



FAST-FLOWING INNOVATION

IN WISCONSIN'S WATER TECHNOLOGY SECTOR

LOOK FORWARD >

INDUSTRY STRONG. SMART. FUTURE READY.



230+

water technology companies

Analysis by The Water Council developed under the supervision of Dr. Sammis B. White, emeritus professor of urban planning, University of Wisconsin-Milwaukee

23,000+

employees connected to the industry

Analysis by The Water Council developed under the supervision of Dr. Sammis B. White, emeritus professor of urban planning, University of Wisconsin-Milwaukee

GLOBAL WATER TECH HUB



THE WATER COUNCIL

Anchoring Wisconsin's water tech hub is **The Water Council**, an industry-led nonprofit dedicated to solving critical global water challenges by driving innovation in freshwater technology and advancing water stewardship.

Its home is the **Global Water Center**, a turn-of-the-century brick warehouse converted into a state-of-the-art water business and research facility in 2013—and now home to more than 40 water-centric businesses, startups and academic and research organizations, including the **Oasis Coworking Community** space, which provides a “soft landing” spot for companies arriving in Wisconsin from abroad and seeking to make immediate connections within the water cluster.

The **Milwaukee Metropolitan Sewerage District** takes an active role in managing southeast Wisconsin's watersheds for future generations. The utility works closely with industry to test innovative technologies for water management and environmental protection, and has won national awards for its work.

WISCONSIN'S LEADERS IN WATER TECHNOLOGY



INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.



Global water hub with

12 INTERNATIONAL PARTNERSHIPS

The Water Council

GET CONNECTED

The Water Council started as a hub in Milwaukee, but has evolved into a global organization with the purpose of convening, connecting, and showcasing industry members—and now has multiple international partnerships and a dedicated European representative. These active working relationships enable them to connect companies, entrepreneurs, and researchers and exchange knowledge, opportunities, and ideas to accelerate the pace of innovation—not just in the U.S. but around the world. The Water Council's extensive European connections span Ireland, the UK, Germany, Spain, the Netherlands, France, Denmark, Belgium, and Finland, boosted by close working relationships with long-term strategic partners. Other **global partnerships** include Israel, South Korea, and Singapore.

The Water Council has multiple programs for entrepreneurs—and for companies in the industry to plug into entrepreneurial networks and benefit from their creative ideas. **BREW 2.0** (Business. Research. Entrepreneurship. In Water), the global water technology hub's next-generation post-accelerator program, helps promising water tech innovators from anywhere in the world continue to build momentum on their path to market adoption success.

The **Tech Challenge** is a global open innovation program designed to empower anyone with an innovative idea in freshwater technology to vet their concept with industry professionals from leading corporations. The **Pilot Program** helps water technology innovators from around the world bridge the gap from prototype to real-life application by facilitating in-field piloting in Wisconsin. The program provides technical support services, funding, and potential sites to help validate cutting-edge products and move them forward.

In addition, The Water Council also has extensive water stewardship expertise including the **WAVE: Water Stewardship Verified** program to help companies improve water stewardship planning, performance, and reporting on an enterprise level. The **Water Leaders Summit**, held annually in Wisconsin, provides a water and stewardship-focused thought leadership forum for industry leaders across all sectors.

The Water Council's international partners include:



THE WORKFORCE YOU NEED AWAITS YOU IN WISCONSIN



ADVANCING KNOWLEDGE

The UW System is leveraging water knowledge and research across all 13 universities around the state, building on unique regional strengths, to create the **Freshwater Collaborative of Wisconsin**, designed to engage students, faculty, and industry in research, thought leadership, and hands-on experiences. Offering coordinated research and degree opportunities while addressing global water challenges such as agricultural water management; industrial water engineering and technology; water quality, safety, and emerging contaminants; Great Lakes management and restoration; water infrastructure (collection, distribution, treatment); water business and finance; and watershed management and restoration.

In Wisconsin, our universities lead in research and technology commercialization, supporting partnerships, companies, and policymakers to develop new, innovative products that fill market needs. For example:

➤ **UW-Madison** and **UW-Milwaukee** are both Tier 1 research universities;¹ UW-Madison ranks #8 in the U.S. for research spending,² with over \$1.3 billion in research expenditures across all areas in fiscal year 2021.²

➤ The **School of Freshwater Sciences** at UW-Milwaukee is the largest Great Lakes academic research institution and the only graduate school in North America solely dedicated to freshwater issues.



TOP 3%

UW-Madison ranks in the top 3% of US universities for engineering research expenditures and near the top of global rankings.

NCES Higher Education Research & Development Survey

➤ UW-Madison ranks in the top 3% of US universities for **engineering research expenditures** and near the top of global rankings. Centers of excellence specialize in advanced materials; computer, data and information sciences; and IoT research.

➤ Collaborative programs such as the **National Science Foundation Industry/University Collaborative Research Center Program** (UWM-Marquette) make sure the latest knowledge is being leveraged to solve industry challenges.

➤ With more than 50 different water-focused degree programs at 30 major public and private educational institutions,³ Wisconsin is at the forefront of the water knowledge economy.



TOP 4%

UW-Milwaukee College of Engineering and Applied Science is rated among the top 4% of research universities in the U.S.

Carnegie Classifications of Institutions of Higher Education

Sources: (1) Carnegie Classifications of Institutions of Higher Education; (2) National Center for Education Statistics Higher Education Research & Development Survey; (3) Walker's Point Neighborhood Economic Performance Study, The Water Council and UW-Milwaukee

THE WORKFORCE YOU NEED AWAITS YOU IN WISCONSIN

NEARLY
5,000



engineering degrees and certificates awarded in 2021

Lightcast 2022.4 Dataset using U.S. NCES IPEDS data

Bachelor's degree or higher



33%
OF ADULTS

U.S. Census 2021 American Communities Survey

93%
OF ADULTS



hold a high school diploma

U.S. Census 2021 American Communities Survey

Average commute to work



22 MINUTES

U.S. Census 2021 American Communities Survey

UNPARALLELED ADVANTAGES

“ Milwaukee is the capital of water. ”

FORBES MAGAZINE



FRESHWATER ACCESS

Located along the U.S. “fresh coast,” Wisconsin is part of a water technology corridor that spans the Lake Michigan coast down to Chicago.

The choice to locate in Wisconsin gives you access not only to all the advantages of Wisconsin’s business climate and potential collaborations in its vibrant water cluster, but also to millions of potential customers in the United States’ third-largest metro area.



MORE THAN 2/3

of Wisconsin’s borders are water

Wisconsin State Cartographer’s Office and U.S. Census Bureau



21%

of the world’s fresh water is along Wisconsin’s borders

Wisconsin Water Facts, Wisconsin Water Library, UW-Madison



Wisconsin has

1.2 QUADRILLION

gallons of groundwater

Wisconsin Department of Natural Resources



UNPARALLELED ADVANTAGES

“ When it comes to a concentrated cluster of water technology business, innovation, and academic partners that touch every aspect of water to groundbreaking approaches with respect to excelling at water stewardship and strategy, what immediately comes to mind is the close network of interconnected partners that are located in Wisconsin. ”

WILL SARNI

Global thought leader on water strategy and innovation



AN IDEAL LOCATION

In Wisconsin, we offer unparalleled advantages that are especially suited to water technology.

Workforce

We deliver the highest concentration of experienced manufacturing workers in the U.S.,⁴ often three to four times higher in critical industry sectors than competing states.

Low risk of natural disaster

We offer remarkably low risk for every imaginable type of disaster, from earthquakes and wildfires to climate threats like heat waves, tornadoes and hurricanes.

Advancing knowledge

We push the boundaries of theoretical and applied science—and prepare talent for the future. At more than \$1.3 billion annually,⁵ our flagship University of Wisconsin-Madison ranks #8 in the U.S. for research spending;⁵ the University of Wisconsin System awards more than 41,000 degrees annually.⁶

Fiscal responsibility

From our fully funded state pension system—one of only two in the U.S.⁷—to our extraordinary credit rating, we offer a politically stable, low-tax, low-regulation, business-welcoming environment.



A world water hub whose companies generate

\$15.7 BILLION

in annual sales⁸

Central location

From the center of the U.S., we offer quick access to markets throughout North America. Chicago and its O’Hare Airport are less than an hour from our border. And our well-developed logistics sector moves your goods to market efficiently via rail, road, air, or water.



Sources: (4) Business Facilities magazine, July/August 2022; (5) U.S. NCES Higher Education Research and Development Survey; (6) Lightcast Q4 2022 Dataset; (7) Pew Charitable Trusts; (8) Analysis by The Water Council developed under the supervision of Dr. Sammis B. White, emeritus professor of urban planning, University of Wisconsin-Milwaukee



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