

Gathering Place by the Waters

Dean Amhaus, President & CEO
Milwaukee, Wisconsin USA



THE WATER COUNCIL

500
BADGER WATER METERS
SOLD TO
KANSAS CITY MO.
By *BUILDERS MATERIAL SUPPLY CO.*

BUILDERS MATERIAL SUPPLY CO.

BOTH PHONES
MAIN 2605.

OFFICE NO 301
SCARRITT BLDG.

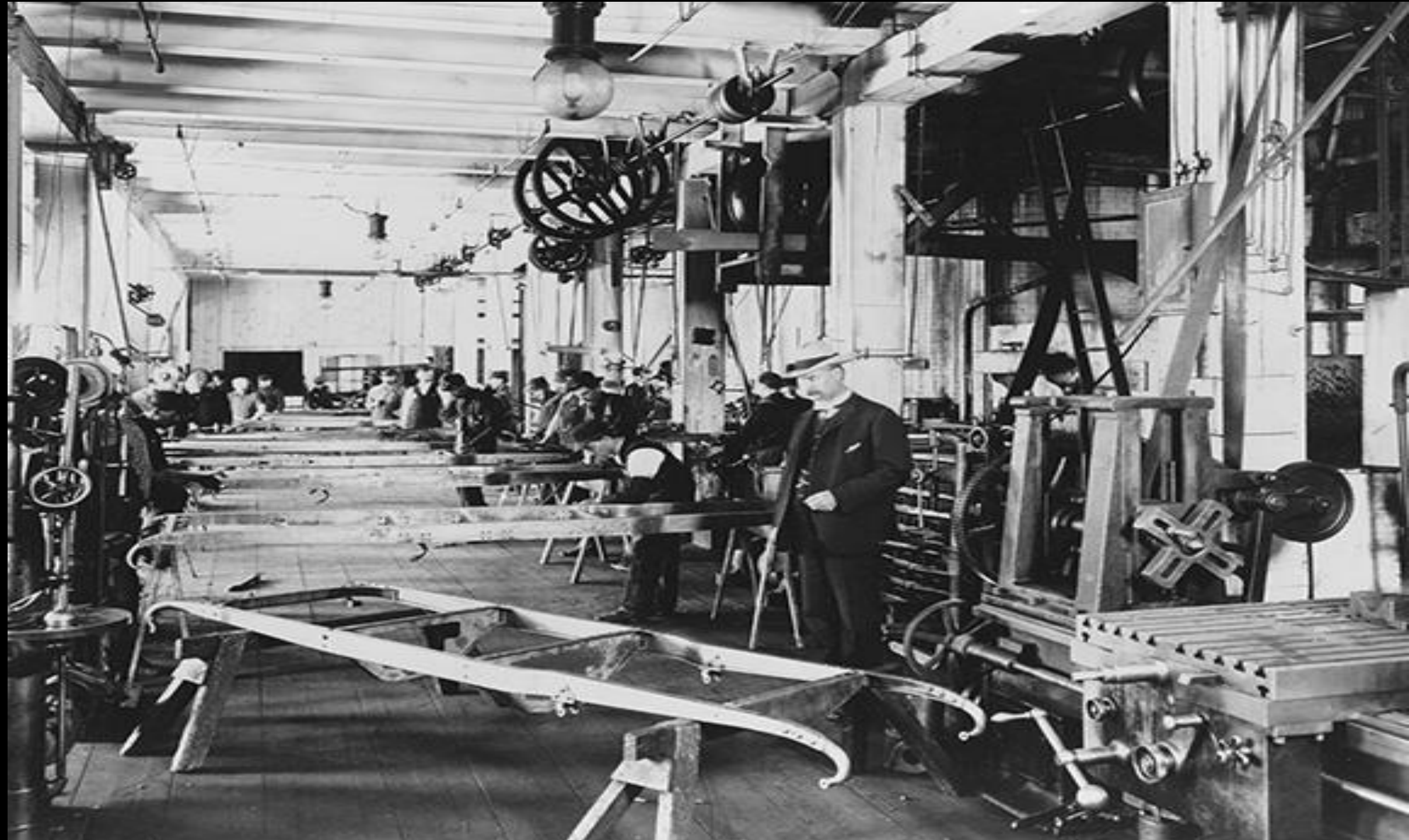


1905



2019









Water Academic Partners



Alverno
COLLEGE



 MILWAUKEE AREA *Technical College*




Carthage



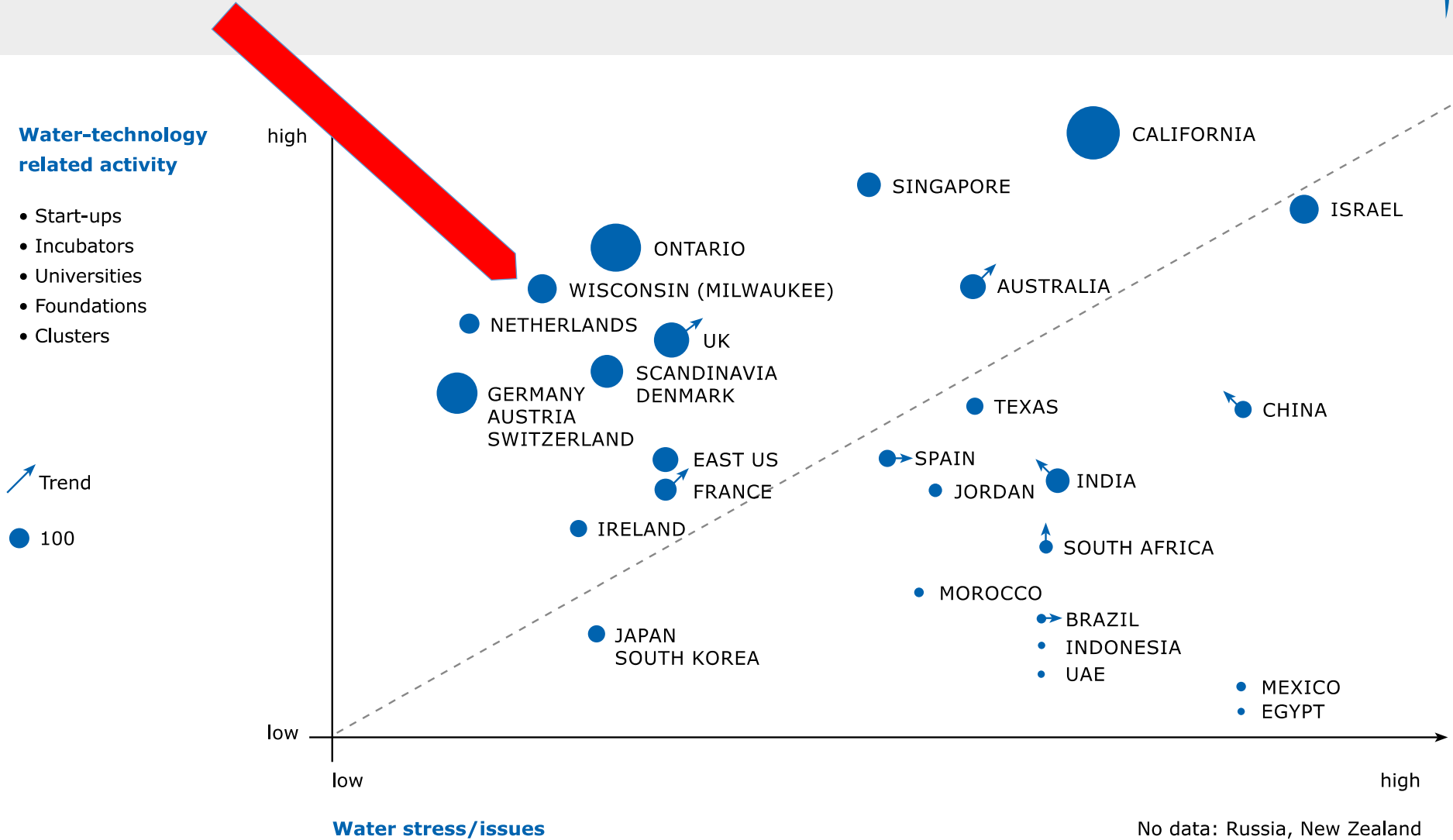
Who is The Water Council?

Dedicated to solving critical global water challenges by supporting innovation in freshwater technology and driving new solutions to the industries that need them.

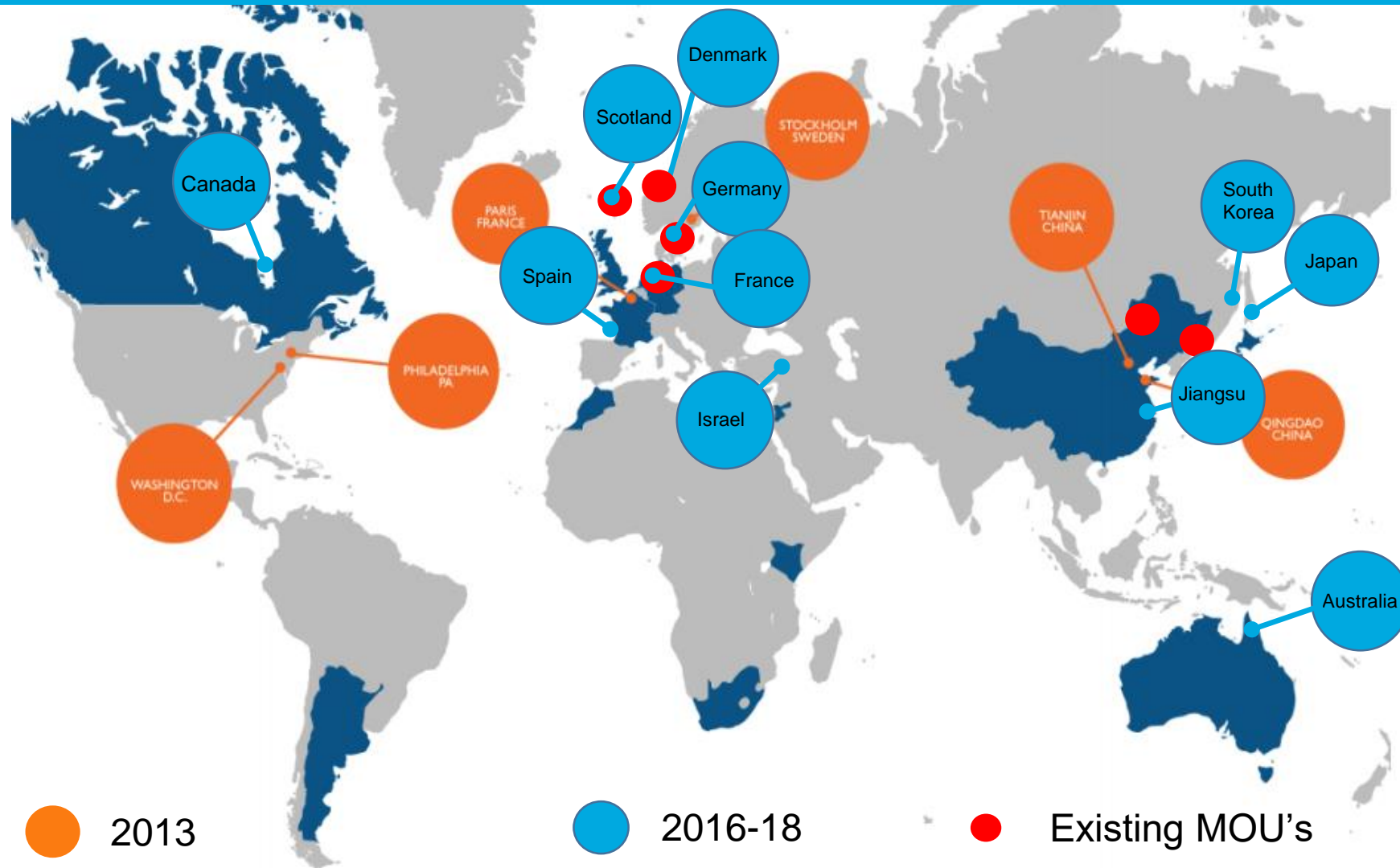
- Expanding Cluster and Global Influence
- Advancing Innovation
- Leading Stewardship Excellence



Water-technology related activity in relation to water stress



Growth of International Activity



Strategic Programs – Entrepreneurs

- BREW Accelerator and BREW Corporate
- Pilot Program for technology demonstration
- Talent/Workforce partnerships
 - Jobs
 - Internships
 - Student Water Council Chapters
- Investment support and matchmaking (coaching and pitch assistance)



Strategic Programs – Corporate Innovation

- Matching industry needs to existing and emerging technologies
- Tech Challenge Competitions
- Evaluation by corporate sponsors
- Monetary award and/or other engagement



Alliance for Water Stewardship

Partner Program of The Water Council



Matt Howard, Vice President Water Stewardship, The Water Council
& Director for the Alliance for Water Stewardship North America

Strategic Programs – Corporate Water Stewardship

- Alliance for Water Stewardship (AWS)
- International Water Stewardship Standard (AWS Standard)
 - Strategic framework for companies to mitigate water-related risk and create value from water-related opportunities
- Multi-sectoral: industry, agriculture, commercial
- Helps the bottom-line
- Farm and factory certification program



Alliance for Water Stewardship- North America

- AWS based in the UK; The Water Council runs AWS in North America
- Private sector informed, NGO endorsed process to mitigate water-related risks
- Market-based, voluntary solution to water challenges
- Third-party certification provides recognition and credibility for companies' water-related actions
- 150+ sites using the standard, certified sites in the US, Canada and Mexico
- FaB, petrochemical, high-tech and consumer products





AWS in Wisconsin

- MillerCoors MKE Brewery and Global Water Center are AWS certified
- Clear Water Farms
 - 2 farms including Miltrim (CAFO) to be certified
- Fund for Lake Michigan
 - 2 SMEs in Milwaukee – forge and chemical manufacturer
- UWM School of Freshwater Sciences
 - Semester course + facility working toward certification



AWS & Water Quality

- AWS Standard addresses water quality *and* quantity; improves WI water sources
- Companies optimize water use, improve efficiencies and productivity = social license to operate
- Moves farms and factories beyond regulatory compliance = state-level “credit” for AWS actions?
- Overall = competitive advantage for WI businesses



THANK YOU!



www.thewatercouncil.com
www.a4ws.org

