \$12M For Clean Water Technology, Cleantech Brief: <http://cleantechbrief.com/node/825>

Water Purification for the Masses, Greentech Media: <http://www.greentechmedia.com/articles/read/water-purification-for-the-masses/>

Reuters Summit-Water investment outlook still murky, Reuters:
<http://www.reuters.com/article/latestCrisis/idUSN10420608>

CONTACT US

If you have any questions, suggestions, or submissions for the newsletter please do not hesitate to contact us at:

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