



Innovator Handbook

Version 1, January 2026

About this Handbook

Welcome to the Water Discovery Challenge Innovator Handbook. This document, alongside the [terms and conditions](#) and the entry form will provide you with all the information you need to enter the Challenge.

If you're short of time, head directly over to the

Online Entry Form [↗](#)

which takes you through all the essentials as you fill it in.

Please submit your entry no later than Wednesday 8 April 2026 at 1pm (BST).

We have also created a list of [frequently asked questions \(FAQs\)](#) highlighting information from this handbook and the terms and conditions to answer the most commonly asked questions about the Fund and the Challenge. If you have read this handbook and the FAQs and have more questions, please contact the team at waterinnovation@challengeworks.org.

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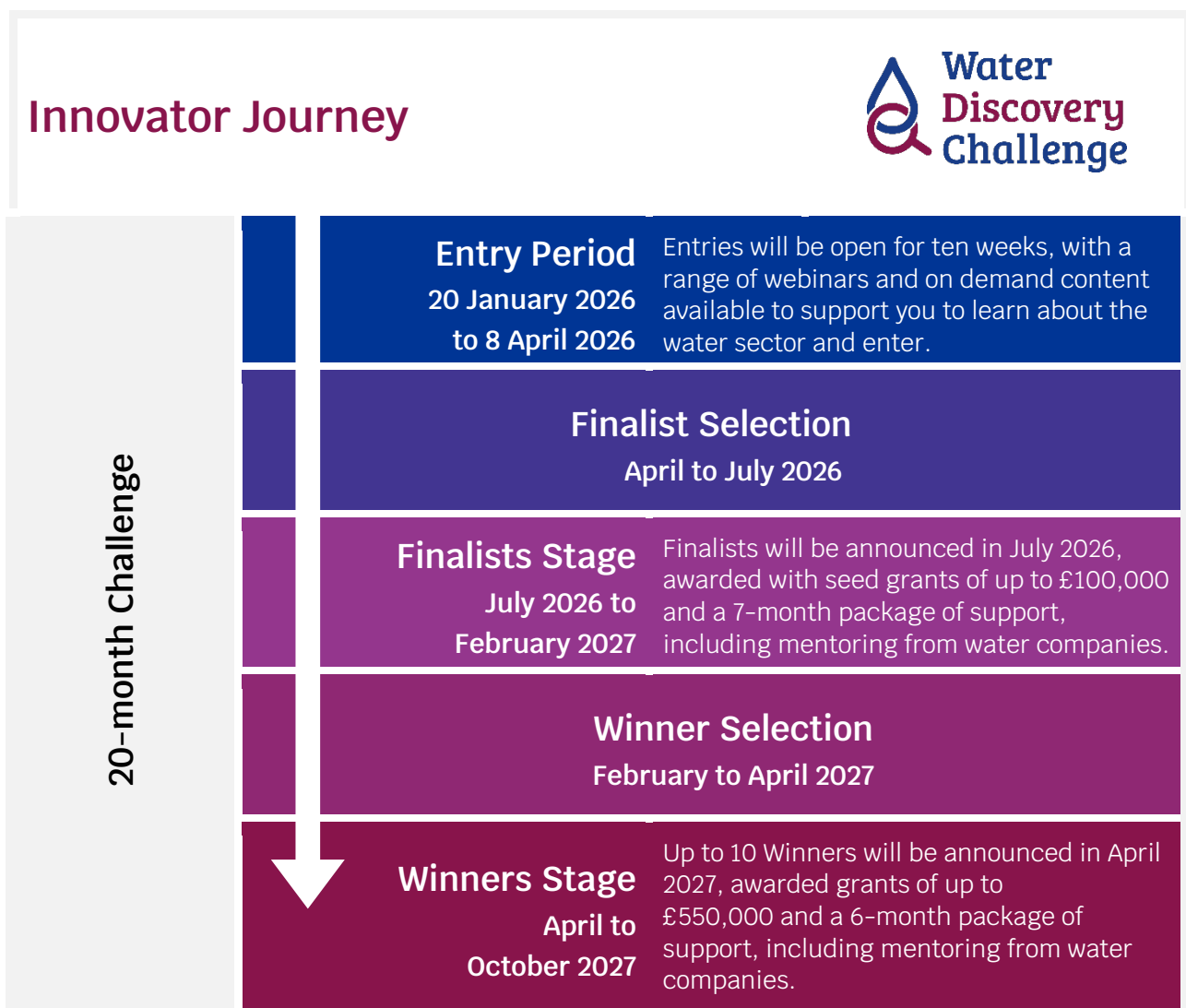
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The Water Discovery Challenge 2

The Water Discovery Challenge (Discovery) 2 is a £7.5 million competition for bold and disruptive innovation that can help solve the biggest challenges facing the water sector today and in the future.

Discovery 2 aims to accelerate the discovery, development and adoption of promising innovations by the water sector. It aims to achieve this by directly supporting organisations with innovative propositions and facilitating their engagement with water companies.

Discovery 2 is a 20-month competition that brings together a blend of financial and non-financial support to help innovations to launch and succeed in the water sector in England and Wales. Finalist and winning teams retain all intellectual property rights and equity in their organisation. Entries can be entered into the Challenge confidentially.



What we're looking for

The Water Discovery Challenge 2 welcomes entries from all sectors, and innovative propositions can be from anywhere in the world. To be eligible to enter, organisations entering must:

- Be a UK incorporated entity¹
- Hold a UK business bank account upon entry
- Comply with the [terms and conditions](#)
- Not be [a regional water or wastewater company](#) in England and Wales²,

We are seeking bold and ingenious innovation that can help solve the biggest challenges facing the water sector today and into the future.

In particular, we are looking for innovations that:

1. Have the potential to have a **positive impact for water customers, communities and the environment**.
2. **Innovation enablers and innovative solutions** ready for concept proofing, testing, early feasibility studies, development and verification in the water sector.
3. Are delivered by teams that have the **capacity, capability and commitment to deliver**.
4. Have the **ability to succeed, be sustainable and/or gain wide adoption across the water sector in England and Wales**.

These four categories comprise our **assessment criteria** which we will use to assess and evaluate all entries received into Discovery. Each of these four categories is explored in detail below.

Discovery is looking for bold early-stage innovations. We particularly welcome entries that meet the following criteria:

- **Novelty:** Innovations that originate from outside the water sector and have not yet been connected to the water sector.
- **Maturity Level:** Solutions that generally fall between Technology Readiness Levels (TRL) 3 and 6 of maturity (Innovation Maturity Level 2-3).

¹ "UK Incorporated Entity" includes any private limited company, limited liability partnership, incorporated charity and Community Interest Company which is incorporated in part of the United Kingdom. Sole traders and unincorporated partnerships are excluded. Potential entrants are encouraged to ask if in doubt. Subsidiaries of international organisations are welcome.

² In this document, reference to a 'water company' means a water and/or sewerage undertaker holding an appointment under Chapter 1, Part 2 of the Water Industry Act 1991. Small water and sewerage undertakers, sometimes referred to as New appointments and variations (NAVs) and water retailers will be eligible to enter.

The Water Discovery Challenge provides a range of non-financial support designed to help successful entrants develop and accelerate their solutions. Innovators should consider how this support will benefit their specific development pathway.

The support package includes, but is not limited to:

- **Sector Mentorship:** Access to expert water sector professionals to help facilitate **connections** and provide guidance within the industry.
- **Expert Support:** Expert assistance covering key technical requirements, as well as broader skills essential for pitching and communicating your offering effectively.
- **Business and Commercial Development:** Tailored support to help entrants enhance their skills and knowledge for formulating a robust business proposal and commercial strategy.

1. Positive impact for water customers, communities and the environment

Under this assessment category, we are looking to understand the benefits an innovation seeks to deliver for customers, communities, and the environment. We ask entrants to describe what kind of impact they envision their initiative could have and why that impact is important.

We will be looking to understand the following:

- What is your solution?
- Does the innovation address a relevant need for the water sector in England and Wales?
- Does the innovation have the potential to deliver positive benefit for customers, communities and/or the environment?

A strong entry should be able to explain how their proposition addresses a need or opportunity within the water sector and what kind of impact it could have.

2. Innovation enablers and innovative solutions

Under this assessment category, we will be looking to understand what is novel about the proposed innovation and how this differs from the ‘business as usual’ approach currently adopted by the water sector. Entrants are asked to explain what is innovative about their initiative both in terms of the innovation itself, but also any new or different ways of working (‘innovation enablers’). Entrants will also be asked to identify how it is different to and better than current alternatives.

We will be looking to understand the following:

- Is the innovation new for the water sector in England and Wales?
- Is the innovation better than current alternatives?

Entries should be able to explain how the initiative is new and innovative within the water sector. This could include experimentation with new solutions or approaches, adapting innovations and practices from other sectors or applying proven approaches that haven’t been tried at scale. Proposed solutions may draw inspiration and/or talent from other sectors.

To help you understand if your initiative fits into what we’re looking for, we specifically would like to welcome entries at the more mature part of level 2, and less mature part of level 3 on the **Innovation Maturity Framework** set out below. This is loosely equivalent to Technology Readiness Level (TRL) 3–6 if your solution is technological, but all types of innovation are welcomed.

A key objective of Discovery is to support innovators to progress through this maturity framework, as well as preparing Finalists and Winners to further scale their solutions beyond the Challenge, for example, by providing a pathway to working directly with water companies or entering future rounds of the Fund’s Water Breakthrough Challenge through new partnerships.

Innovation Maturity Framework

Level	Description	Common activities	Approx. TRL
1. Initial research	Understanding the problem and exploring possible solutions	- Initial industry & market research, - Problem investigation and analysis, gathering stakeholder requirements to create the value proposition, - Early optioneering of solutions, technology concept/application formulation, - Risk/opportunity analysis and research	1-2
2. Concept and feasibility	Developing or testing a concept, designing the solution, and testing the feasibility of solutions	- Innovation concept selection and early design, - Testing/proving a concept, developing the initial prototype, - Defining the approach to enable further detailed testing, - Assessing the fundamental feasibility of solution(s) within controlled environments.	2-4
3. Development and verification	Developing the preferred solution, verifying the design through prototype demonstration in a real-world (or near-real-world) environment	- On or off-site trials of the solution in a near-real or real-world environment, - Design risk analysis, including Failure Modes Effects Analysis (FMEA) for future operation, approach to departures (how can we deploy the solution), - Testing against operational requirements	3-6
4. Validation and optimisation	Scaling up the solution for roll-out or commercialisation	- Identifying practical routes to market, development of training or education requirements, - Large-scale or late-stage testing (pilots), - Fine-tuning to proven operational concepts, - Benefits evaluation, review for approval and deployment, standards, or specification development for the innovation.	6-8
5. Deployment and post-launch	Implementing or rolling out the solution and assessing its impact	- Roll-out and implementation, - Standard/specification finalisation and publication, - User training or education, - Benefits testing and evaluation, Continuous improvement & lessons learnt for future development.	8-9

3. Capacity, capability and commitment to deliver

Under this assessment category, we will be looking to understand if the entry team is likely to be able to deliver what they outline in the entry. We ask entrants to describe their commitment and outline the team's roles and responsibilities and clearly set out why their experience and expertise will support the successful delivery of the entry.

We will be looking to understand:

- The delivery team's experience, skills and capabilities.
- The timeline and delivery plan envisioned by the team
- How the team will spend the funds awarded should they be successful

Entries should describe the roles and responsibilities of their team members and clearly set out why they believe that their experience and expertise will support the successful delivery of the entry. Entries should be able to describe how the £100,000 will be used, and what activities the funding will support, proposing a high-level timeline along with the spend.

4. Ability to succeed, to be sustainable and/or gain wide adoption across the water sector

Discovery is seeking out bold innovations – and in particular, Discovery is designed to support innovators from outside the water sector that have earlier-stage innovations that show promise for adoption and impact within the sector in England and Wales. The support provided to Finalists will be focused on enabling and supporting early-stage idea development and will encourage direct engagement between the entrant and the water sector.

We recognise that many entrants might not have in-depth knowledge of the water sector at the point of entry. A series of webinars is available during the Entry Period to support potential entrants to familiarise themselves with the sector, its innovation needs and challenges.

Under this assessment category, we will be looking to understand the innovation's feasibility and viability within the water sector of England and Wales as well as the risks and challenges to the entry that are foreseen by the team. We ask entrants to describe their vision of how their innovation could be applied at scale across the water sector in the future.

We will be looking to understand the following:

- Is the innovation likely to be feasible and viable with the water sector?

- Is the innovation technically possible and does it have the potential to be financially sustainable?
- Does the innovation have the potential to be widely adopted across the water sector in England and Wales?

Entries should demonstrate that they have considered potential opportunities and challenges along with any anticipated risks, outlining mitigation measures, while also identifying areas of support required aligned with their scale-up ambitions and associated risks.

What you can win

In the Water Discovery Challenge, you can win up to £650,000, split between the Finalist Award (up to £100,000) and the Winner's Award (up to £550,000).

Up to 20 Finalists with the most promising entries will be awarded up to £100,000 to develop their innovation, with a range of expert support and access to mentoring from water companies.

Entrants can choose how much funding they wish to request for the Finalist Award up to £100,000.

The purpose of this award is to develop the innovation in the entry, and any funds requested must be committed by the start of the Winners Stage (April 2027) and will be paid in advance as a single lump sum payment in Pounds Sterling (GBP).

This award can be used to fund any reasonable costs related to developing the innovation and organisation, including labour costs and working through suppliers. Entrants are responsible for all applicable taxes and other charges. Finalists are required to keep adequate financial records to demonstrate how the Finalist Award has been spent, which must be shared with Challenge Works and Ofwat at Ofwat's discretion. Please note that funds awarded through the Challenge are not subject to VAT upon receipt.

Up to 10 Winners will be awarded up to £550,000 to further grow their innovation, receiving further support to further accelerate their progress.

Finalists can choose how much funding they wish to request for the Winners Award up to £550,000.

This funding will be required to be spent on defined activities as set out in a Development Plan, but there are no specific time restrictions relating to when the funding needs to be spent. Entrants are responsible for all applicable taxes and other charges and should include inflation and contingency allowances where relevant. Payment will be in advance in Pounds Sterling (GBP). Further detail will be provided to Finalists during the Finalist Stage.

At the end of the Challenge, successful entrants will have worked directly with the water companies for around 13 months, accelerating the development of their innovation and increasing the potential for adoption.

Finalists and Winners will need to meet reasonable monitoring and impact reporting requirements from the Challenge. These will be simple and proportionate to the level of funding awarded.

Water Sector Mentoring

Successful Finalists and Winners will receive support to strengthen and accelerate the development of their innovation. A key part of this will be the water sector-led mentoring programme and the allocation of a mentor from a [regional water or wastewater company](#) in England and Wales.

Mentors will work directly with Finalist and Winning teams, providing bespoke support and guidance, insights into the water sector, as well as feedback on Finalist's innovation and its demand within the wider sector while also signposting to other stakeholders or useful resources. Where possible mentors will be allocated based on relevant expertise and skills, using the information you have provided in the entry form.

Expert support

A bookable package of tailored expert support is made available to successful Finalists and Winners, enabling them to significantly strengthen and accelerate the development of their innovation. This package allows teams to actively lean on a diverse range of specialists for bespoke advice and guidance. This expert support is designed to complement the sector-led mentoring, providing specific, on-demand assistance to refine the technical aspects, commercial viability, and pitching readiness of the innovation, ensuring it is well-positioned for integration into the water sector.

Support for your entry

Discovery aims to accelerate the discovery, development and adoption of promising innovations by the water sector. It aims to achieve this by directly supporting organisations with innovative propositions and facilitating their engagement with water companies.

In particular, Discovery is looking for bold early-stage innovations from innovators yet to be connected to the water sector or from innovators outside the water sector, including but not limited to those working in industries such as tech, AI & telecommunications, energy, cities & transport, construction, agriculture & farming, Aerospace, Defence & Marine. Drawing on the knowledge and ingenuity from other sectors will help to transform the water system and tackle the challenges it faces.

Prospective entrants are welcomed to register for live webinars and access on-demand content to discover the water sector and the opportunities for innovation.

To ensure all potential entrants have access to a foundational understanding of the water sector and the opportunities it holds for innovation, we have a selection of webinars designed to support organisations of all types and backgrounds to discover the water sector and its challenges whilst developing a strong entry into the Challenge.

Prospective entrants are free to select which webinars they would find valuable, choosing from a stimulating range of topics from how the water system works for its customers to the impact of the climate crisis and opportunities for innovation.

You can watch the on-demand series on the [Fund website](#) and sign-up for the live sessions that are most relevant to you.

Shortly after webinars are delivered, a recording and transcript will be hosted on [our entrant support page](#).

Reasonable adjustments and accommodations

If there are any reasonable adjustments that would support you to enter, catering for any additional needs you may have, please contact us at waterinnovation@challengeworks.org. Our entry form platform supports a wide range of screen readers and accessibility software.

More information and support for your entry

If you have any questions, please review the [frequently asked questions](#). If you still have questions, please email us at waterinnovation@challengeworks.org.

How to enter

Once you are ready to enter, simply head directly over to the

Online Entry Form 

to submit your entry before **8 April 2026 at 1pm (BST)**.

This section will set out the process your entry will go through once submitted, including how we will select the finalists and winners, along with the assessment criteria used.

The Entry Process

Finalists and winners will be selected following the selection process outlined below. Ofwat will make final selection decisions. We have worked to ensure the entry process is as efficient and practical as possible, allowing for ease of access for all innovator organisations.

The steps of the entry process, detailed below, are:

Finalist Selection

- A. Open Entry Period
- B. Eligibility Screening
- C. Assessment
- D. Sector Review
- E. Ofwat Decision
- F. Finalists' Announcement and Award
- G. Feedback

Finalist Selection

A. Open Entry Period

The Water Discovery Challenge opened for entries on **20 January 2026 at 1pm (GMT)** and will close on **8 April 2026 at 1pm (BST)**. The online entry form is [available here](#).

The entry form is made up of four types of questions:

- **Eligibility criteria** – these are questions that will be used to determine eligibility.
- **Unassessed questions** – these questions are unassessed and will be used to manage your entry, support portfolio decision-making, enable monitoring and evaluation of the Challenges and create publications and announcement materials if your entry is successful.

- Assessed questions:
 - **General information** – these questions provide general information about your entry, providing context for assessors and sector reviewers without being directly scored against assessment criteria.
 - **Assessment Criteria specific questions** – questions are assessed against the assessment criteria by the sector reviewers and assessors.

Entry form questions are available for [information purposes only as a PDF](#). **Entries must be submitted via the online entry form.**

Before submitting your entry, please ensure that:

- Your organisation is a UK incorporated entity and holds a UK business bank account.
- You have read and understood the Challenge [terms and conditions](#) and [privacy policy](#), including the Ofwat [privacy policy](#).
- Your entry is at Innovation Maturity Level 2-3.
- You meet all the eligibility criteria

Information you provide in your entry may be shared with our partners (including any due diligence providers) for the purpose of administering The Water Discovery Challenge. For more information on how we use your data, please see the [privacy policy](#) and the [terms and conditions](#).

B. Eligibility Screening

Entrants are required to meet the eligibility criteria as set out in the terms and conditions. When entries close, an eligibility screen will be conducted to ensure entries all meet the eligibility criteria.

To be eligible, organisations entering must:

- Be a UK incorporated entity³
- Hold a UK business bank account upon entry
- Comply with the [terms and conditions](#)
- Not be [a regional water or wastewater company](#) in England and Wales.

³ “UK Incorporated Entity” includes any private limited company, limited liability partnership, incorporated charity and Community Interest Company which is incorporated in part of the United Kingdom. Sole traders and unincorporated partnerships are excluded. Potential entrants are encouraged to ask if in doubt. Subsidiaries of international organisations are welcome.

C. Assessment

All eligible entries will be reviewed by assessors against each of the four assessment criteria weighted as follows:

Assessment Criteria	Weighting
1. Positive impact for water customers, communities and the environment	40%
2. Innovation enablers and innovative solutions	25%
3. Capacity, capability, and commitment to deliver	15%
4. Ability to succeed, to be sustainable and/or gain wide adoption across the water sector	20%
Total	100%

In the case where greater than 150 eligible entries are received into the Challenge, entries that are assessed to perform poorly against the first and or second assessment criteria may not be assessed against the remaining criteria.

Assessments will be moderated, and a shortlist of entries determined to best meet the assessment criteria will progress to Sector Review. Ofwat will make the final decision.

D. Sector Review and Due Diligence Screening

Following the assessment, a shortlist of entries will be reviewed by sector reviewers, made up of representatives from regional water companies in England and Wales.

Entries with a strong negative response from Sector Reviewers may be discounted at this stage at the discretion of Ofwat.

Alongside the sector review, a due diligence screen will take place. **Please note that during this phase, we may request further information from you to facilitate due diligence checks.**

E. Ofwat Decision

After the sector review and due diligence screen is complete, the Finalists will be selected. A diverse portfolio of entries assessed to best meet the assessment criteria will be selected as Finalists, discounting any entries that receive a strong negative response in the sector review at Ofwat's discretion and any entries that fail to meet due diligence requirements.

Whilst scoring will form part of the Finalist Selection process, in making its decision on whether to put forward an entry as a Finalist, Ofwat will also consider the opinions of the sector reviewers and will seek to ensure that a diverse portfolio of entries, in terms of entry themes, types, entrants and geographic location.

Ofwat intends to publish this decision and its reasons for awarding funding. Ofwat will take account of entrants' preferences in relation to the confidentiality of their entries in this publication.

F. Finalists' Announcement and Award

Entries should expect to be notified if they have been successful in being awarded funding by the start of July 2026. Successful entrants will receive a Finalist Award Agreement which will need to be signed before they progress in the Challenge.

G. Feedback

Due to the high volume of entries for the Water Discovery Challenge, we cannot provide individual feedback to every applicant. However, we are committed to supporting innovations that reach the later stages of our process and any unsuccessful entrants who progress to the Sector Review stage will receive feedback outlining the assessment outcome and how the entry could be improved.

Winner Selection

During the Finalist Stage, you will receive support and a template to create a detailed Development Plan, outlining how you propose to use the Winner's Award (up to £550,000) and support package to further develop your innovation. Following submission, plans undergo an Eligibility Screen, further assessment against the criteria and a concurrent Sector Review by water company representatives. An independent Judging Panel then reviews all material to recommend a diverse portfolio of winners, with Ofwat making the final decision. Successful teams will be notified and will enter into a Winner's Award Agreement, with feedback provided to all unsuccessful Finalists.

More information on the detailed Winner Selection phase will be provided to Finalists once they have been selected.

Equality, Diversity and Inclusion (EDI)

To monitor the impact of and promote equality, diversity and inclusion (EDI), we need to collect relevant data and evidence. For the Water Discovery Challenge, this means:

- Finalists will be asked to demonstrate how they are including EDI considerations as part of their development plan.
- Entrants are asked to participate in a post-entry survey.

EDI considerations are highly encouraged where appropriate in the proposal. Entries will continue to be assessed on their merit against the assessment criteria.

Feedback and Learning

If you have any feedback or concerns relating to Water Discovery Challenge, Ofwat's Water Innovation Fund or any of the winners of previous rounds, please feel free to reach out to us directly at waterinnovation@challengeworks.org or submit your feedback or concerns anonymously [here](#).

We welcome and support feedback from entrants via email and via entrant surveys sent out after entering one of our competitions.

If you would prefer to contact Ofwat directly, you may do so by emailing innovation@ofwat.gov.uk. Ofwat also has a range of materials available relating to [whistleblowing](#) and [making a complaint](#).



Water Discovery Challenge

About the Fund Delivery Partners



Ofwat, the Water Services Regulation Authority for England and Wales, is a non-ministerial government department established in 1989, when the water and sewerage industry in England and Wales was privatised. Ofwat regulates the water sector in England and Wales. [Read more about Ofwat's duties on their website.](#)



At [Challenge Works](#), we design and run challenge prizes to spark innovation in science, technology and society. We are part of Nesta, the research and innovation foundation. Our challenge prizes offer a series of incentives in return for solving a defined challenge, creating breakthrough innovations, helping innovators thrive and unlocking systemic change.



[Isle](#) are a global consultancy, partnering across the water system to accelerate the water environmental transition.

Our [services](#) and [platforms](#) help de-risk the development, commercialization, and adoption of technologies, creating value and accelerating innovative solutions.



Dedicated to sustainable development, [Arup](#) is a collective of designers, consultants and experts working globally. Founded to be humane and excellent, we collaborate with our clients and partners using imagination, technology, and rigour to shape a better world.

Appendix 1 – High Demand Innovation Areas

As outlined earlier in the handbook, we recognise that providing more specificity on areas where innovative ideas are welcomed would be helpful to innovators who wish to understand if their product or service is something the sector is currently looking for.

As such, Ofwat and water company representatives have worked together to provide guidance on areas where innovative ideas are particularly welcomed. This is not intended to provide insight into the relevant importance of these areas, but demonstrates those areas where water companies (as a collective) and Ofwat are particularly seeking innovative solutions.

Broad challenge area	Specific challenge area where innovations are particularly welcomed by Ofwat and the water sector
How might the sector decarbonise energy use and transportation through avoidance, efficiency and alternatives to fossil fuels?	• What are the opportunities around low-energy aeration technologies? • How might the sector maximise energy generation from sewage sludge? • What are the opportunities around hydroelectricity at sewage treatment works? • What are the opportunities around heat recovery at sewage treatment works? • What are the opportunities around alternative heat sources for sludge treatment processes (BQ outcome: Energy & transport) • What are the opportunities around hydrogen production from bio-resources? • How might the sector utilise new remote monitoring techniques and technologies to reduce visit frequencies • How might the sector reduce transport emissions through collaborative working? • How can we capture chemical energy from wastewater? • How can we optimise the energy use of pumps and blowers in real time? • How can we design wastewater assets to be flexible for future low-carbon energy integration (e.g., hydrogen, renewables)?
How might the sector sustainably eliminate leakage across water company networks and customers' pipes?	• How might the sector quickly and cost-effectively locate all existing and developing leaks, especially low-level 'background' leakage? • How might the sector change how it operates and maintains its existing network to minimise new leaks? • How might the sector change how we design and install pipes to ensure all new pipe is leak-free? • How might the sector more accurately measure water quantity, from abstraction to consumption, to enable us to quantify leakage confidently and demonstrate when it is zero? • How might the sector make pipe repairs quickly, economically and with minimum disruption? • How can we pinpoint small, intermittent leaks across thousands of miles? • How can we automate detection and prioritisation?

How might the sector monitor its assets to respond quickly and correctly to changing environments and unpredicted events?	• What are the opportunities around a smart water network system? • How might the sector best deploy the right resource to the right site at the right time (alarm rationalisation)? • What are the opportunities around low-cost sewer monitors? • How can lifecycle regimes on assets best balance performance, cost and risk?
How might the sector strengthen asset resilience and improve asset health?	• How can we monitor buried, inaccessible assets without excavation? • How can we predict failures before they happen?
How might the sector become net positive through opportunities in natural capital, net zero carbon and minimal waste?	• How can the sector look to optimise the use of land (natural capital, biodiversity, carbon neutrality)? • How can the sector best protect water quality at source through integrated catchment management solutions? • How can the sector optimise natural capital solutions to benefit both communities and the environment? • How can the sector take the opportunities the Environment Bill provides to work with others to optimise supply/demand balance and natural capital? • How can the sector make the use of nature-based solutions the norm?
How might the sector optimise catchment management and scale nature-based solutions?	• How can we design, scale and maintain nature-based solutions so that they are cost-effective, durable and easy for stakeholders to adopt? • How do we measure the multi-benefit value of nature-based solutions (Nbs)?
How might the sector minimise adverse impacts from wastewater and improve environmental quality?	• How can the sector ensure the structural condition of sewers is known and maintained? • How can the sector ensure no deterioration in water bodies and zero pollution incidents? • How can the sector ensure sewers have the capacity to cope with new developments, infiltration and weather extremes? • How can the sector best monitor its sewers to enable proactive intervention and have sufficient resources to respond to incidents? • How can the sector better control sewer content at source, including addressing misconnections cost-effectively? • How can the sector minimise losses from water treatment and supply systems to make the water supplies more drought resilient? • How can the sector use weather forecasts to raise awareness of risks to the availability of water supplies?
How might the sector better manage storm overflows?	• How can we measure flow and composition during storm events? • How can we create autonomous, smart overflow networks?

How might the sector improve water quality and address emerging contaminants?	• How can we selectively remove PFAS, microplastics and micropollutants? • How can we affordably monitor a wide range of contaminants in real time?
How might the sector promote circularity and expand water reuse?	• How can we build modular, compact reuse systems? • How do we create attractive business models for reuse?
How might the sector engage with customers to better manage demand and increase the perceived value of water?	• How might the sector better engage its customers to feel truly part of the water cycle and to ensure customers understand their role in reducing demand and are actively supported to do so? • How might the sector develop and roll out low-cost metering to deliver insight on usage for domestic customers while protecting customers' interests and privacy • How might the sector facilitate learning and engagement around the true value of water among customers? • How might water companies be more strategic in their approach to promoting water efficiency to customers – speaking with one voice all year round, not just in times of drought?
How might the sector improve the affordability of water for all, particularly for customers with any vulnerability?	• How can the sector adapt to the heightened affordability challenges across the economy as a whole to deliver better affordability for all and for those struggling to pay? • How can the sector ensure that, during times of acute service failure, customers feel well supported and no one is left behind? • How can the sector understand and respond to the full diversity of customer needs? • How can the sector develop a better understanding of the experiences and service outcomes of customers in vulnerable circumstances relative to the average customer? • How can the sector transform service delivery with inclusive design and accessible practice to support customers on a dynamic basis?

Appendix 2 – Innovator Handbook Version Control

Version	Changes
Version 1 20/1/26	