**[Insert media-friendly descriptor off your project] awarded [£X] in latest Ofwat innovation competition**

* An initiative that could [insert short description of what your project will do] is amongst those awarded a portion of the £40 million made available in Ofwat’s latest innovation competition, Water Breakthrough Challenge 3.
* Ofwat’s Innovation Fund today announces 16 winners from the third Water Breakthrough Challenge, a competition that invited solutions with potential to deliver wide-scale, transformational change benefitting customers, society and the environment.

**Tuesday 16th May 2023, 9:00AM BST ([INSERT YOUR LOCAL AREA]) *–*** An initiative that could change the way [consumers/ water companies] [insert relevant project description] has today received [£X.X] in funding from Ofwat’s Innovation Fund.

The project is one of 16 solutions being awarded a share of £40 million today in the water regulator’s latest innovation competition – the Water Breakthrough Challenge.

The initiative, from [insert lead company] based in [insert area], will [insert more information about how the project is likely to work, and its impact on areas of concern to the water sector – e.g. leak prevention, climate change, vulnerable customers].

The Water Breakthrough Challenge encourages initiatives that help to tackle the biggest challenges facing the water sector, such as achieving net zero, protecting natural ecosystems and reducing leakage, as well as delivering value to society.

**[Insert your spokesperson’s name, title and company] said**: [Insert a quote speaking to the potential effects of the project on the industry. *Try to avoid “we are delighted/ excited” quotes, and rather use this to add to the story – by including new statistics, or information about the hypothetical impact of the project*].

**David Black, CEO at Ofwat said:** “The water sector has faced mounting pressure over systemic challenges related to the environment and society, while the climate around us continues to drastically change shape. That’s why we’re funding ground-breaking innovations with potential to help us save and reuse water and wastewater products, while supporting wider society.”

The Water Breakthrough Challenge is part of a series of competitions from Ofwat, run by Challenge Works with Arup and Isle Utilities, designed to drive innovation and collaboration in the sector to benefit individuals, society and the environment.

Previous rounds of the competition have already seen numerous innovative projects win funding for their potential to benefit customers, society and the environment through solutions that introduce rainwater storage systems to local communities and minimise water demand in new building projects.

More information about the winners of the Water Breakthrough Challenge can be found here**:** [**https://waterinnovation.challenges.org/winners/**](https://waterinnovation.challenges.org/winners/)

**ENDS**

**[INSERT YOUR COMPANY’S BOILER PLATE AND MEDIA CONTACT DETAILS]**

**About Ofwat’s Innovation Fund**

[Ofwat](https://www.ofwat.gov.uk/about-us/our-duties/) has established a £200 million Innovation Fund to grow the water sector’s capacity to innovate, enabling it to better meet the evolving needs of customers, society and the environment. It is encouraging new ways of working that go beyond business-as-usual innovation practices in the water industry, in particular, increasing and improving collaboration and building partnerships from within and outside the water sector.

The [Innovation in Water Challenge](https://waterinnovation.challenges.org/iwc/), [Water Breakthrough Challenge 1](https://waterinnovation.challenges.org/breakthrough/), [Water Breakthrough Challenge 2](https://waterinnovation.challenges.org/breakthrough2/) and [Water Breakthrough Challenge 3](https://waterinnovation.challenges.org/breakthrough3/), and [Water Discovery Challenge](https://waterinnovation.challenges.org/water-discovery-challenge/) were delivered by challenge prize experts [Challenge Works](https://challengeworks.org/) in partnership with Arup and Isle Utilities. Following the first two of these (the pilot competitions), Ofwat received 40 submissions in [response to its consultation about the future direction of the Fund](https://www.ofwat.gov.uk/consultation/innovation-fund-consultation-approach-for-2022-25-consultation/). In July 2022 Ofwat set out its [headline decisions on the approach we will take for the Innovation Fund for 2022-25](https://www.ofwat.gov.uk/publication/innovation-fund-consultation-decision-document-approach-for-2022-25/). Alongside opening Water Breakthrough Challenge 3, Ofwat has published ['Innovation fund – approach for 2022-25 companion decision document'](https://www.ofwat.gov.uk/publication/innovation-fund-approach-for-2022-25-companion-decision-document/), which sets out further information on the headline decisions.

Ofwat consulted on its proposal to extend the Innovation Fund beyond 2025 in ['Creating tomorrow, together: consulting on our methodology for PR24'](https://www.ofwat.gov.uk/consultation/creating-tomorrow-together-consulting-on-our-methodology-for-pr24/) and will now consider extending the Fund. Details will be decided later in 2023.

The Innovation Fund forms part of Ofwat's [approach to innovation in the water sector](https://www.ofwat.gov.uk/regulated-companies/innovation-in-the-water-sector/). Ofwat with the Environment Agency and Drinking Water Inspectorate also runs [StreamLine, a joint service for innovators and businesses to get informal regulatory advice](https://www.ofwat.gov.uk/streamline/).

To contact Ofwat’s press office, please call 07458 126271

**About Challenge Works**

Challenge Works is a global leader in the design and delivery of high-impact challenge prizes that incentivise cutting-edge innovation for social good. In the last 10 years, we have run more than 80 prizes, distributed £84 million in funding and engaged with 12,000 innovators.

Challenge prizes champion open innovation through competition. We specify a problem that needs solving, but not what the solution should be. We offer large cash incentives to encourage diverse innovators to apply their ingenuity to solving the problem. The most promising solutions are rewarded with seed funding and expert capacity building support, so that they can prove their impact and effectiveness. The first or best innovation to solve the problem wins. This approach levels the playing field for unknown and previously untested innovators so that the best ideas, no matter their origin, are brought to bear on the most difficult of global challenges. Visit us at [challengeworks.org](https://challengeworks.org/)

**About Arup**

[Arup](https://www.arup.com/) is global collective of designers, engineering and sustainability consultants, advisors and experts dedicated to sustainable development, and to using imagination, technology and rigour to shape a better world. is an independent firm of designers, planners, engineers, consultants and technical specialists, working across every aspect of today’s built environment. Together we help our clients solve their most complex challenges – turning exciting ideas into tangible reality as we strive to find a better way and shape a better world. With a community of over 1700 water professionals, Arup is leading global thinking across key areas like innovation, resilience, net zero carbon and sustainable water management.

**About Isle Utilities**

[Isle](https://www.isleutilities.com/) is a global team of independent scientists, engineers, business and regulatory experts with a common drive to make a positive environmental, social and economic impact through the advancement of innovative technologies, solutions and practices.