230906 Breakthrough 4 Webinar Transcript

📖 Wed, Sep 06, 2023 3:52PM 🕐 1:02:21

SUMMARY KEYWORDS

project, water, entry, dissemination, stream, question, catalyst, innovation, partners, funding, challenge, scaling, excellent, companies, ip, breakthrough, wales, benefits, webinar, key

SPEAKERS

Oliver Raud, Hesham Afifi, Arup, Elettra Pellanda, Challenge Works, Rachel Wright, Marc Hannis, Ofwat, Caroline Wadsworth, Isle Utilities, Rhys Herriott, Challenge Works

---

E   **Elettra Pellanda, Challenge Works**   00:17

Hello, everyone. Welcome very exciting to be here for this fourth round of the water breakthrough challenge launch webinar. Just waiting for a couple of minutes as usual, just to let everyone join, sorry for the noise in the background. While everyone is still joining, I will just remind you that we are recording the session. So the transcripts and the recording will be available on our website by early next week. So if you do need to jump off, at any point, know that you can catch up with the content later. This is the fourth time that we're delivering this kind of webinar. So we're spicing things up with some new content to inspire you always with the aim to give you the best information to enter the breakthrough challenge, and hopefully had a good experience with the entry process. In the chat here in zoom with we have Tom, our colleague who will be able to help you if you have any technical issues to do message him. And welcome again, everyone who has just joined I think we can move on to the So in case you haven't engaged with us before, just a quick outlook on who's delivering the water breakthrough challenge. The challenge is part of the Ofwat Innovation Fund. An Ofwat is one of the regulatory authorities of the water services in England and Wales. They have established the innovation fund to help innovation in the water sector. And they oversee the work that we deliver. Before we I mean challenge works, who administers the fund and the competition. And our excellent technical partners Arup and Isle utilities who are bringing the technical expertise to help us reach the aims of the fund. And if you go to the next slide, we are going to have an overview of the friendly faces that are delivering today. So just a quick round of intros. My name is Elettra. I've been involved in the Fund for a few years now. I'm currently leading on the delivery of the water breakthrough Challenge Round four, and I'll pass on to Rachel.

R   **Rachel Wright**   02:33

Hi, everybody. Yeah, my name is Rachel and I am part of the Ofwat team on the design and delivery aspects of the Innovation Fund. Working alongside our partners at challenge work works Arup and Isle

E Elettra Pellanda, Challenge Works 02:51
Hashem

H Hesham Afifi, Arup 02:52
Oh,

👤 02:53
I'm Hesham.

H Hesham Afifi, Arup 02:54
I manage this all the monitoring from the from the Arup perspective working together with Ofwat and challenge works and Isle. So reviewing the reports and reviewing how the progress of the projects and I'm sort of managing the monitoring cycle.

O Oliver Raud 03:11
I'm Oli Raud principal consultant I also form part of the delivery team, as has been mentioned there and on the site challenge works Ofwat And Arup. I'll be taking a few minutes just later to talk about some of the dissemination and impact scaling work that we're looking for from the fund entrance and project partners going forward. So yeah, love to be on the call.

E Elettra Pellanda, Challenge Works 03:36
Thanks. So next slide, please. And we can just have a quick overview of what we're covering today. So just Yeah, from the fans to the water breakthrough challenge processes, and again, some nice new information to inspire you with your learning and dissemination plan. And we'll finish off with q&a as usual. So the Zoom chat is active. If you have any technical issues that please pop your content related questions in slido. You can access slido via the link that Tom is sharing in the chat. Or you can use the QR code on screen if you want to access it via your mobile phone. So let's get into it. I'll pass the mic again to Rachel, who's going to talk us through the Innovation Fund.

R Rachel Wright 04:21
Thank you Elettra. And it's great to have so many of you on the call here today. I think that fills us and hopefully a lot of the world's companies with confidence that there is a huge amount of interest out there for Ofwat Innovation Fund and its associated competitions. We've got quite a lot to fill you in on today with the launch of the new breakthrough. But I just want to run through some of the background where we are and how we got to where we are today. And I'm joined by my colleagues mark and Seemaab from the team at Ofwat who will be here to help

answer some questions towards the end of the session. So that gives you the kind of strategic overview of where we as the regulator, see these competitions taking us in the broader context of innovation in the water sector. I'll hand over to Elettra, and then Hesham will join in to give us the more specifics about the competitions we've launched this week. Thank you.

E Elettra Pellanda, Challenge Works 08:54

Thanks, Rachel. So yeah, now on to the water breakthrough challenge for bit of process details. And, as we can see, in terms of the timelines, we have open both streams yesterday. The catalyst stream is open until the third of January, and we've extended the deadline from the past round. And the transform stream retains the same two stage approach we had in previous rounds, with an adjusted timeline too. So stage one closes on the 19th of October, and then invited entries will be able to access stage two from the 16th of November until the 10th of January 2024. Similarly to last year, we are aiming to announce the winners for both streams in May. And in this round, we have streamlined the entry process so that winners of both streams can get access to the winners agreement at the same time, with a view of getting the funding award by mid June if all of the water companies are complying So with the Catalyst stream opening yesterday and will close on the third of January. In this round, we have 10 million available approximately for successful entries. individual entries can lead for between 150,000 pounds and 2 million pounds per entry. The stream has a single stage entry process proportional to the risk and the value of the entries that are being submitted. And all of the details relevant to the catalyst stream are available in the entrant handbook, which Tom will share in the chat. And he's also available on the website. In this handbook, we have highlighted changes from the previous round in green boxes. So you can easily come in arise yourself with any new content in case you have been involved before. Now let's look at the transform stream. Next slide. So again, transform stream stage one opened yesterday, it's shorter than catalyst closing on the 19th of October. For this round, we have 30 million available with entries being able to be individually between two and 10 million pound. And as part of the entry process, you're gonna have to record a five minute pitch, again to help assessors and judges understand your entry. The Transform stream is for larger projects, obviously. And as such we have a two stage entry process. In the first stage, we have a screening assessment, and then entries that best meet the assessment criteria will be invited to stage to where the entry form goes up a little bit more in depth in terms of questions about the entrance program, and other crucial aspects. If you are successful again in winning funding, you will be notified by me they feel like the gasoline stream. And you can find all of the information for transform in the transform stream entrant handbook which Tommy's sharing in the chat. Similarly to catalyst, we have highlighted the content, the new content in green boxes, so that should be easy to spot and familiarize yourself with. And we can now take a look at the next slide for the main changes between the previous round and this round of breakthrough. So in terms of funding amounts, we have a slight increase in the funding available for the catalyst stream in this round with 10 million pound. We've also updated the timeline, as we've seen before, and we aim to streamline the process particularly for the for the winners. In this round. We're also trialing a unified judging process. So one single judging panel reviewing entries to both streams at the same time. The aim for this is to increase visibility across the two streams, and ensure a streamlined approach to the portfolio recommendations from the judges based on gaps in the market and also various levels of innovation risks. The shortlisted entries will be invited to a live q&a session with the judges during the judging days in March 2024. But in this round, we're not asking entrants to pitch to the judges as we did last year. So it's just an extended q&a session. Based on the priorities that Rachel outlined earlier, we have also updated the entry form with questions and guidance around sharing knowledge and foreground intellectual

property. And the updates to the entrant handbooks also include advice on early planning so that you can avoid delays if your project is successful, successful, and starts with the inclusion of a beautiful collaboration agreement template that was developed by a working group of water companies. We want to thank again for their collaborative effort on this. after this webinar on the website by the next week or next week, and after this webinar, your main source of truth should be the entrant handbooks, which have all of the information to enter both streams. In as in previous rounds, we are also holding one to one surgery sessions during the entry period. So you can book 15 minutes with us to ask any questions to clarify the publicly available guidance. So questions around the entry form terms and conditions and this kind of thing. And finally, we are also making available recordings from the science practice writing workshops that we had in the past rounds. These are intended to help you with the developing your entry writing skills, ensure that your answers are clear. And they are in line with the assessment criteria guidance. So once you've digested all of these, you're ready to enter. But how do we do that? We can look at that in the next slide. Thanks, Vera. So entries for both streams should be submitted by the online platform called Submittable. This one is accessible through our website in the Get Involved page. Links for these are available, of course on the Get Involved page on the website and also on rent and Amazon handbooks. And just that, as a, just just to close off entrance to stage two of transform will be able to rerecord if they want to otherwise you can just use the pitch recording you recorded in stage one. So that's the end of my segment. I hope that was useful. But if you do have more questions, you can pop them in slido. And I'm just handing over to Hashem now, who is going to explain a bit more about who can lead the entry, our assessment criteria and what we're looking for in the entries to breakthrough four. Thank you.

H Hesham Afifi, Arup 17:33

Thank you, Elektra. Okay, so looking at the slide now, so looking at who can enter. So this starts off with that. So it's the water companies or the nav plus the partners. So for the catalyst streams, who will be looking for the partners can submit the form. And during the eligibility checks, we will confirm that there is sign up for the transform stream. So the form must be submitted by the water company. So that's for both of those streams as a different set of the partners being able to submit the form or the answer the transform stream where the water company needs to be submitting the forms. If we go to the And the challenges associated with the project. Overall this, this criteria sort of assesses that projects not only identify critical issues but also present sort of feasible and impactful ways to address them and align with the strategic approach to innovation in the water industry. Okay, so if we go to the next slide, please. Okay. So the innovation enablers and innovative solutions so the evaluation criteria for this underlines the importance of creativity and transformative impact in securing innovation funding for water projects. So successful entities also showcase the integration of those innovative approaches and solutions that go beyond conventional practices. This involves proposing strategies that sort of wouldn't typically receive funding under business as usual circumstances. So strong submissions here will introduce will introduce innovative enablers are the potential to accelerate practices beyond those usual norms. And a key consideration is a scalability of the proposed solution across the water sector. So it's so crucial that the proposals outline the potential for for widespread adoption, emphasizing their capacity to sort of drive that meaningful change and influence practices on a broader scale. This country, as a risk criteria, assesses the projects that challenge the status quo and offers all the novel novel and scalable solutions to industry challenges, pushing those boundaries of intervention within the water sector. So if we go to the next slide, please, finally, so the key capacity, capability and commitment to deliver so be effective proposals seeking the funding here will be should

possess several key sort of attributes. So firstly, is the strong entry to flag a clear commitment to that proposal, dedicated drive to make that positive impact. And the project should be led by teams equipped with those sort of relevant skills and experiences ensuring sort of a solid foundation that a project execution. So the proposed programs need to be the we need to ensure that that's all both realistic and achievable, setting forth a credible roadmap for that implementation. financial prudence, here's sort of something that we'll be looking at looking sort of is quite essential as it as a proposal is to demonstrate a well considered costing that optimizes the utilization of those of the customer funds here and efficiently. And lastly, we need to sort of ensure that a robust approach to addressing risks should be made evident. So where the plants take into account potential changes in a clear and proportionate manner and further strengthens the sort of credibility and the viability of that project. Thank you. So what does the assessment process look like? So after the entry period, period closes, the entries will be reviewed by technical assessors, and then this goes to a judging panel, and then finally to ofwat for that final decision. So each of these stages is quite clear. And there's a clear assessment criteria that are gone through by the technical assessors and through the judging as well. And then feedback will be provided to the entrance and advise on areas for improvement. So the terms and conditions conditions are largely consistent with the previous previous round, as mentioned by elettra. So the big sort of the the main change here, the update is regarding the possibility to enter the catalyst stream, if you've been unsuccessful in stage one of the transform stream. There are requirements regarding the use of the funding how you use those funds, the open data by default, as previously, the 10% contribution by the water companies and the partners. The monitoring and reporting requirements goes go through this. So depending on the level of risk, and the level of funding dependent determines the level of monitoring required, and regulatory reporting, the IPR, the publicity, the conflict of interest and that settlement agreement. So all of these are largely very consistent with the with the previous rounds, except that main change that which we've seen where you if you're unsuccessful in the catalyst stream, in the transform stream, sorry, there is a possibility to enter the catalyst stream. So looking on based on the winners on the past winners experience in the feedback, we strongly encourage the editor to consider these sort of these learnings and these lessons from in advance in a project to start. Other projects start to voice or delays if the project is successful. So firstly is ensuring so looking at the governance side, it's ensuring you've agreed how the project will be governed and the role of each partner. This is something that we've seen has really helped sort of develop and and push forward the projects as the earlier they get this in place, the more successful we see. We see them being where the contracts and agreements So previously, we've seen I'm sure a lot of the the participants here have had struggles with the collaboration agreements and the contractual arrangements. So we really now we have the the example All of the collaboration agreements has been developed. And with this, we want to ensure sort of your to ensure that you started discussing these contractual arrangements with the partners, and start developing those collaboration agreements and allowing sufficient time in the plan for these to be completed. So, previously, we've seen projects as this, you'd have hoped that they will be quite sort of quick. And unfortunately, they cause delays in the project. So it's ensuring actually we you plan this in and we have something in place within the project plan as well, for procurement is considering your procurement needs, and the possible supply chain delays, obviously, we're looking at the current climate and understanding what that looks like and feeding into that as well. Right, what does the inflation look like? What does the supply chain delays look like? What are the things that could possibly be the latest? Looking for them the regulatory requirements, so considering any regulatory requirements that you may need, you may wish to reach out to streamline. So the regulatory of isolators for innovate is England and Wales run jointly by offer and the drinking water inspector and Environment Agency understanding what those look like? And how to mitigate those and manage those. And then finally resourcing so consider consider

resourcing requirements for each stage of the project with mitigations in place for any changes. So it's often the case if you're looking at a long term project, and we have sort of very quite specific needs for the for the resourcing that we have. It's a case of right. Is there a mitigation plan in place here? If there's any changes, though, to occur? How can we move forward with this? Do we have the relevant skills and resources for them? I think you've had enough of my advice for now. Now, I'll pass on to ollie.

Oliver Raud 26:42

Thank you, Hashem. Yeah. Good morning, Mary, thanks for the opportunity to, to dive into this crucial area of dissemination impact and scaling with your so as you see as the fund has evolved, and we see projects maturing and results coming through to the fore, as well as, as this really increasing focus on scaling impact from the projects, I want to take a few moments to maybe shine a light on some of the good practices that we're seeing out there. And some of the projects that were drawn from take and give you the hopefully some inspiration to take in and into your projects and looking at some of the communities you serve. And those that have been really integral actually to funding this competition, really the water customers of England and Wales. So firstly, just wanted to reiterate why dissemination engage engagement with the widest audience is absolutely crucial to enabling the scalability and scaling of the project's impact. So scaling impacted really allows these innovative solutions to reach a much larger audience or market result resulting in that more widespread adoption and uptake. So the larger the scale, the more people and communities can benefit from the innovation, making a more significant and lasting differences is actually what we're all about. When an innovation is scaled successfully, initial investment of these resources, then whether they be financial, human, technological, or societal, can really yield much, much greater returns. And the more efficient use of these resources that we're seeing, and especially is important in this case, because it amplifies then the funds that have come from customer bills as as Rachel mentioned at the head as well, this presentation. Scaling innovation requires collaboration in various stakeholders. And that's really key to the partnerships and the consortium that were coming through, be that industry partners be that investors and research institutions, government agencies, cultural creative organizations, communities themselves. And this collaboration really creates that ripple effect that helps us to grow the innovation ecosystem that we see around the project. And also then more broadly, within the sector and outside of the sector, as well as the innovation scales and results are communicated well and at the right time to the right people. And we'll come to that in a bit. We see the stimulation of these other related technologies as well. So products, services and other expertise bring coming to the fore and then seeing this kind of reinforcing self self reinforcing cycle of innovation, environment, environmental impact and economic growth. So fundamental reading to the aims of the breakthrough competition. And as you can see, there, we're looking for leaders in this space, this is a really critical part of the whole legacy of the fund. And eyes are now on entrance to really kind of do something different and really beef up their efforts in terms of impact and scale. Next slide please. So as mentioned, just wanted to quickly shine a light on a could spend a long time looking at kind of different innovations within dissemination but one that may be where community engagement and collaboration and partnership really brought water customers to the fore of the of the project enabled an area of North Devon, shout out to anyone from great Torrington on the webinar, to really embrace wastewater efficiency measures and adopt smart meters that really outstripped those expectations at the start of the project in terms of uptake and adoption. So this was a multi stakeholder partnership and multi agency partnership. And speaking to colleagues and researchers from the University of Exeter, and surface water and other EU partners, they really attributed these a novel techniques like

gamification, and these league tables that they created, actually, within the local Water Forum really inspired the town to really embrace the project and see it scale over its lifetime and beyond as well. And as you see that the Water Forum is still active and still showing great results. Thank you, Craig. Also, having the right people at the table and in the consortium was key to supporting the reach of the outputs and outcomes being disseminated widely. And then gaining recognition also as an exemplar of this project at EU level. bit of terminology here, the quintuple helix, as it's referred to, provides you that framework, I suppose that bringing together the right people at the right time to co design and CO create the impact. And it's one I think, should be looked at with any breakthrough project where it mixes that public sector researchers, private sector, industry, cultural entities, and then the local community, civic society itself coming together. If you want to find more about that project, feel free to Google fire for water reached out to me, very happy to put you in touch with any colleagues. But it was a really interesting example of that, and definitely can go into more detail if we have more time. Next slide, please. So some further lessons from this, and then also across the broader portfolio of research that was going on at University of Exeter, is that the kind of key learnings were that good things really happened when you listen, listening allows the communities and the stakeholders to take the lead, it means that people take ownership of the project outside of the core project team. And it gives sustainability and legacy to the project as the outputs and the results are able to be honed and adopted by the very stakeholders and very the very people that will go on to actually use them in practice and when they're deployed. So I'd urge anyone entering the anyone entering the competition to really look at that is it only was the CO design of solutions, both during a project and after, and empowers people to be more than just the passive beneficiaries maybe that we see sometimes being done unto, but really turns him into those active advocates, enabling you and your partners to go further and wider than maybe the core team is is able to an insular areas where maybe traditional approaches from water companies have had been used in the past. And it's not just about marketing and remembering the dissemination engagement goes way beyond that, as well. It's a much more collaborative and bilateral kind of approach. So finally, next slide, please. some top tips always keen to leave you with some some nuggets of information hopefully, that you can lead going into this, to really embrace innovative dissemination to support that scaling of the impact of adoption in the project. So first of all, get the basics right, so you define your objectives, map your audiences and target and frame your messages. Bringing this into your dissemination plan that you will see in the entrant handbook within the breakthrough competition, and really detailing what information and knowledge and results you'll be releasing, to whom, when and how those are the key fundamental aspects of it. The right profile and use existing channels, so websites, social media, etc, as well as other relevant channels that you have access that through your partnership, existing channels are useful, creating a community from your from around your project from scratch, it's not always easy, and it can take a lot longer. So use what you have at your disposal. encourage participation as well in this open and digital age. Don't just broadcast go for multi directional dissemination as well. So invite and engage those other voices and other participants to come in and collaborate with you to get your message out there. Open Science and data for maximum impact, I think is key. So the again, in the age of digital publications and access materials, they will encourage those other fast followers then to implement and test the outputs of your project, get it out there, make it digital make it easy to consume, and bring in. But they're also remix some of those traditional outputs as well. So some of it might be some scientific or technical content and give it an impact boost, I suppose with more accessible content, lay summaries, press releases, brought blogs, short visuals and video materials. And then going live I think is a super important part of it. So there's a big conference circuit within the water sector but you know, look out there outside of those where else can you tap into other sector conferences of festivals, textile events, and really kind of push the boundaries in terms of where you're actually disseminating, think visual tap into

creative side Hashem talks about that the creativity of of your approach will enable access to different audiences engaging with artists, creatives, others that are able to interpret those complex data or relationships and use different techniques to, to really produce those innovative visualizations of your data or outputs that might then allow others to engage with them. Respect diversity, key thing, the impact and the project results should always reach the widest audience is that and then respect inclusion and create messages reflect reflecting the diversity of the communities we serve? And finding the right tools using media format and the dissemination strategy based on what your project objectives are, and what the positive change and impact you're actually seeking is critical. And finally, offer steps off often missed within this process, but it's really, really important is that is continually assessing the dissemination impact of your activities and your scaling in are they having the right impact? If not, why not. And don't be afraid to make any change, and pivot for better results. So hopefully, that's been useful apologies for a bit of a download of information. But I think going to this next round of the breakthrough, dissemination, impact scaling is going to be absolutely critical to the success of those projects, making the impact that we want to see within our communities. And with that, I'll pass on to Rhys, who will take us through the q&a session. So thank you for listening.

R   Rhys Herriott, Challenge Works 36:37
Excellent. Thank you, Oli. And thank you everyone, for putting your questions into the slide. Oh, please continue to do so we'll get through as many as we can. Just quickly introduce myself. For those who don't know me, I'm Rhys. I'm one of the program managers team here at challenge works. So you may hear from me to from time to sweat from time to time throughout your participation in any of our competitions. But today, I'll try and sort of take us through as many of these questions as I can. I can see there's a few quite highly rated ones within the within the slideshow, but I thought I might start us off with a few that we've come that have come through related to sort of eligibility. So Elettra I might throw to you in the first intro, for instance, we've got a couple of questions here on sort of if there is a requirement to know where the water company for both of the streams? Yeah, we'll start with that. Yes, thanks,

E   Elettra Pellanda, Challenge Works 37:33
Rhys. The answer to this is yes. The lead entrant for both streams must be one of the water and wastewater companies in England and Wales. And you can find a list of these companies and our website the Find a partner page.

R   Rhys Herriott, Challenge Works 37:48
Thank you. And for the catalyst stream, can the partner submit the proposal?

E   Elettra Pellanda, Challenge Works 37:55
Yes, they can. So just to be very clear, the lead entrant for the catalyst stream must be a water company. However, to make the process smoother for Catalyst entrance, we have made it possible for partners that are not the lead author company to submit the entry in Submittable.

In the entry form, for Catalyst, you will be asked to confirm your name and in contact and you will also be asked to confirm who the water company who the entrant is. And then we're also going to be able to get in contact with said water company to confirm that they indeed are partnering with you and they are very dangerous.

R **Rhys Herriott, Challenge Works** 38:42

Excellent, thank you. I'll then move through some of the sort of more highly sort of uploaded comments within the within slideshow. So first one here is just if there's sort of an intent for there to be a central portal for interested applicants to be able to sort of meet and talk potential partnership for this round. So I'll throw back to you on this one.

E **Elettra Pellanda, Challenge Works** 39:06

Thanks. So we don't have a portal per se. We do have a list of the water companies are available on the website. And we would also recommend that you get in touch with spring, which is the Center of Excellence for the water sector. To get all of the relevant contacts, if you are coming from outside the sector is the first time they are connecting. We would also probably encourage you to make the most of the chat here at this webinar and exchange contact details. And yeah, make sure you continue your conversations offline.

R **Rhys Herriott, Challenge Works** 39:46

Excellent. Thank you, Elektra. And related to this was the I guess another question about whether we would be sharing details of people have sort of joined this webinar today. So unfortunately, we can't do that. I'm sorry, everyone. So please yet make sure that you're using that sort of slideshow and zoom chat to introduce yourselves and build those build those bridges. I think the next highest scoring sort of question in here is around IPR. So, Mark, I'll I'll throw to you if that's okay. If you could please just provide a little bit more detail around some of the rules around IPR. And I guess if the IPR created within the challenge has to be made public.

M **Marc Hannis, Ofwat** 40:24

Yeah. Hi, everyone, Marc Hannis. So I work for Ofwat part of the integration team here. Yeah, so the inevitability of IP question. So here we go, then we we've evolved our approach to IP over the years. And the position right now is as follows. Any IP that you bring to the table is your IP is protected as your IP and there is no expectation that you freely sort of share that and give that up. Any IP that is developed through the funding received via winnings, one of our competitions, foreground IP, there is an expectation that that IP will be shared with water companies in England and Wales only. There's no obligation to share that IP with anyone beyond that. So you can, it can, you can retain that IP for usage outside of the water sector, internationally, no restrictions on restrictions on that. But the monies that you you win here and the IP generated through that funding, there is an element of sharing with the water companies in England and Wales, where some of the background IP, the IP you bring to the table might be required to access that foreground IP, we are the policy is that you're able to charge licensed

that out at a fair, reasonable and non discriminatory rate. So again, there are some some protections there. And there's one final thing to say about IP, I guess, and that is if you have a good look at the policy, and please do it, it goes into much more detail than this. And, you know, one of the first things I would advise you to do is take a look at the IP policy and the terms and conditions. If what you read is unsatisfactory, we are open to hearing alternative IP approaches. And we will ask you to detail what that might look like in your entry. And we will probably follow up with a phone call to understand that more fully afterwards. So we are trying to be as flexible as we can with the IP but because this competition is based firmly and draws firmly from customers money, we need to see that those benefits are shared across the whole sector, bringing the world out of customer paying into this in Northumbria. The customer paying to this in Devon, are reaping the benefits from the things that have been developed in the Midlands or London or wherever it might be. So there's good reasons why we're doing like this. And it's not entirely palatable to everybody. But I think there are certain protections there for those who are bringing it to the table, but do have a look at the full detail and the T's and C's. Thank you.

R   Rhys Herriott, Challenge Works 43:00

Excellent. Thank you. Thank you, Mark. Yeah, and as Mark says, please go through all of the details online, and you can reach out to the team at water innovation@challenges.org. We'll have our contact details available after this webinar. If you have any specific questions, you can also book a surgery session with the team to talk through any sort of concerns as well. Electro might come back to you now with the next sort of, we've got a few questions related to the pitching process and sort of what we're looking for there. So I think the first one is just if there'll be any sort of guidance on what should be included in the images.

E   Elettra Pellanda, Challenge Works 43:38

Yes. So we've got a whole section of our FAQs, frequently asked questions on pictures and how they should look. But just to give you a quick overview, the purpose of the pitch is to help our assessors and our judges understand your entry quickly. So think of it as the three minute or catalyst or five minute intro to what you're trying to do. So in the pitch, you should outline the problem that your solution is trying to address and the benefits that it will have for customers, society and the environment. They should probably be about a quarter of the time you have what is innovative about your entry, again, another quarter of the pitch time, and then what you intend to do actually, so focusing on the activity, the activities that you will be carrying out as part of your project successful. So it should be about a health of your entry each time.

R   Rhys Herriott, Challenge Works 44:38

Excellent. Thank you, Elettra. And then a related sort of technical question is whether sort of participants can pre record the pitches and then play them at the pitch recording session.

E   Elettra Pellanda, Challenge Works 44:51

So we asked to create a level playing field we are asking that you do not do this. So please come prepared. To record your pitch at the session that you have booked, but you are welcome

come prepared. To record your pitch at the session that you have booked, but you are welcome to use short excerpts, like 30 seconds max, in the video in the video pitch that you are recording.

R Rhys Herriott, Challenge Works 45:14

Excellent, thank you. Okay, the next, the next set of questions that are coming through here, there's a, there's a few that I'm going to sort of take the liberty of clustering together around, sort of how people can can find partners. And we've touched on this a little bit. And I've seen some discussion of it in the chat as well. But Mark, I might come to you in the in the first instance on this, if you have any sort of suggestions for people, whether they're in academia or otherwise, who might be looking to try and build those partnerships with water companies.

M Marc Hannis, Ofwat 45:43

Yeah, I think there's probably two, two main routes here. And one of them is via our website, where you will see a link to all the water companies websites, and they, they assure us that they look at those portals and are interested in taking in applications of interest or expressions of interest and making other contacts with them. But probably spring, the water sector Center of Excellence is going to be the foremost vehicle in the future, if not now for helping water companies be connected up to aspiring innovators or academia or other parts of the general innovation landscape who want to get involved and want to find partnerships. So I would definitely encourage people to have a look at the spring website, because they they are very much close to who is interested in which types of innovations where the specialisms are. Whereas if you were, I suppose trying to contact some of the water companies more directly, that would probably feel a little bit more random take up a lot of efforts. So in terms of efficiency, and getting your your your ideas out there into the right people as quickly as possible. Have a look at Spring, I think it's spring dash innovation, easily Googleable, as most things these days.

R Rhys Herriott, Challenge Works 46:55

Excellent. Thank you, Mark. Just trying to look at what the sort of next sort of most popular questions are that are coming through. I think there's a little bit here around sort of sharing examples of previous successful successful bids. So I might actually have the first the first crack at this and lecture, please jump in a view. If you have anything further to add, I would suggest that we're probably not in a position to be able to do that. As you can imagine a lot of the bids that we received are largely full of quiet, confidential or commercially sensitive information. What I would say is that we do have a lot of guidance available on the website. If you head to the entrance support section of the of the breakthrough four pages on our website. You can read all of the detailed guidance there. We also sort of go through question by question within the entrant handbook. To give you the sort of the the idea of of what we're sort of looking for within each question. Electro I don't know if there's anything else you'd like to add to that point. No, I

E Elettra Pellanda, Challenge Works 47:58

think you've covered it perfectly. Thanks for this.

R **Rhys Herriott, Challenge Works** 48:00

Excellent. Okay. And we've got another question here on eligibility for projects that were sort of unsuccessful in applying for the water discovery challenge. So Elettra, can you confirm if they will be eligible to enter this competition?

E **Elettra Pellanda, Challenge Works** 48:17

Yes, so unsuccessful entrants to the water discovery challenge are welcome to enter. Of course, they must be in partnership with a water company in England and Wales.

R **Rhys Herriott, Challenge Works** 48:28

Excellent. Thank you. Karolina, I might come to you with a question about sort of assessment here. She's just around whether projects are assessed on positive benefits to the UK only or the solution that benefits other geographies would be assessed more favorably?

C **Caroline Wadsworth, Isle Utilities** 48:47

Yeah, great question. Thank you, Rhys. So primarily, yes, they are based on the benefits positive benefits to the UK? Well, England and Wales because it's the customers in England and Wales that are paying for this done. So we need to be able to quantify those benefits. If the project that's being proposed advances thinking in a specific area, and that thinking could impact outside of the UK or outside of England and Wales, then that's really great. And we really welcome that. But it won't necessarily cause that entry to score better than another entry. But we're really, really keen to hear from you, particularly if you think you've got a world first. We'd love to have that in England and Wales, and be the first to trial and test something and take it to market.

R **Rhys Herriott, Challenge Works** 49:33

Excellent. Thank you. And I'm going to throw a related follow up question your way as well, which is just how positively we look at international partners.

C **Caroline Wadsworth, Isle Utilities** 49:44

So international partners are definitely positively looked upon. Again, it's the assessment is done in the round. So it's looking at the positive benefits that are brought to the customers and the environment and society in England and Wales. If those partners bring Some niche expertise that then allows for those benefits to be realized more effectively, then that would be positively viewed. If they don't add much to that expertise or bring a particular technology or solution to the table, then they wouldn't score any better in that process.

R Rhys Herriott, Challenge Works 50:21

Excellent. Thank you, Caroline. Olli, we've also got a question around sort of scaling and adoption. So I'll throw to you and Caroline may want to jump in as well. She's just sort of what sort of evidence for scaling and adoption of a project that where we might be expecting to say,

O Oliver Raud 50:41

sorry, evidence of a project existing or

R Rhys Herriott, Challenge Works 50:44

so the question is what sort of evidence for scaling slash adoption of a project are you expecting to see so I would imagine that this would be an apologies, please, please clarify in in the chat or in slide. Oh, if I'm misinterpreting this question, I imagine this would be evidence of sort of their plans for scaling and adoption. So what should they be including in their entry form?

O Oliver Raud 51:06

Yeah, absolutely. I think we touched on it in the in the slides, hopefully, I gave earlier in terms of the dissemination plan, that's your key vehicle to understand, you know, who you're going to be targeting with what means when and how, I think that's really critical to be very clear on that, looking at, you know, the relevant audiences, the relevant engagement, then others that can amplify the voices and amplify those benefits and impacts that are absolutely in the consortium from the get go. There's, there's there's demonstration evidence of that codesign happening as well. So that they are ultimately when, when all was said and done, and the project is finished, they can be then adopted afterwards. And there's a clear brute blueprint roadmap, or whatever the most effective way of communicating that is absolutely taken up by those relevant stakeholders afterwards. So hopefully, that that's clear. I'm very happy for people to come and contact me off the back of the slides there. And then also in in the handbook as well, there's more information on the development dissemination plan. So yeah.

C Caroline Wadsworth, Isle Utilities 52:07

Can I just add a little bit in there as well, I think just on a very simplistic level in terms of understanding that scaling potential, that, you know, on a very simplistic level, it's understanding how many sites is this solution applicable to? How many, how many organizations? Is it relevant to us in terms of the adoption? It's exactly what you said? How can you demonstrate through the engagement that you've already got in the development of that project idea? how interested people are? And how can you keep them engaged then in that project development phase, so that when you get to the other end, and you've got a successful outcome? How can they then take those findings and apply them directly? So there isn't any hard and fast rules around what evidence we're expecting to see. But we don't want it to be

something that's so niche as a project idea that wouldn't be applicable to any other water company in England and Wales, because that has very little to no scaling, or adoption benefit beyond that specific project. So it's thinking how far and how easily you're going to do that. And all the points that Ollie spoke through will add to your evidence of how you can demonstrate that is an area that we're keen to explore further. So if anybody has any ideas around the role that we can play the role that Ofwat can play in this space in terms of that scaling and adoption, then really keen to hear from you and get some of those ideas through.

R   Rhys Herriott, Challenge Works 53:36

Excellent, thank you, Caroline, and Olli, for your answers on on that question. So elettra come to you with just a couple of questions clarifying I guess the difference between the two streams. So there was one here just sort of looking to understand a little bit more about which of the streams would be best for a project looking at a sort of a feasibility study.

E   Elettra Pellanda, Challenge Works 53:58

I would probably recommend you enter the catalyst stream for this one, which is open to smaller value prop value projects between 150k and 2 million pounds.

R   Rhys Herriott, Challenge Works 54:12

Excellent, thank you. And within the within within the catalyst stream, who would be the signatory for the winners agreement if partners if partners are the ones who are submitting the application?

E   Elettra Pellanda, Challenge Works 54:26

So the partner submitting the application is kind of managing the entry in the in Submittable, so to speak, but the signatory which will still need to be the lead entrance, so the water company that they're partnering with, with us? Probably a senior Yes, someone senior at the water company that can sign up the sign sorry for that kind of amount.

R   Rhys Herriott, Challenge Works 54:54

Excellent. Thank you, Elettra. So I'm just trying to look through I think we've touched on a lot of the questions that we've seen come through here. I think one sort of sort of fairly mechanical question is just around the timing for the grant payments. So elettra, I'll come back to you on this one. So if successful is the is the grant paid, it started the project or upon completion.

E   Elettra Pellanda, Challenge Works 55:26

So we are aiming to get the funding award to successful entries in June 2024. So that would be at the very start of your entry, or sorry, of your project. So you will be notified if you have been

selected for funding. In April, we will announce the winners publicly in May. And ideally, you will get your funding in June 2024. But this is also contingent on the funding mechanism that we use. That is that goes through muscle and other regulatory authority. And yet the compliance of water companies sharing their shares in time so that everyone can get paid by June.

R Rhys Herriott, Challenge Works 56:18

Excellent. Thank you, Elettra. Carolina, I'll come to come to you with a question around. So is proposals that are largely research based, whether those would be sort of considered within the water break through challenge if the sort of potential benefits from that project could be justified?

C Caroline Wadsworth, Isle Utilities 56:37

Yeah, I think I think similar to elettra, and so I think that would be more suited towards the catalyst stream. The challenge would be being able to evidence, the benefits that would be achieved from that research project. But obviously, if it's a facilitation, and allows further developments to be taken in a next round, we'd still be very interested in receiving that kind of application.

R Rhys Herriott, Challenge Works 57:07

Thank you, Caroline. So we probably have time for just a couple more questions. We may not be able to get through absolutely everything. But I hope we've covered the biggest ones. We'll review the questions that are in slido after this session and make sure that we send send around any additional information to everyone who's who's signed up for the webinar. Elettra I'll come to you with a question on eligibility as to whether water discovery challenge finalists are eligible to enter the water breakthrough challenge.

E Elettra Pellanda, Challenge Works 57:40

Okay, so this one is a bit more complex. So I would urge you to look at the information about available in the entrant Handbook of the catalyst stream. The short answer is you are not eligible to enter until you are engaged in work through the water discovery challenge as a finalist. So if you are entering, if you're intending to enter the water breakthrough challenge, and you are a discovery finalist, you should get in touch with us as soon as possible so that we can go through the the requirements together.

R Rhys Herriott, Challenge Works 58:24

So excellent. And I think one final question that we'll try to sort of get to is again, probably for you elettra, maybe Caroline may want to jump in as well, which is just do we expect the timelines for transform stream applications in 2024, to run on a similar timeline as sort of

breakthrough for is running this year? Sorry, I'll read. I'll rephrase that. So is I think, if I'm interpreting this question quickly, are we expecting breakthrough five to run on the same timeline as breakthrough four, but in a year's time?

E   Elettra Pellanda, Challenge Works   59:02

It's not confirmed yet, but it's likely that the timeframes will be similar.

R   Rhys Herriott, Challenge Works   59:08

Excellent, thank you. Okay, we are at time, like I said, we will go through the rest of the questions that are in slideshow and where we can see some sort of common themes. And we will, then we will try and sort of get some answers out to those when we send around the slides and the link to the recording. Please, please, please make sure that you're going through all of the materials that are on the website when you're considering your entry. We've got a link here to the FAQs, and our contact details there. So you can reach out to us with any sort of questions that you might have. But yes, thank you very much for joining. I believe there'll be a short survey that launches. So please, if you could take a moment just to quickly fill that in. It's very useful for us in understanding where and how these events can be most useful for all of you. But yeah, thank you all for giving up your time. Good morning and we look forward to hearing from all of you in your in your entries.