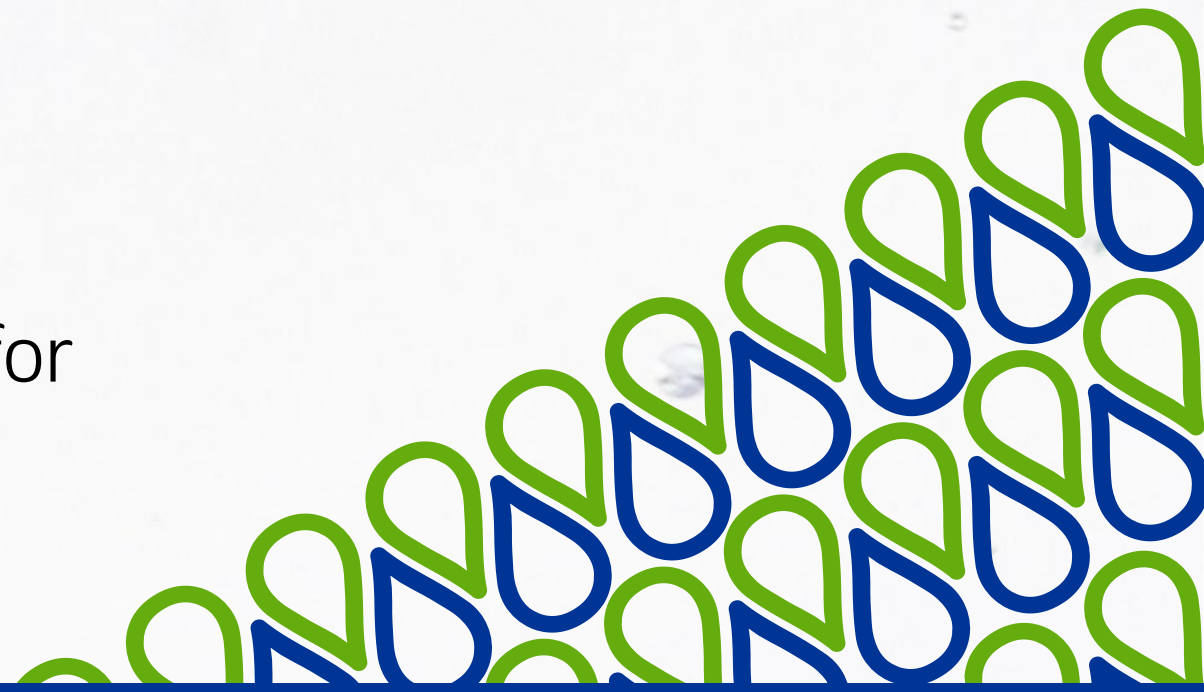




Water Breakthrough Challenge

Breakthrough 3 Winners Announcement

Communications & PR Briefing for
winners





Introduction

The announcement of the winners of Breakthrough 3 is being coordinated by Challenge Works and Seven Consultancy, who are supporting us on the PR and media engagement for Ofwat's Innovation Fund.

The Ofwat Innovation Fund communications team:



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Overview

We will announce the winners of on Tuesday 16 May 2023 – this coincides with Utility Week Live. **Please keep this information confidential until then.**

To support this announcement, Seven and Challenge Works have prepared a media engagement strategy to maximise coverage both within and outside water sector/utilities press.

Key Activities

A press release targeting national coverage, leading on several projects with the greatest potential to secure national attention; plus press releases targeting water/utility trades and coverage in other relevant sectors (e.g. sustainability).

Winners offered to media for interview along with their partners.

Press release template to support winners & partners to secure their own coverage

Social media on Ofwat, Challenge Works, Arup & Isle Utilities channels

Amplification by Challenge stakeholders (such as judges and industry bodies)



Working with us

In order to maximise the announcement we need your support with:

- Short, media-friendly quotes for press materials
- Short media-friendly descriptions, in plain English that pass the 'Nan' test – around 50 words.
- Data/proof points showcasing the need for your solution or the benefits it will bring
- Media friendly imagery
- Spokespeople – including from project partners

We can support you with:

- Advice on making your entry as compelling as possible for media
- Preparing for any media interviews
- Review of your completed template release for regional media



Next steps – Winners announcement

Information for announcement –

If you haven't already, please ([ASAP](#)):

1. Engage with your organisation's communications / press team(s)
2. Complete the [B3 Winners Communications Details survey](#) (only one response required per project – please confirm with your project lead)

Communications Packs

Water companies will shortly receive a 'Communications Pack' with materials to support your organisation's communications efforts. Please review these and let us know if you have any questions or feedback.



Moving forward

We're keen to work with each of you to spread the word about your initiatives, and the impact you make.

Please keep us in the loop as you develop your own communications plans. We're particularly interested in:

- Events
- Major announcements
- 'visual' opportunities (e.g opening a new trial site, or demonstrating a technology)

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Questions?