Ofwat Innovation Fund Theory of Change **Development of Culture change** The sector better meets the needs of, and creates long-term value for, innovative solutions process customers, society and the environment. process **MPACTS** The sector's culture values, The capacity and capability of the **Strengthened process for testing** sector to innovate has increased encourages and supports innovation and rolling out innovation FINAL OUTCOMES Tangible behavi oural change across the sector. Outcome 3: Outcome 1: **Outcome 2: Outcome 4: Outcome 5: Outcome 6:** More openness to Outcome 7: Water sector regulators More partnerships and Barriers to scaling up The industry has The industry sharing data, insights Greater range of understand how to understands and collaboration across and rolling out new increased and and ideas to support innovative solutions companies, the supply better direct and embedded new values the role of innovative practices available across the chain, and outside the enable innovation in sector have been innovation skills into innovation in solving within the water sector sector. water sector. the water sector. reduced. their ways of working. long-term problems and with other sectors. **Assumption:** Assumption: sector's challenges the duration of the Fund. **NTERMIEDIATE OUTCOMES** Assumption: Innovative solutions are Leadership understands and Knowledge and data New skills are New ways of working scaled up within and sharing becomes more transferred into the are developed between water embedded water sector companies Assumption: in and support collaboration. Sector leadership Established understands value of Innovative solutions Fund increases levels of relationships between innovation and tested and found to be collaboration across the external innovators and promotes it. (in)effective. sector water companies Assumption: Water company leadership are faced Assumption: Assumption: with the right incentives to recognise sectors are easily transferable and interoperable. Sector level Awareness raising on Partnerships formed as External innovators collaboration Innovative solutions benefits linked to part of the bring innovation to the mechanisms (e.g. introduced by projects innovation competitions water sector Spring) **Assumption:** ACTIVITIES **Projects funded by the competitions:** Other Fund activities **Operation resilience Open Data Projects** and infrastructure **Environmental projects Net Zero projects** Communications **Engagement activities** Other support projects **External Factors:**



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