Breakthrough 5 Launch Webinar 10 September 2024 Webinar Transcript

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SPEAKERS

Hannah Dummett, Jeannette Henderson, Arlene Goode, Oliver Raud, Rhys Herriott

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Hannah Dummett, Challenge Works 00:00

I can see numbers are going up, which is great. So, hi everyone. We're really excited to launch round five of the Water Breakthrough Challenge with this webinar today, while everyone is still joining, I'll just start by flagging that we are recording this so if you need to drop off at any point, or if you miss anything, the recording and the transcript, as well as the slides that we're sharing today are going to be on the website by early next week, so you can catch up with anything you miss later on. And this is the fifth time we've delivered a Water Breakthrough Challenge launch webinar. We know that a lot of you will have attended previous ones. So, we're going to focus today on the key details that you need to enter Breakthrough 5.

We have our colleague George, who's active in the Zoom chat. Please do message him if you have any technical issues with Zoom. So, use the zoom chat for that, for any questions that you have related to the challenge, we'll be using a question and answer platform called Slido, which we'll share the link for in a minute. So, technical questions in the Zoom chat and anything else in Slido.

So, let's make a start. Welcome everyone who's joined. Can we have the next slide please? So, I know a lot of you will have already, but in case you haven't engaged with us before, here's a little snapshot of who's delivering the Water Breakthrough Challenge. The challenge is part of the Ofwat Innovation Fund. And Ofwat, as most of you will know, is one of the regulatory authorities of water services in England and Wales, and they've established the fund to help innovation in the water sector. And they oversee the work that we deliver. When I say we I'm talking about Challenge Works, who administers the fund and its competitions, and then we have our excellent technical partners who are our colleagues at Arup and Isle Utilities, who bring in their expertise

so that the fund can achieve its aims. So, we'll do a quick intro on the next slide to the faces who you're going to see today. So, I'll start off. My name is Hannah. I work for Challenge Works, and I'm a program manager overseeing the Ofwat Innovation Fund. I'll hand to Jeannette.

Jeannette Henderson, Ofwat Innovation Fund 02:28
Good morning everyone. I'm Jeannette Henderson. I'm one of the principals in Ofwat who helps run the Ofwat Innovation Fund. I'll hand to Arlene.

Arlene Goode, Arup 02:29
Oh, good morning everyone. I'm Arlene Goode. I'm an associate director with Arup, and have been lucky enough to be part of the delivery team since 2020. On to you, Oli.

Oliver Raud, Isle Utilities 02:40
Hi everyone. Good morning. My name is Oli Raud. I'm a principal consultant at Isle Utilities, also part of the delivery team for the Ofwat Innovation Fund.

Hannah Dummett, Challenge Works 02:51
Thanks everyone. Could we have the next slide please, Sam? So today we're going to cover, over the next hour or so, an overview of the fund, and then we'll look at the Water Breakthrough Challenge process and how you can enter. And then Arlene and Oli are going to give some examples of best practice to help with certain aspects of the application process. Uh, given that this is the fifth round, a lot of you will already be familiar with the fund and the entry process for the Breakthrough Challenge. So, we're aiming to make the best use of everyone's time today by focusing mainly on what's changed since Breakthrough four and the key details that you need in order to enter Breakthrough 5. If you have any further questions about the fund itself or anything more generally, because you may not have attended one of these before, then do put them in Slido or get in touch with us after the webinar today.

We hope to have about 15 minutes at the end for Q&A, as I said, before the Zoom chat is active for any technical issues, but please put your content related questions into Slido so you can use the QR code or the link that's there on the screen. You can also go to Slido.com and use the code #b5launch. George has also just put the link in the chat, so hopefully you can all access Slido for your questions. Okay, let's get going. I'm going to hand over to Jeannette, who's going to give a quick overview of the Innovation Fund.

Jeannette Henderson, Ofwat Innovation Fund 04:25
Morning, everybody, thank you so much for joining us on our webinar, launching the fifth and final round of competitions for this amp. So far, we have awarded over £150 million in 93 initiatives across the whole of the water sector, and we've seen some really exciting innovations

generated through the fund, from 3D concrete printing to transforming a large carbon intensive wastewater treatment plant in the world's first retrofit carbon neutral site. We've seen pipebots helping to maintain sewer pipes, through to initiatives to help vulnerable customers, and we've also seen enabling activities such as creating the open data platform stream.

The real success of the fund today has been significant increases in collaboration that we've seen between water companies and with the supply sector, academia, NGOs and a wide range of others. We hope that that continues in this round. This round, we have about 40 million pounds to award across our Catalyst and Transform streams in this competition, we're inviting entries into one of our four themes. Next slide, please. Our themes as a reminder, are

- responding and adapting to climate change
- protecting and enhancing the environment
- delivering long term operational resilience and
- testing new ways of conducting core activities

And finally, I just want to remind you that one of the really important elements of the Innovation Fund is that knowledge from each of the projects is effectively shared so that all customers in England and Wales can benefit from the fund. So please make sure that when you're putting your project plans, your project proposals together, that you plan to share knowledge throughout the project and also at the end of the project, to make sure that any insights gained and information about the project, whether it seemed to be a success or not is effectively passed on to others so that they can learn and adopt successful innovation. I'll now pass back to Hannah, who will provide you more information about the competition and timelines. Thank you.

Hannah Dummett, Challenge Works 06:35
Thank you, Jeannette, so yeah, as mentioned, I'm just going to go through the process of Breakthrough 5. Could we have the next slide please, Sam? So, we're going to cover the main details of Water Breakthrough Challenge. As in previous rounds, we have two streams, both of which opened yesterday, 9 September.

So, looking at Catalyst first, that's going to close on 6 January 2025. Individual entries to Catalyst can bid for funding of between 150,000 and 2 million pounds. So, this stream has a single stage entry process which is proportionate to that value of funding and the risk of entries being submitted as part of that entry process, entrants will need to record a three minute pitch video to help assessors and judges in their understanding of the entry and all the details about pitch recording and how you go about that and every other detail specific to The Catalyst stream can be found in the entrant handbook, which is available on our website, and we'll also share the link in the chat. Just note that there are separate Handbooks for each stream, so one for Catalyst, one for Transform, and also in the handbook, we've highlighted changes from previous rounds in green boxes, so you can easily pick those out and familiarize yourself with any new content.

Then looking at Transform. The first stage of the Transform stream also opened yesterday, but it's shorter than Catalyst, so that closes on 30 September. Each entry to Transform can ask for funding of between two and 10 million pounds. We do have an exceptional circumstances where an entry will deliver significant impact, we are open to accepting entries requesting more than 10 million but we ask that this impact and dedication is demonstrated by having at least 10 water companies in England and Wales as entry partners. And we'll get to requirements on entry partners in a minute. For more information about that and to request offer approval to bid for above 10 million, which needs to be approved before you can submit your entry, please get in touch with us at the waterinnovation@challengeworks.org email no later than five o'clock next Monday. So that's 16 September 2024 to flag if you want to apply for more than 10 million pounds.

So, back to the Transform stream, it's for larger projects, which reflects the funding available. So as such, we have a two-stage entry process, following feedback from entrants to previous rounds of the Challenge, we've simplified and streamlined stage one of the Transform entry process, which is why it's shorter than in previous rounds. So, as I mentioned, that closes at the end of September, the first stage of Transform is designed to give enough information for assessors to make a decision on which entries should then be invited in to apply for stage two. And stage two requires more detail in the entry form and a much longer application form. So, a part of the first stage is a live Q&A with assessors. We'll explain more about this shortly. And stage two of Transform requires a pitch recording, so that's not required anymore at stage one. As with Catalyst, all of this information is in the Transform entrant handbook, which is on the website, and again, the link is going to be posted in the chat. And similarly to Catalyst, there are green boxes highlighting changes from the previous rounds.

So, to quickly go through what's the same about Breakthrough 5 as in the previous rounds, so the process and the timelines for Catalyst remain very similar to Breakthrough 4. We've made small updates to streamline and improve the entrants experience, but there aren't any major changes. The funding amounts remain the same, and the policy on minimum funding contributions from entrants so that's at least 10% of the total cost of the entry having to be funded by the entry partners. That's the same as before. We're also sticking with the unified judging process that we trialed for Breakthrough 4 so that's one single judging panel reviewing entries to Catalyst and Transform together. And this really helped increase visibility across the streams and ensured a streamlined approach to portfolio recommendations based on gaps in the market and varying levels of innovation risk. So, the benefits of that are staying for this round, and there's also been no change to the IPR policy.

So now, can we have the next slide please? We're going to look at the timelines for both streams alongside each other. So, as I mentioned, Catalyst is open now until 6 January. The Transform

stream stage one is open now until 30 September. Any entries that meet the assessment criteria at stage one will be invited to access stage two from 18 November, and then that will close on 13 January 2025. Successful entries to both streams will be notified by late April, and similarly to last year, we're aiming to announce the winners by mid-May 2025.

Next slide please. We're going to have a look at what has changed from previous rounds. So, we made some updates to the entry process based on previous entrants' feedback, and the aim of this is to improve the entry experience and make it easier for those involved in pulling together an entry. We've updated the timelines, as I mentioned, and we've streamlined the entry forms and made questions easier to understand. We've also strengthened the guidance that sits alongside these questions for entrants. The bulk of the streamlining is within the Transform stage one process, the entry form is simpler. There are a lot of details that are held back to be asked to entries that are invited to stage two of Transform, and that's why we have a shorter entry period for stage one this time, as there's now less entry form detail at stage one. I mentioned this earlier, we've now introduced a live Q&A with stage one assessors to help with their assessment on which entries to take forward to stage two. These sessions will be held in late October and early November, and you'll be notified of your time and date slot after the stage one entry period closes at the end of September. There's full information on this available online and in the Transform stream handbook. So do use that to read up. Given that stage one Transform entrants will be attending this live Q&A we're not requiring a pitch recording at stage one. This will instead be required for entries that are invited to stage two, and for Catalyst, it remains the same. So, pitch recordings are a requirement of the entry.

We've also introduced involvement of the Drinking Water Inspectorate, so any entries required related to drinking water, and this will be ascertained via the entry form, may be shared with the DWI for their review. Their review will be aligned to the top-level assessment criteria to aid judges, and finally, to help work out how much funding can be requested from the fund, we've introduced a nice little calculator in the Submittable form, which will flag whether your entry meets the minimum funding requirements.

Next slide, please. We're going to look at how you can go about entering. So, who can lead an entry? The lead entrant to Breakthrough 5 must be one of the licensed regional water only and water and wastewater companies or new entrant water and wastewater companies (NAVs) in England and Wales, and we strongly recommend that lead entrants enter Breakthrough 5 in partnership or consortia with others. For the Catalyst stream, partners can submit the entry form so anyone involved and during the eligibility checks will confirm that their sign off from the lead entrant. And for the Transform stream, we require that the form is submitted by the lead entrant, i.e. the water company, or NAV.

Next slide, please. We're going to look at how you can enter. So, the practicalities of it. Entries for both streams should be submitted via the online Submittable platform, which is accessible from our website. We've got some useful templates and drafting materials for both streams that are available on the [Get Involved page](#) on the website, which is linked at the bottom of this slide, and just to remind you that the entry template spreadsheet where you detail your entry budget, your program and your risks, needs to be uploaded as part of the entry in submittal and Submittable. This is required in the Catalyst stream, but not stage one of Transform stream. So, you're very welcome to start working on your entry budget if you're submitting an entry to Transform, but you don't need to submit it until stage two.

And please remember that you must register to record your pitch by the deadlines that you see on this slide for each stream. So, for the Transform stream, as I mentioned, a pitch recording is only required at stage two. So, the pitch recording window, the pitch booking window, sorry, opens on 18 November, which is when stage two opens and is open until 20 December. For Catalyst, the booking window is open now until 20 December. And you can use the links that are on the website and in the handbook to book into those.

Could we have the next slide please? This is what the assessment process looks like. So, the same assessment process is applied to both streams of Breakthrough 5. After the entry period closes for each stream, entries will be checked for eligibility and then reviewed by our technical assessors. Once assessors have reviewed them, entries will go to the judging panel with recommendations made to Ofwat for the final decision. Please note that entries to stage one of Transform will be reviewed by technical assessors with the entries that meet those assessment criteria being invited to apply for stage two, where assessors will once again review entries before they're passed to judges. So, in other words, there's no judging process at stage one of Transform.

In terms of feedback that will be provided to entrants to advise on any areas for improvement. And for stage one, feedback will be high level, given that the entry form is much simplified and there's full information on assessment criteria and weighting and the whole judging process in the entrant handbooks. My final slide is on support for your entry. So, we've got a number of options available to entrants for Breakthrough 5, full information is on the website that just to remind you that this webinar is being recorded, we'll upload the recording and the transcript and the slides onto the website by early next week. Then after the webinar, your one source of truth should be the entrant handbook, and each handbook has all of the information you need to prepare an entry for that stream. As I mentioned, there's a separate version for each stream of the competition, as in previous rounds.

We're also going to be holding one-to-one surgery sessions during the entry period. The link to book these is also available on the website, and you can book a 15-minute slot to ask the delivery

partners any questions or clarify any publicly available information. And we do ask that you flag what your question may be about, so that we can assign the right person to that surgery session to help you. And finally, we have recordings of entry writing workshops that we ran in previous rounds, and they're available on our [entrants' support page](#) of the website. So, these are there to help you develop entry writing skills and ensure your answers are clear and that they answer the questions in line with the assessment guidance, as it's set out.

Right, this has been a lot of information. We hope it's useful. Please remember that you can come back to this. The slides will be available, the recording will be available and do drop any questions into the Slido and I'm now going to hand over to Arlene..

Arelene Goode, Arup 20:00

Yes. All right. Thank thanks, Hannah and Um, so just to remind everyone that the overarching objective of the fund is to help the sector better meet the needs of and actually create long term value for customer, society and the environment through innovation. So, in order to do that through the fund, it's really crucial that there is effective and impactful sharing of knowledge and learning which is generated from the delivery of funded projects. And this can relate to things like information and data. It might be lessons learned, it might be documentation, it might be roadmaps that you have developed, or policy options, and it can relate to any learning around project delivery. It might be technical developments, or it might be something around project outcomes, or any other learning that generated through the delivery of the fund. And we want that to be shared really well.

And the key point here is that we are looking for effective and impactful sharing, and I'm going to talk a little bit more about that shortly. And we want to be really clear that we consider not just the quality of the knowledge and learning that you're sharing, but also the timeliness of it. We want to make sure that it's essentially released at appropriate times across the whole project lifecycle, and not just at the end, because some of these projects are potentially years long, and if we're going to wait till the end of a project before we share any insights that we're getting through it, then we may be missing an opportunity. So, we want to really get the most out of this that we can we also want to take the opportunity to highlight to you entrants the importance of sharing that information and knowledge and learning to make sure that we're building on each project and not duplicating work. We don't want to see you know there might be some data that's coming out of projects, which you can build into your entries to show that you are you are additive.

So, so why is it essential? Well, innovation is infectious. Ideas breed ideas, and you need to share what you're learning and have learned in order to increase the impact of funded projects and also to amplify any positive outcomes for the sector. By sharing cleverly, we can build a base of

learning for future projects so that they are additive and not duplicating. As I mentioned before, sharing fosters a culture of openness and collaboration, one of the aims of the fund, and we want you to be leaders in knowledge and learning sharing and to bring really lasting impact and legacy to funded projects.

Next slide, please. So, since we started the fund, we've seen lots of funded projects start to generate very interesting insights. But it could be better. We could get more out. So, I just want for Breakthrough 5 to really, really get a, you know, get creative and think about some of the clever ways that you could share. We've some seen some really good examples of some positive knowledge and learning. But we also want to let you know that this, that it's just as important, arguably more so, for you to share when things maybe haven't gone to plan, so others can learn from that experience and we can, we can we can all, all share from what you've done, and we expect you to share insights with us as part of the project monitoring process. Every project, every funded project, is monitored. So, we are always looking for what have you learned this quarter? What have you learned over the course of this, the project delivery, and we want to see how you're implementing, not just telling us about what you're learning, but across the sector.

And over the years, we've, we've seen a variety of methods for shared knowledge and learning. And you know, for example, we've seen some projects with dedicated websites and pages set up to share output puts and resources have been generated. We have seen webinars, podcasts, etc., to broadcast what's been learned. And we've also seen hackathon sprints and workshops to bring stakeholders and audiences together, to co learn from each other. So, it's not just a one way you know, you can build new ideas through sharing what you've learned together with other projects. We've seen information repositories so that project data is publicly available and accessible formats, together with the use of innovative dashboards, or interactive dashboards, which visualize project data, information and outcomes, we've seen the publishing of case studies, newsletters, reports, presenting at conferences. And if I can draw your attention also too, on this image here, you'll see the use of spring to help with knowledge transfer. I'll transfer and contact string, Spring. Sorry, if you want to know more about that.

Next slide, please. So, in your entry, we want to see really ambitious plans for knowledge sharing. It's going to be proportionate also, you know, we'd like to see that you've thought about it in the context of your project and understand the audience that you are trying to reach, and why not all projects are equal. Not all audience services are the same for different projects, and not all of the information is the same that's needed by different audiences. So really think about what is going to be impactful, what innovative and impactful methods and approaches will you adopt for sharing your outputs and your insights and your experiences gained, not just across the project, but with the sector and beyond, if necessary. And we want to see how you're going to be sharing data, information, documentation, and how this will be accessible to others, not just now but in

future, beyond the end of the project, and we want to see how you will actively promote the knowledge, to ensure that there's an awareness, and also to engage with people and organizations who need to know. So, this is, you know, this might be a way of bringing or connecting and sharing that insight with different sectors, and we also want it to be proportionate and appropriate. How are you going to strike the right balance of information so that it's valuable but it but it's not overload, so get creative. Think long term and think effective.

Next slide, please. So, there are some really great examples in some of the projects that we've been seeing over the years. I've chosen one. I could have chosen many projects, but I've chosen this one, and I think it's probably timing more than anything, but I think this is a particularly good example of the enabling water smart communities, and apologize to anyone from Anglian Water who's here, if I get anything, any of this wrong, but this is particularly good because this project actually needs to bring together different sectors.

This is one that's led by Anglian. It's funded project, and it explores the relationship between integrated water management, community engagement and practices and housing development to unlock some new opportunities for cross sector delivery and stewardship and so communication is really important, and sharing some of the developments and that this project has really important, not just for the water sector, but for others. So, the language and the audiences is, is very particular and broad, and some of the things that they've put in place, and I'm sure this is evolving with time, but it's, it's, we've got, you know, they've got a dedicated website, which is really good in terms of it's got examples of values, actions, and it's curated for the reading to make sure information and knowledge is accessible throughout the project, and that's kept up to date, and it's interesting reading. They have had sprints, for example, at the Innovation Festival, and that's been very widely promoted with I've seen that they've done some collaboration workshops with other projects and with other organizations who aren't actually in the team, and that's with partners and organizations outside the team, as I said there, and the outcomes of those are shared. And I see that there is also webinar series of five webinars set up for this autumn, starting soon, and that's to share the project the insights developed so far. And I'm sure there's more to follow. So, it's obviously been thought through. So, I would encourage you to have a look at that and get some ideas.

Next slide please. So, some things for you to consider, take away from this, avoid duplication of your entries by incorporating and building on the learning and insights from other projects. This is why it's so important that projects share what they're developing and share the insights they've got data and information, because we want to make sure every project is additive. Regularly share insights through the project lifecycle, not just at the end. Think carefully about what data and information you will share and where you're going to share that what's the format, what's the data control process you're going to put in? No, we wouldn't normally ask for this at the entry, the

entry, but do think about it, because it is, it's something that is important. Where you're going to host this information, and what's more in, what's the most useful information for the audience that you're trying to target, target innovation insights for a variety of relevant audiences, and it's okay to share when things don't go to plan. This is really valuable learning, too, and this is going to help other teams. So please don't be shy. Tell us when, when things haven't been quite what you thought, and tell us how you've pivoted from that, how you've managed it and within your teams, we encourage you to empower them to receive and embed lessons from other sources, so not just those within your team for the delivery, not just about what you've generated, but what are you seeing coming out of perhaps other projects or other initiatives out there that could impact your project. So please make sure that your teams have got access to that and build on it.

Okay, that's all from me. I'm going to hand over now to Oli, who's going to talk about scalability.

Oliver Raud, Isle Utilities 30:54

Thank you. Arlene, yes, absolutely. So, I'm just going to spend the next few minutes or so delving into what is a really important topic for the funds around scalability and how applicants need to consider how they scale outputs, resources, tools and from their projects, right from the very get going. That's critical. And Arlene's alluded to throughout there, and whilst the focus maybe of the previous section there, that Arlene took us through, was more looking at sharing, learning and an active and appropriate communication dissemination, scalability and scaling, I suppose, differs as it cuts to the core of a solution being deployed and really operationally, how we can go further than just maybe raising awareness or exchanging knowledge. So, it's really about the implementation and deployability as well. So, you might be asking yourself why scalability is important. Well, for us, it's essential, essential to maximize the value of the investments made within the offer Innovation Fund and really return value and improved outcomes for customers, society and the environment. And what's crucial there is across the broadest geographical and operational context, and not just talking about the England, Wales, what sector, but broadly outside of that as well, scaling project outputs, resources and tools enables and that wider impact, not across the water, they just said, but also across other adjacent sectors and markets, to really ensure that the initial investment that's been seeded there from the program actually is able to benefit a broader segment of the population and extend the reach of innovations across the UK and beyond.

Scaling helps us to standardize successful innovations, and critically reduces the redundancy that we see sometimes in duplication of effort, ensuring that stakeholders will benefit from the solutions coming out of these projects, there's many of the projects focus on longer term resilience and sustainability issues. Scaling these initiatives also amplifies their positive impact on the environment, not just for now, but also for future generations. And it's widely recognized that by also scaling successfully, successful, successfully, sorry, scaling funded projects, we

create a very positive feedback loop that encourages further innovation within the sector as well. So as companies see the tangible benefits of these innovations, they're more likely themselves to invest in efforts, to deploy the outfits from primary projects, as well as supporting additional innovative activities and efforts in their own settings also. And building on those knowledge exchange principles that we're so excited to see become more recognized in the sector, we can also foster collaboration among the broader water sector ecosystem as well, leading hopefully there's more integrated approach to solving the challenges that we face.

Next slide, please. So, you might be asking yourself, Why the focus on scaling innovation now within the Ofwat Innovation Fund? Well, plainly, given the number of projects funded by the Innovation Fund and the results that have been achieved and outputs creating increasingly areas the need to implement, adopt and deploy these across the sector, for those reasons I outlined previously, as we approach the end of this amp and the final allocations of the funding of this first duration of the of the program, we all want to ensure the most positive legacy, obviously, and to continue to challenge ourselves and ask ourselves, are we doing all that we can to enable the uptake of these solutions created and trialed within the projects to maximize return for customers, society and environment. It's the same. In order to do this, we'd like applicants to start, start at the beginning with the end in mind and making sure that scaling is not the afterthought, maybe that it sometimes was something that needs attention only towards the end of a project, we need to see commitment and more budget and resource to scaling activities. And it's essential that we and we encourage projects, to create a scalability strategy as well, and to create an own as well, this scalability strategy that will hopefully embed scalability throughout the lifetime of the project and beyond, not just again at the at the end of the project.

So, Next slide, please. So for those of you who weren't able to make it, admittedly, that's quite a few, given the number of people on the call on the webinar today, back in July, the delivery team held a sprint at the Northumbrian Water Innovation Festival where we worked alongside a number of colleagues from across the sector to examine how we can scale the outputs and results of a number of the projects that have been funded linked to the learning reports also that you might have been aware of throughout the three and a half days that we were in the tent, if you will, we worked on a number of elements of the scalability challenge, and I just wanted to highlight maybe a few barriers that it's worth considering when you're looking to your application for this upcoming round of the Breakthrough and some of the barriers that are identified by participants there, some of them came from a regulatory point of view, so it's good deal of consensus in the room there that regulation can sometimes inadvertently discourage innovation, especially in areas where there's maybe less of an acute focus. This was especially felt in areas of circular economy and some of those topics that were being put forward by the learning reports. So again, just focus on where those regulatory kind of spotlights are. If it's not, you know, it's great that we are able to then, you know, bring those to the fore and actually give some focus to those.

We conversely, understood that innovations arising from the sector, and to an extent, from the innovation fund itself, don't always match the timeframes required to create impact, and that's something that we challenge ourselves on, as well as the time and the lag from, you know, an innovation trial, maybe, to then adoption scaling within the sector. And that's perhaps most pertinent to this webinar today, is around the issue of this handover stage, so between those pilot innovations and operational teams and looking to embed and deploy. And I think this is something that applicants to Breakthrough 5 would do really well to consider within their strategies for scalability, as to how they enable that handover and the most effective transition into business as usual, of their innovations, couple of the points they're focused around, but the guidance and frameworks required to ensure knowledge transfer.

And we're seeing an increasingly mature ecosystem within the water sector around knowledge transfer, spearheaded by the activities in spring and other stakeholders as well. But there is this still, this kind of need internally, so articulated by participants at the sprint to look at streamlined decision-making processes and a focus on commercial business cases for adoption innovations. So again, within your applications, you need to pay attention to those kind of things, and the ability for it to take seed and scale further is often reliant on its business case and how it stacks up commercially. So that's something that needs to be kind of embedded throughout and thought of, and then at a sector level, participants also felt there's a lack of a clear strategy, maybe, around innovation, adoption and more work is needed there to be done to map out and highlight those key stakeholders, their roles, responsibilities and accountability, and breaking down some of these barriers to adoption and scaling that we see at the Moment. So, I think it's all on us to be able to kind of to bring that forward and play our role in doing that. And hopefully within the next few months and years, we'll see much more of a mature approach there.

Next slide, please. So, as you're no doubt aware, there are many models for scaling innovation globally, building again on the sprint that we that took place in July, and we've highlighted one here, which is called the wealth World Health Organization's correct framework. And I think really for its simplicity and accessibility. So this wasn't developed with water sector innovations necessarily in mind, but it's a very relevant framework and a useful, transferable tool, then to help participants start their projects, as we're saying, with at the beginning, with the end in mind, and then constantly applying that thinking and considering the different attributes that you see there when developing outputs, tools and resources, and how they then are able to scale and be implemented by others throughout the lifetime of the project.

So, I won't dwell on these too much, but just to kind of bring out some of these briefly, so it looks at credibility, ensuring you document, and the documentation of your pilot and test results is always very clear and systematic. Observability, making sure that your results are observable. Can

stakeholders see the results in pilot or experimental or demo sites, the relevance of them as well? Does the innovation address of recognize clearly evidence pain point or market failure or water sector need? If so, why not? And do we need to pivot or kill the relative advantage? So, your solution, and you know how it actually will need to demonstrate the relative or unfair advantage, even of an innovation over other BAU practices around cost, sustainability or efficiency, for example, is ease of transfer and installation. So, a key consideration here is the solution fit for purpose, in terms of its technical sophistication for adopting organizations, and will it actually create any conflict or rejection among adopters? I think to the above point, the compatibility question needs to consider very closely those technical, organizational and system changes that are required to adopt the innovation, need to think locally, and that kind of mantra of one size does not fit all. And then finally, here around testability, so can the user organization test the innovation in stages without fully adopting it? For example, i.e. can it be adopted incrementally? This is important to ensure value can be added across the widest range of stakeholders. And it's not this kind of all or nothing situation. So saying, I think in true BBC fashion that other models are available, but we feel it's very useful. It could be very useful, hopefully, for entrants when developing the scalability strategies and when they're approaching scalability within the projects.

Next slide please. And then, before I hand over to Rhys for some Q&A, we just wanted to highlight also some other models and interesting resources that might be helpful when developing your applications as well, for those on the call that are actively delivering projects at the moment, and maybe even more considering scalability more closely after this webinar. So, there's a few there to hopefully provoke and help you guys in thinking about that differently and really augmenting some of the thinking so that, again, we can amplify impacts and ensure that we have a lasting legacy from these projects. Rhys, over to you.

Rhys Herriott, Challenge Works 42:08
Thank you. Oli, yes, I'm Rhys. I'm in the Challenge Works team, and I'm going to try and get us through as many of these questions that are coming through on Slido as we can I will start with the ones that have been voted highest, but I will also try and favor the questions that are most directly relevant to being able to enter Breakthrough 5, so that we can get those entrants on their way and submitting their submitting their entries. But if there are significant questions that we don't get a chance to answer, then we can try and make sure that we get some comms out to attendees to help clarify those as well.

The first question is a quick one that I'm happy to clarify here. So, what was the success rate last year for Catalyst that was sort of, I'm taking that to mean how many entries were submitted that were successful. It was around about 50%, so fairly competitive in the in the Catalyst stream last year.

The next question, there is a rather intriguing rumor that stage one is going to let most entries through. Hannah. Is there any clarity we can provide on that rumor there?

Hannah Dummett, Challenge Works 43:28

I think we can say that's just a rumor. The stage one entry is to really give assessors an idea of which entries shouldn't be going through to stage two. So, it's, it's a sort of the questions, there's another question further down, which I'm happy to answer as part of this as well. The questions at stage one are really looking at, what is the opportunity, what's innovative about the solution, and how do you propose to set that out, and what will you what sort of activities will be part of the project that will help deliver that, that solution and the opportunity as it's set out. So, meeting those criteria will be the key element of that, and then part of that will be clarified through this Q&A process. It's a new approach. So, we obviously haven't done a streamlined, sort of more concise stage one before, so obviously we'll be learning as we go. But it is designed to sift out the entries that shouldn't be taken forward to be looked at by judges as part of stage two.

Rhys Herriott, Challenge Works 44:43

Excellent. Thank you, Hannah, hopefully that's provided some clarity. Got another one here, which has just dipped into the lead. So would Ofwat/ Challenge Works consider setting up a website to allow sharing, rather than each water company needing to do that directly. I'm happy to comment on this, which is to say that we would love for the projects that we've funded to take as much ownership as they would like to of the projects on our waterinnovation.challenges.org page. So, if anyone who does, if anyone does have a project in flight with us, then please feel free to contact us and we can update any and all information and resources. We've been doing what we can to keep those updated ourselves. So yeah, please watch that watch that space.

The next question in the list here is on sort of finding a partner, you know, if you are not a water company. So yes, the [Find a partner page](#) that we provide on the website is primarily just a list of water companies for people to try and understand who is out there in water sector in England and Wales. Our advice to anyone seeking to find a find a partner is probably to try and reach out directly to those organisations, or also engage with Spring, who, you know, do, do play a bit of bit of that role of sort of brokerage and networking in the sector as well?

Jeannette, we've got a question here on the sort of overall 40 million pound sort of bucket for Breakthrough 5. So, I don't know if you would like to sort of essentially that 40 million pounds seems restrictive, given we're coming up to the end of amp and the fund is slated to continue. I don't know if you had any sort of comments you'd like to offer on that.

Jeannette Henderson, Ofwat Innovation Fund 46:40

Yes, basically, the fund is collected by water companies from their customs bills. And there's a maximum amount they can collect each year, and that's 40 million pounds. So, 200 million divided by five is 40 million. There will be, we have, we are consulting on having up to 400 million next year, in the next amp, so there may be an increase in the size of the allocation to each of the competitions.

Rhys Herriott, Challenge Works 47:06
Well, thank you very much. Jeannette, the next one here is probably for you. Hannah, on whether the amount that organizations contribute, I'm taking that to mean financial contributions, whether that affects the chance of that entry being successful.

Hannah Dummett, Challenge Works 47:24
So, as I mentioned, the minimum requirement is 10% of the total entry cost. We welcome anything above that, but entries are assessed on the assessment criteria set out in the entry form, and not on how much funding they're each putting forward

Rhys Herriott, Challenge Works 47:42
Cool. Thank you. Hannah, the next one, I'll come back to you as well, which is whether EA have been approached to review wastewater projects in the same way that DWI have.

Hannah Dummett, Challenge Works 47:55
So, there's no formal mechanism for that. The Environment Agency has been involved in previous rounds, but we're we've set up this collaboration with the DWI this year, and we'll be learning from it, and then with the potential to rolling out further. But as yet, no formal involvement of the EA.

Rhys Herriott, Challenge Works 48:21
Well, thank you, Hannah. Sorry. Another one. Straight back to you, can an SME lead a submission for multiple utilities and share funds to quickly roll out benefits across all collaborating companies.

Hannah Dummett, Challenge Works 48:35
So, depending on which stream you're entering, if it's Catalyst, then yes, any entry partner can lead a submission. If it's the Transform stream, then it needs to be a water company or NAV in England and Wales. So that's dependent on which stream.

Rhys Herriott, Challenge Works 48:56
Ok, thank you, Hannah. There's another one here on how many years do we have to consider when requesting the funding amount, there may be significant ongoing costs post initial

development of the innovation. So, I take that to mean basically, how long should the should the project sort of continue, and how long does that need to be funded for Hannah? I don't know if you have any clarification you can offer on that one.

Hannah Dummett, Challenge Works 49:28

So, we do include sort of knowledge dissemination and implementation as part of the project life cycle. We see that as forming the timeframe of the of the project, and we ask that you set out the funding to cover the entire project lifecycle, so...years, it can vary depending on the size of the project. But do consider costs, post sort of lead time for design and project delivery. I mean, there are ongoing costs, and we encourage you to consider those, as Jeannette said and Arlene focused on, knowledge and learning dissemination is really important as part of this.

Rhys Herriott, Challenge Works 50:20

Cool thank you. Hannah. The next question is about sort of sharing data and knowledge. And you know, there isn't necessarily a sort of free option offered, offered through Ofwat beyond, as I mentioned, the waterinnovation.challenges.org website. But Arlene, I don't know if you might be able to sort of touch on some of the other options out there, for disseminating knowledge?

Arlene Goode, Arup 50:50

Yeah, well, it all depends on what it is, I suppose. And that's a loose answer. I think, you know, there are options around some and you know, as a single point, you could set up your own repository, for example, you could piggyback onto some others that are already out there, or it may be that you disseminate through some perhaps technical institutions. Yeah, there's, there's lots of options there, and it all comes down to really what, it is that you're sharing. I haven't got any firmer because it just depends, Oli might have some other ideas.

Oliver Raud, Isle Utilities 51:29

No, not necessarily. I mean, I think it's all about appropriateness, isn't it, and it's about the kind of relevance of who your stakeholders are and how you're trying to essentially embed any new practice or exchange any new knowledge. I think one thing I would say is, having also been part of some of the assessment processes, is that make sure that there's enough budget for it as well, that you're accounting for enough project spend to actually do the thing that you need to do. We find sometimes that it comes across as a bit of an afterthought, and it's quite visible, it's quite obvious when that is the case. I think, yeah, it can't stress enough the amount of obviously investment has gone into this, and how the need to kind of scale that impact is obviously crucial. So, it's on projects themselves, like I said, to kind of create that strategy, own that strategy, and make sure that they have enough money within their means and in with the coffers to actually, actually do that and deploy it throughout the lifetime of the project. So, yeah, I would say that it's about budget as much as appropriateness.

Rhys Herriott, Challenge Works 52:36

Well, thank you. Oli and Arlene. The next question, Hannah, I'll come back to you which, and we've had a couple of questions around this topic of whether DWI can be partners on the entry. You know, given they will be potentially playing a, playing a role in reviewing those. Yeah, can? Would you of your thoughts there, please?

Hannah Dummett, Challenge Works 53:00

Yeah. So sure. So, as I said, this is new to us, the sort of collaboration with DWI, but if there are any conflicts of interest at any point within the competition, so that applies to assessment and judging as well, we do not sort of call on involvement where there might be a conflict of interest. So, any overlap, we look for alternate assessors or judges or anyone who's able to review.

Rhys Herriott, Challenge Works 53:31

Cool. Thanks, Hannah. And I guess also, if I can offer my 2p on this as well, it's worth noting that DWI won't be sort of playing a formal scoring role, or that recommendations won't necessarily be binding, and it's, I guess, a request to just let us know. I believe in your entry form, you should be able to declare any conflicts that you may be aware of, and obviously you will be listing DWI as a partner. That just makes it as straightforward as possible for us to be able to manage those conflicts as they arise.

We have another question here on the partner database, which yes, that was something that we trialed a couple of years ago. We will not be reopening it for this round, but we are sort of interested in sort of understanding how we might be able to sort of continue to support brokerage and new partnerships in future competitions. So, for the time being, please use all of the avenues that we've already sort of mentioned on this webinar, and in particular Spring, who have a really important role to play in this space.

Hannah, we've got a question here on the difference between Catalyst and Transform. Would you mind sort of adding some clarity around that, please?

Hannah Dummett, Challenge Works 55:00

Yep. So, I mean, the main difference is the funding amount, but then the sort of the size of the entry and then the level of risk and benefit to water customers is proportionate to that level of funding. So that's, that's the real difference, and then the entry process is reflective of that sort of that level of risk and the benefit and impact that a project can bring. So, yes, it's the funding, but the funding is also linked to other elements.

Rhys Herriott, Challenge Works 55:35

Cool. Thank you. Hannah. Jeannette, the next question I'll come to you, one which is sort of just querying the policy, the eligibility policy around water companies needing to play a play a lead role in these entries.

Jeannette Henderson, Ofwat Innovation Fund 55:52
Sorry, what was the question?

Rhys Herriott, Challenge Works 55:56
Why must water companies be the lead entrant?

Jeannette Henderson, Ofwat Innovation Fund 55:58
Well water companies collect the funding from their customers, and also, they're the ones that ultimately have to implement any innovation. So, the current approach is that water companies must lead them and receive the funding for the from for the projects. We did set up the Water Discovery Challenge for non-water companies, and they there, they had support and mentoring from water companies. But, um, but this for the Water Breakthrough Challenge, it has been led by a water company.

Rhys Herriott, Challenge Works 56:29
Excellent. Thank you, Jeannette. We have a question here on which body the judging panel primarily be made up of? So, the judging panel, we draw on a range of sort of independent experts from across the sector, and we try and make sure that we have a good mix of individuals and perspectives on that panel. So, we will be announcing the panel for Breakthrough 5 in due course, but you will be able to find details of previous judging panels for previous Water Breakthrough Challenge, all on the waterinnovation.challenges.org website.

Questions are jumping around a little bit as people vote. Thank you for engaging with Slido. Okay, so we've got a question in here on IPR. So, Hannah, I'll come back to you in the in the first instance. So, sorry it keeps disappearing off my screen.

Hannah Dummett, Challenge Works 57:48
Is it the one around typical patent and IP?

Rhys Herriott, Challenge Works 57:52
Yes, please. If you could take that one as it's just clearly rocketed up the leaderboard.

Hannah Dummett, Challenge Works 57:57
Yeah, so we have a default IPR position and an alternate one that you can set out your own IPR model if you are not going to conform with the with the default IPR model. If you can email that

question, I am not an IPR expert, and I need to have the information in front of me, which I don't at the moment, so if you're happy to email that question to the fund email inbox, then we'll get back to you there.

Rhys Herriott, Challenge Works 58:34
And it is, it is an area with a lot of grey in it that sort of depends on the nuances of the particular entry and the solution and the IP being generated. And I think that also, it is a similar answer to the question on who has IP over the project. So, you know, foreground IP under the default position is owned by whoever develops it, but that is sort of for the partners to work out amongst themselves. So, any specific questions around IP that is that good to get in touch with us in the inbox, and we can get back to you there directly.

Jeannette, we have a question here on Breakthrough 6, so people looking well ahead, which is, and it's probably sorry, going to be our final question I've just seen the time, which is the anticipated timelines for Breakthrough 6.

Jeannette Henderson, Ofwat Innovation Fund 59:29
We consulted earlier this year on continuing the Innovation Fund into the next amp, and we currently expect to launch Breakthrough 6 in September, roughly on the same timetables as this year.

Rhys Herriott, Challenge Works 59:42
Excellent. Thank you, Jeannette, now I believe that that is all we have time for. I appreciate there are a healthy whack of questions that we did not get through. We will try and review those and where there are some sort of clusters of relevant questions. Questions, we will do our best to respond to those, possibly when we publish the recording of this or in an email to attendees. I believe now, we'll shortly be launching a brief poll on the webinar, so please take a second to fill that out before dropping off. And thank you for your time today.