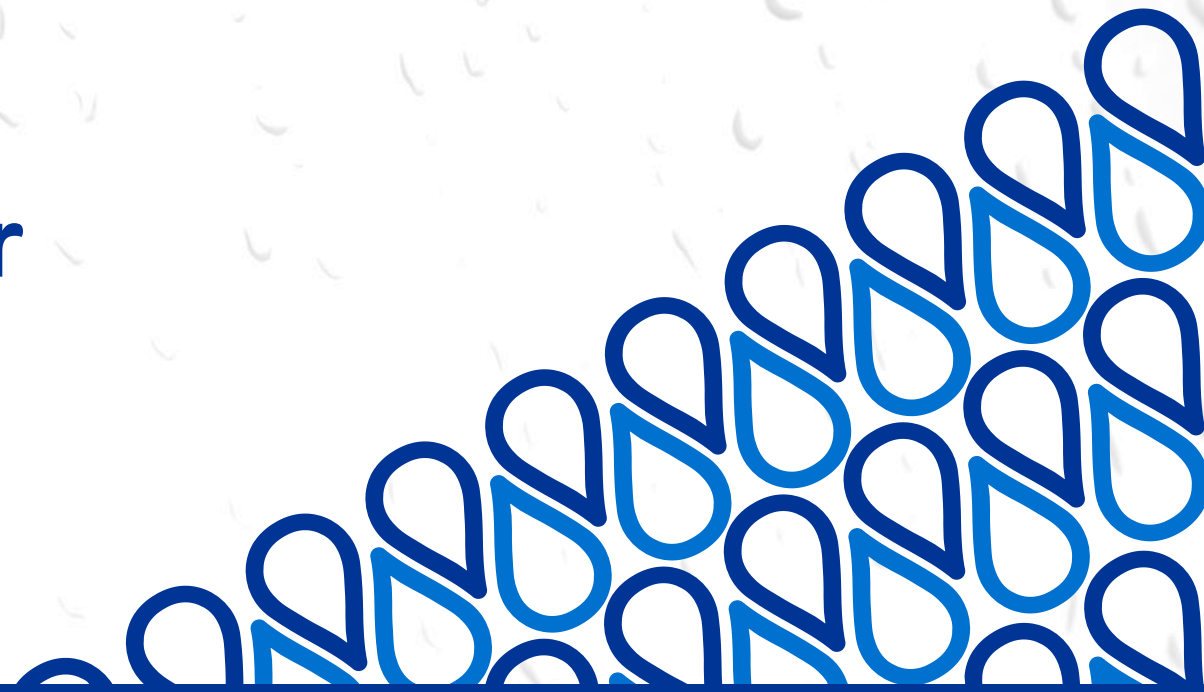




Water Breakthrough Challenge

Round 5 Launch Webinar and live Q&A

Tuesday 10 September 2024





Ofwat Innovation Fund Delivery Team – Who We Are



Water Services Regulation Authority, has oversight of the Innovation Fund.



Administers the Fund on behalf of Ofwat. First point of contact for all enquires.



Delivery partners on the competitions and overall Fund programme.



Panellists- who you will hear from today

Hannah Dummett



Jeannette Henderson



Arlene Goode



Oli Raud



What we'll cover today

1

The Ofwat Innovation Fund

- Ofwat's Innovation Fund – at a glance
- Ofwat's priorities

2

Water Breakthrough Challenge 5 - Overview

- Catalyst and Transform Streams
- Timeline
- What's changed since Breakthrough 4

3

How to Enter

- Who can enter
- Entry process steps
- Assessment process steps
- Support for your entry

4

Knowledge and learning

- Sharing impactful knowledge and learning
- Our expectations
- Examples from funded projects

5

Scalability

- Why the focus on scaling?
- Barriers to scaling
- Spotlight on WHO's CORRECT Framework
- Resources

6

Q&A (via Slido)

- Add questions via QR code to the right or URL below (code: **b5launch**)

<https://app.sli.do/event/ik1v4AfKcWeo1W9yJ2qyCM>



Ofwat Innovation Fund

£200 million of funding has been unlocked through to 2025, to unleash a wave of innovation in the water sector – plus a **further £400 million through to 2030** (subject to the consultation on draft determinations).



450

entries across all competitions, with

>700

organisations involved collaboratively in these entries.



Over £150 million has been awarded to **93 initiatives**, all pursuing innovative solutions to some of the most pressing challenges facing the water sector.

Innovation themes

The Fund supports innovations which deliver benefits to customers, society and the environment and address one or more of these themes



Responding and adapting to climate change including achieving the sector ambitions of net zero carbon, zero waste and zero leakage.



Protecting and enhancing the environment and natural systems, to protect current and future customers from the impacts of extreme weather and pollution.



Delivering long-term operational resilience and understanding infrastructure risks to customers and the environment, finding solutions to mitigate these in sustainable and efficient ways.



Testing new ways of conducting core activities to deliver the services customers and society need, expect and value both now and in the future.



Focus on knowledge dissemination

Projects coming through the Innovation Fund are starting to drive real impact, and Ofwat would like to see greater sharing of learning and knowledge. There are a variety of ways we've seen this happen in funded projects.





Water Breakthrough Challenge 5

10 September 2024









The two Water Breakthrough Challenge streams

Catalyst Stream

-  Opens 9 September 2024
-  £150k – £2 million per entry
-  Single-stage entry process
-  Closes 6 January 2025

Transform Stream

-  Opens 9 September 2024
-  £2 million – £10 million per entry
-  2-stage entry process
-  Stage 1 closes 30 September



Water Breakthrough Challenge 5 - Timelines



* Subject to water company payment timelines



Changes from Round 4

✓ Process Updates

Based on feedback from entrants in the previous round, and to improve the process for entrants, we have:

- ✓ Streamlined timelines and entry process, strengthened guidance for entrants
- ✓ Simplified Transform Stage 1 entry form
- ✓ Introduced live Q&A with assessors for Transform Stage 1 entries
- ✓ Moved the pitch recording to Stage 2 of Transform (remains the same for Catalyst)
- ✓ Included involvement of DWI for entries related to drinking water
- ✓ Added a calculator to the Submittable form to help with entry costs and percentages



Who can enter

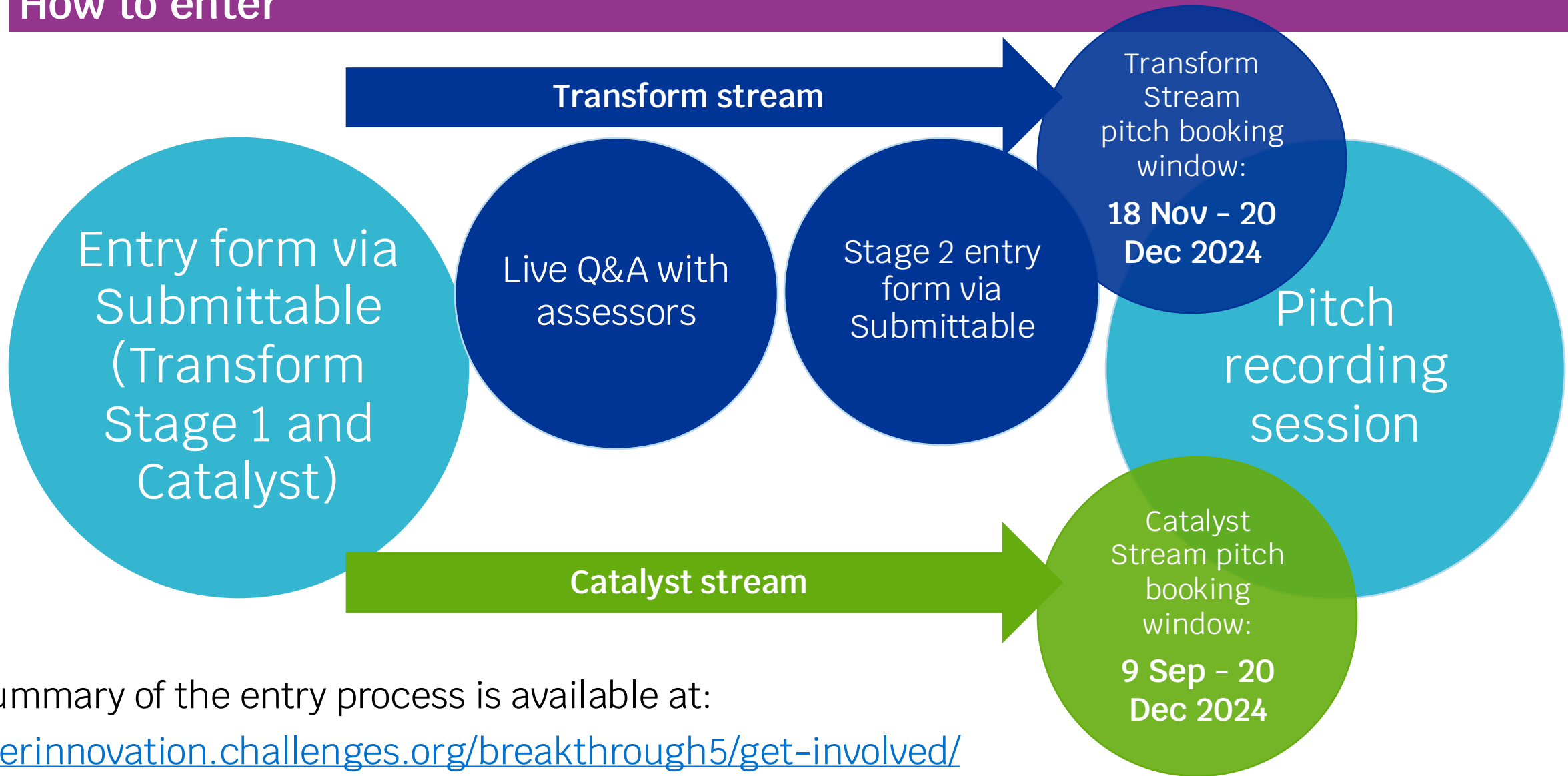
Water Company or
NAV in England &
Wales



Partner(s)



How to enter



A summary of the entry process is available at:

waterinnovation.challenges.org/breakthrough5/get-involved/



Assessment process





Support for your entry

**Webinar
recording**

**Entrant
Handbook**

**One-to-One
Surgeries**

**Entrant
Support
Materials**

For more information, visit:
waterinnovation.challenges.org/breakthrough5/entrant-support/

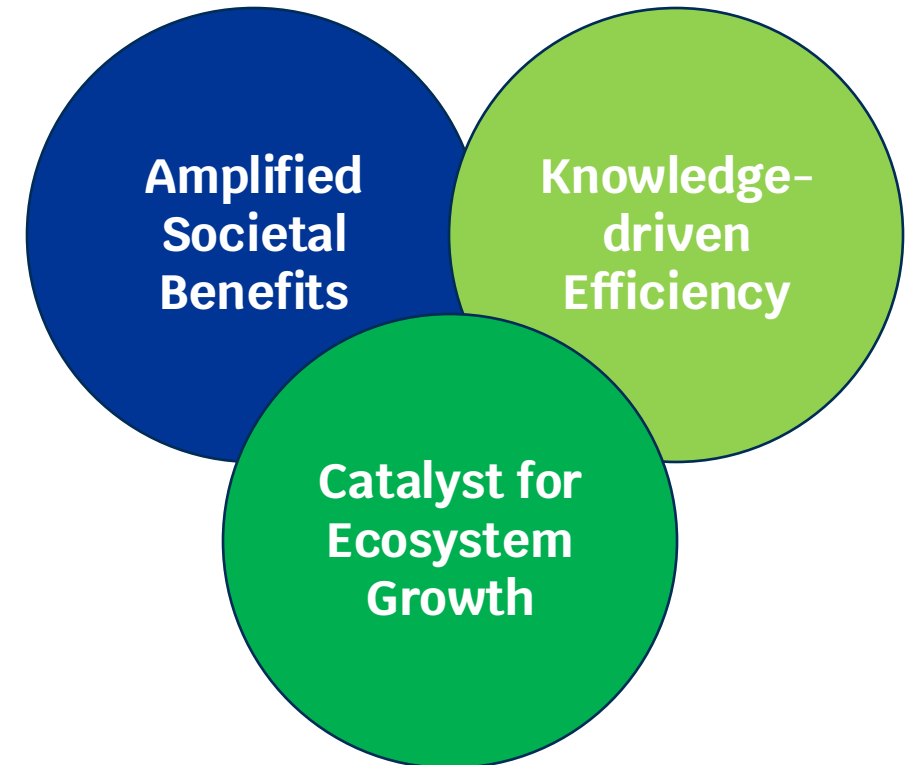


Sharing knowledge and learning

The sharing of knowledge and learning is essential to:

- Increase the impact of funded projects and amplify the positive outcomes across the sector
- Provide a base of learning for future projects
- Foster a culture of openness and collaboration

The Ofwat Innovation Fund is seeking leaders in this space to bring lasting impact and legacy to the projects funded by water customers of England and Wales.





Some examples from funded projects

Here are some examples of knowledge and learning sharing that we have seen so far through funded projects:

- Project websites with dedicated pages for sharing the outputs, learnings and resources produced during project delivery
- Hosting regular webinars and workshops and leveraging social media to engage a wide audience and grow awareness of project outputs
- Making project data publicly available in accessible formats and use of dashboards to visualise project data and outcomes.
- Publishing case studies, newsletters and annual reports.



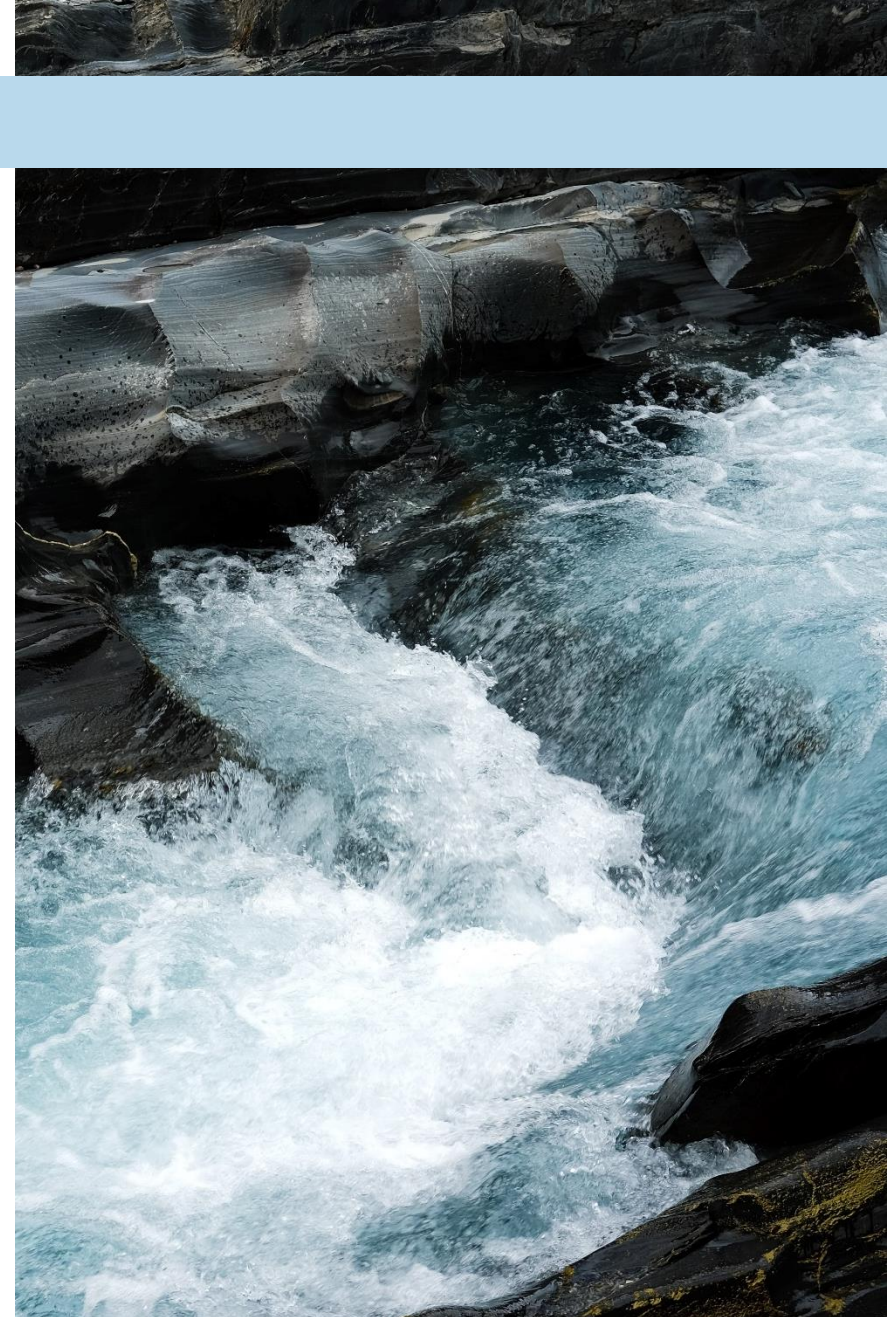


What we are expecting to see

- Appropriate and impactful methods of sharing valuable outputs, insights and experiences with the sector.
- Sharing information and documentation to serve as reference material for future initiatives.
- Active promotion of projects to ensure widespread awareness and engagement.
- Be proportionate. Goldilocks approach – striking the right information balance.



Get creative and make use of the tools available to promote your projects, i.e., the Spring platform, social media, events, webinars etc.





An example: Enabling Water Smart Communities (EWSC)

EWSC | Resources

Discover a curated collection of resources, insights and tools dedicated to support enabling water smart communities, nurturing collaboration and knowledge exchange. Continuously updated to offer the most recent insights, resources, and case studies. If you have something to contribute, please don't hesitate to get in touch with us: ewsc@anglianwater.co.uk.

Gallery ▾

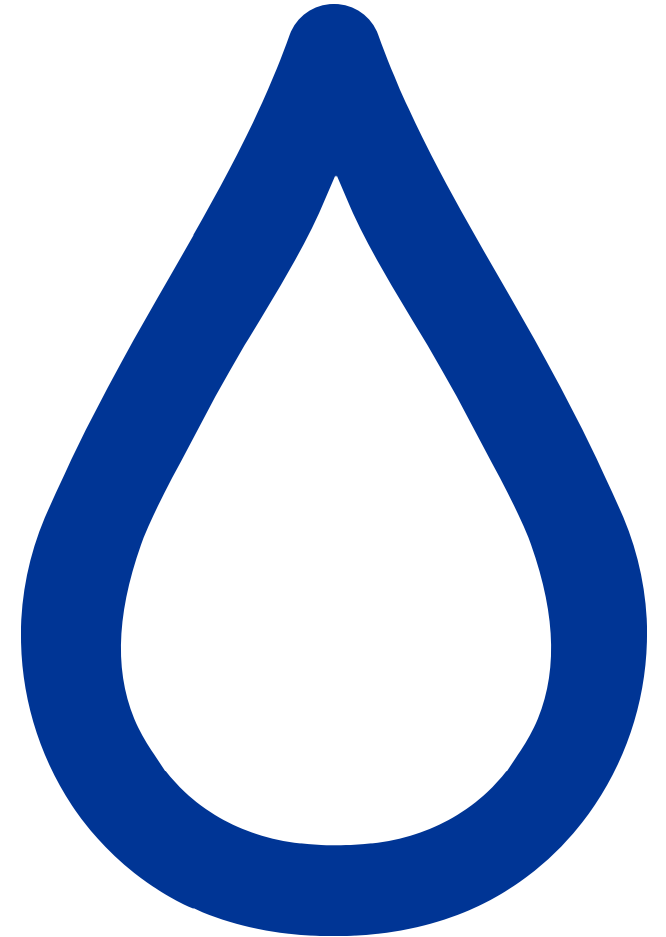
- Reading list
- EWSC Glossary
- Values and Outcome Frameworks
- Enabling Actions List

- EWSC have a dedicated page ([Link](#)) on the project website for knowledge transfer, including examples, values, actions and curated further reading to ensure accessibility to the knowledge and learning developed through the project.
- Sprints (innovation festival), collaboration workshops with partners and orgs outside the team with outcomes from these shared widely.
- Webinar series - for Autumn 2024 to share the project and the insights developed beyond the water sector ([Link](#)) so far. More to follow.



Key takeaways / things to consider

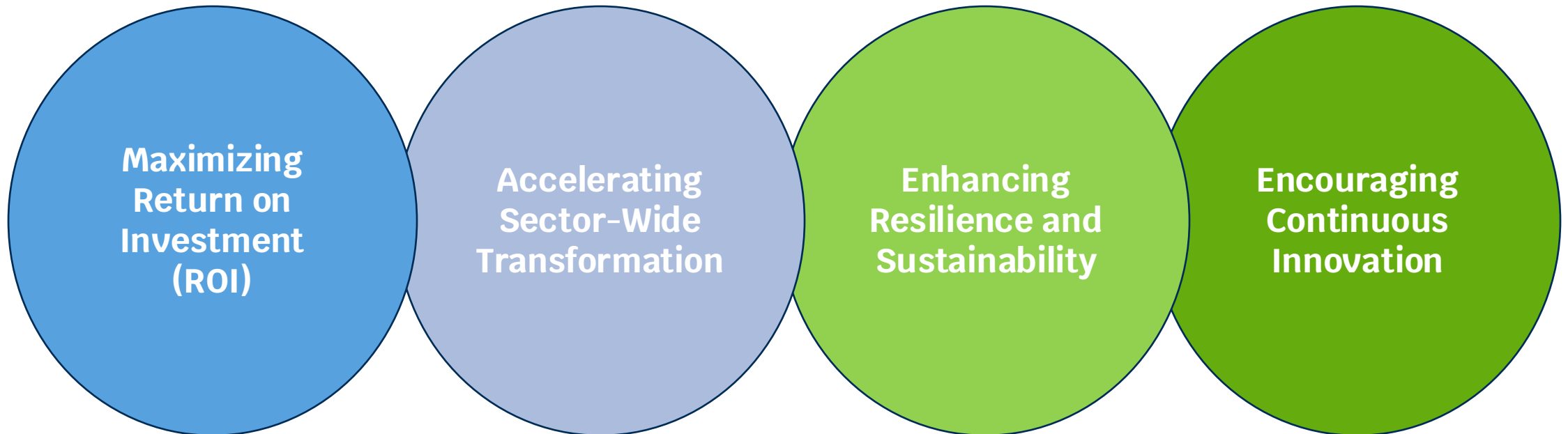
- **Avoid duplication** by incorporating and building on learning and insights from other projects.
- Regularly share insights throughout the project lifecycle – **not just at the end.**
- Think carefully about what data and information you will share and where – **format, data control, GDPR, host platforms** etc. What's most useful to your audience?
- Target innovation insights for a variety of relevant audiences.
- It's ok to share when things don't go to plan – **this is valuable learning too and will help other teams.**
- Empower teams to receive and embed lessons from external sources.





Importance of scalability

Scaling projects funded by the Ofwat Innovation Fund is **essential for maximising the impact of these investments**, providing value and improving outcomes **for customers, society and the environment**.





Why the focus on scaling now?

Scaling project outputs and results has never not been important. However, at this stage of the programme:

- There are significantly more results and outputs to share, disseminate, implement and adopt
- We are approaching the end of this AMP and the final expenditure across the programme
- Recognition that current portfolio needs to invest more in scaling activities and more needs to be done to return value and impact to water customers and stakeholders

What needs to change?

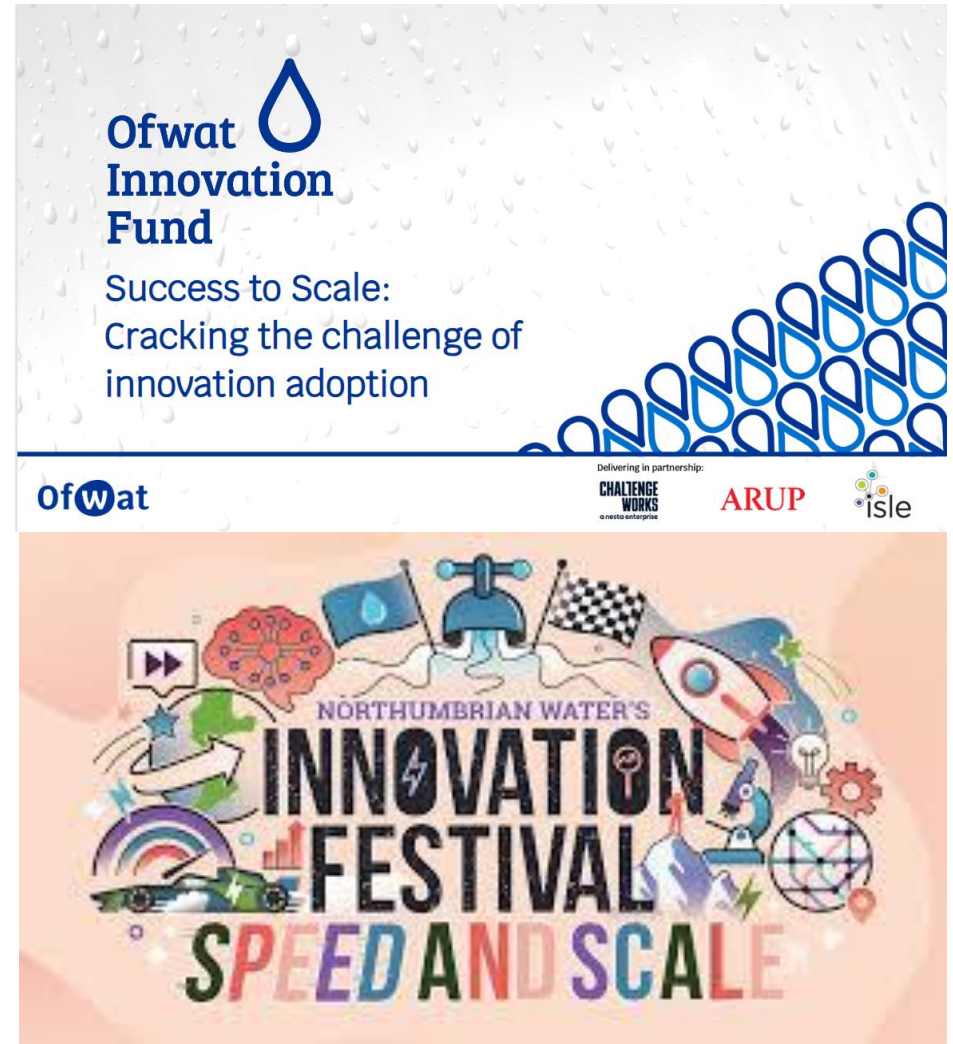
- New entrants are encouraged to "start at the beginning with the end in mind"
- More budget and resource needs to be committed to scaling activities
- Projects need to create and own a "scalability strategy"



Barriers to scaling in the water sector

In July, Ofwat sponsored a sprint at the NWL Innovation Festival. Here are some key barriers to scaling that were identified by participants:

- **Regulatory landscape** can discourage innovation in areas where there is less of a spotlight from regulators. Conversely, we understood that innovations do not always match the timeframes required to create impact regulators want to see.
- Issue widely felt in the "**handover stage**" between pilot (innovation) and operational teams (BAU) to scale an innovation.
- Further **guidance and frameworks required to ensure transfer of knowledge** from projects within a water company, between water companies and across the water sector ecosystem.
- **Streamlined decision making processes** and frameworks needed to support projects in building **commercial business case** for adoption of innovations.
- **The sector needs a clear strategy on innovation adoption** - mapping and highlighting key stakeholders, their roles, responsibilities and accountability to break down barriers to adoption across the sector.





Spotlight on the WHO's CORRECT Framework



There are many models for scaling innovation, globally. We've highlighted the WHO's CORRECT framework for its simplicity and accessibility. This could be useful for entrants when developing their scalability strategy...

Attribute	Key Considerations
C redibility	Documenting pilot test results clearly and systematically, including context/location etc.
O bservability	Are results observable? Ensure there are opportunities for stakeholders to see results in pilot/experimental and/or demo sites.
R elevance	Ensure the innovation addresses a recognised, clearly-evidenced pain point/market failure/water sector need.
R elative advantage	Demonstrate the relative advantage of the innovation over other BAU practices – cost, sustainability, efficiency etc.
E ase of transfer & installation	Technical sophistication of adopting organisation. Does the innovation have the potential for creating conflict or rejection among adopters?
C ompatibility	Technical/organisational/system change required to adopt innovation. Think local adaptation – one size does not fit all.
T estability	Can the user organisation test the innovation in stages without fully adopting it – i.e. is can it be adopted incrementally?



Resources

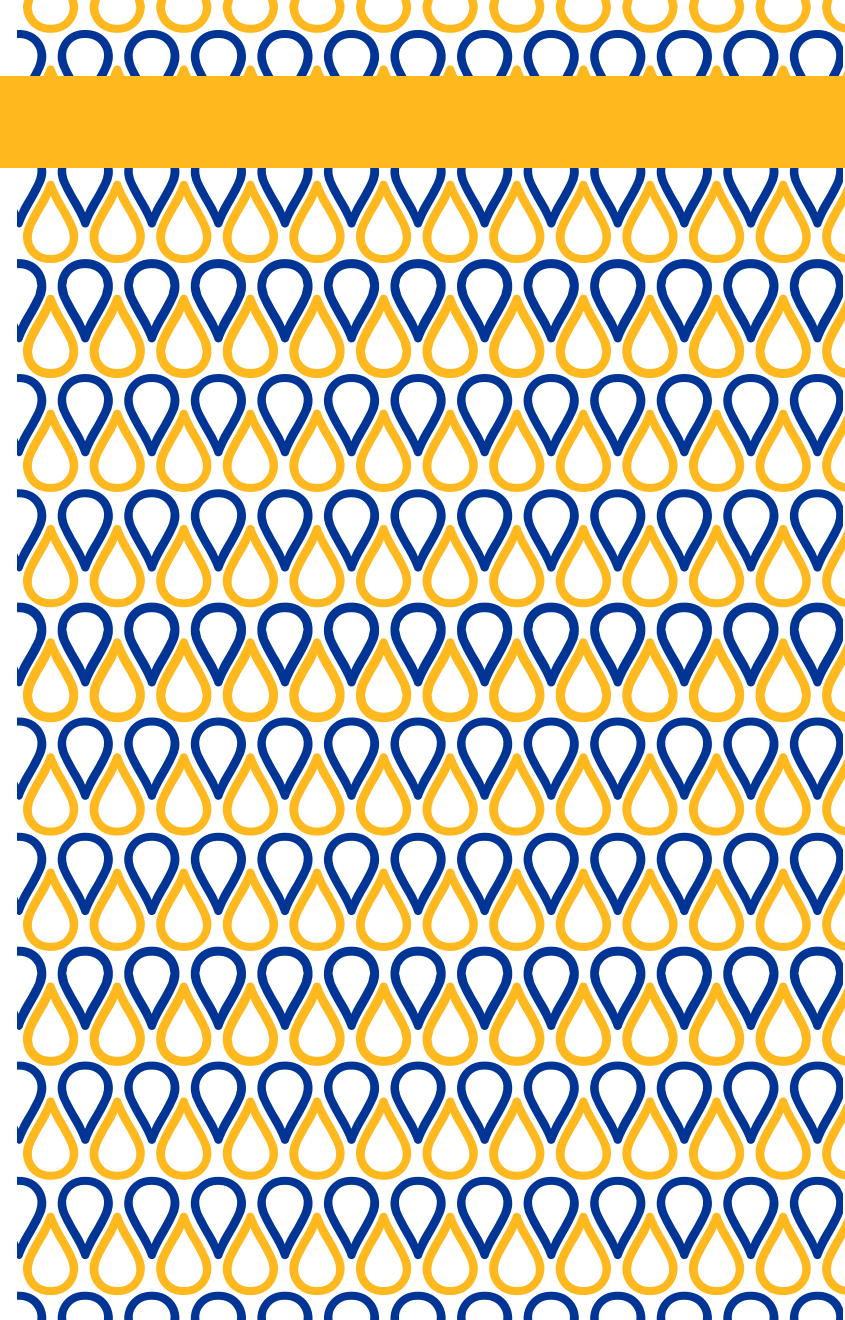
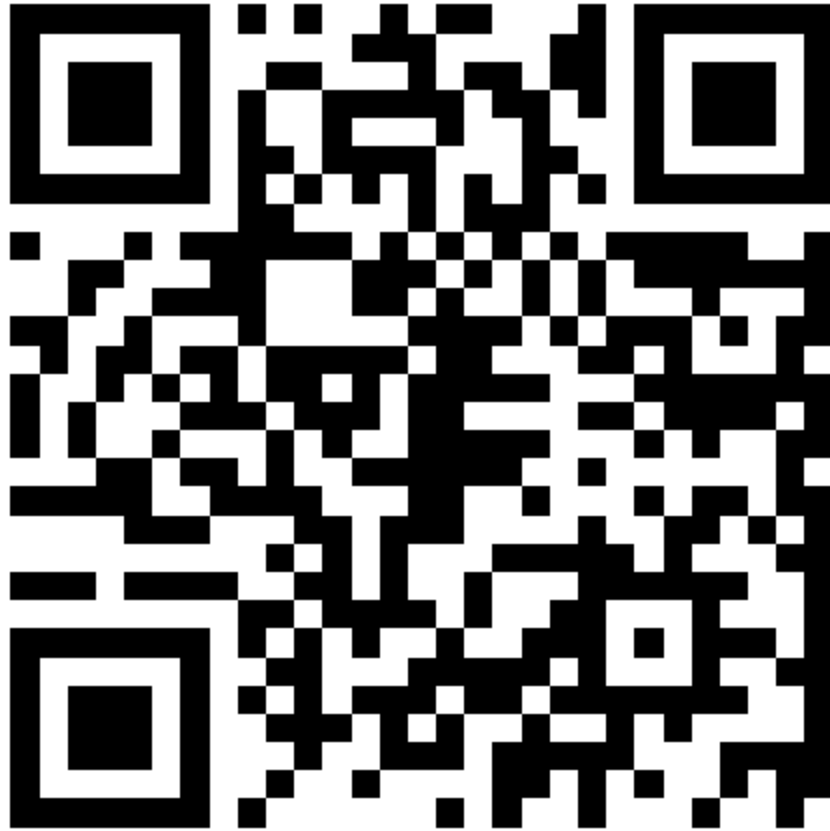
Please find below some useful links for applicants to Breakthrough 5 about scaling innovation:

- [World Health Organisation – CORRECT Framework](#)
- [Spring Knowledge Transfer Service](#)
- [OECD Innovation Strategy Report](#)
- [Scale 360° Circular Innovation](#)
- [From start-up to centaur: Leadership lessons on scaling](#)
- [Making It Big: Strategies for scaling social innovations](#)
- [Deloitte Insights – Scaling Edges](#)



Q&A

Pop your questions in Slido!



More questions?

Check out the FAQs:

waterinnovation.challenges.org/breakthrough5/faqs/

If you can't find an answer, contact us:

waterinnovation@challengeworks.org

Sign up for Breakthrough 5 and Fund updates:

waterinnovation.challenges.org/newsletter

Thank you!

