WISCONSIN
ECONOMIC DEVELOPMENT

WATER TECHNOLOGY EXCELLENCE

WISCONSIN COMPANIES ARE MAKING THE SOLUTIONS TO MONITOR, METER, MEASURE, MANAGE, AND MORE.

LOOK FORWARD ›

WATER TECHNOLOGY EXCELLENCE

WISCONSIN COMPANIES ARE MAKING THE SOLUTIONS TO MONITOR, METER, MEASURE, MANAGE, AND MORE.

THE WATER COUNCIL

WISCONSIN IS HOME TO THE WATER COUNCIL, A GLOBAL WATER HUB WITH 6 INTERNATIONAL PARTNERSHIPS AND MORE THAN 30 GLOBAL COLLABORATIONS

230+ companies in water technology

WITH

23,000+ employees

AND

$15.7 BILLION in annual sales

Home to the NSF-funded

WATER EQUIPMENT & POLICY CENTER

(one of only two such water-focused research centers in the U.S.)

Wisconsin is a

NATIONAL CENTER OF EXCELLENCE FOR WASTEWATER SURVEILLANCE

(one of only four such centers in the nation)

UW-Milwaukee's

SCHOOL OF FRESHWATER SCIENCES

is the only graduate school in the U.S. solely dedicated to the study of fresh water and the largest water-focused academic research institution on the Great Lakes

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MORE THAN 2/3

of Wisconsin's borders are water

21%

OF THE WORLD'S FRESH WATER

is along Wisconsin's borders

Wisconsin has

1.2 QUADRILLION

gallons of groundwater

WATER TECHNOLOGY EXCELLENCE

WISCONSIN COMPANIES ARE MAKING THE SOLUTIONS TO MONITOR, METER, MEASURE, MANAGE, AND MORE.

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

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GLOBAL WATER TECH HUB

THE WATER COUNCIL

Wisconsin is a leader in embracing green infrastructure and innovative technology to manage water where it falls and prevent untreated overflows into the Great Lakes. 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.

The Water Council is housed at 247 W Freshwater Way, a converted turn-of-the-century warehouse near downtown Milwaukee. The building includes several water-related businesses and the **Oasis Coworking Community**, a landing pad for global water companies entering North America and U.S. businesses looking to launch, grow, and discover new opportunities.

A world water hub whose companies generate

$15.7 BILLION

in annual sales[1]

WISCONSIN'S LEADERS IN WATER TECHNOLOGY

Johnson Controls

Bradley
A WATTS Brand

xylem

KOHLER®

A.O. Smith
Innovation has a name.

Zurn ELKAY
WATER SOLUTIONS

InSinkErator

Rockwell Automation

wilo®

Badger Meter

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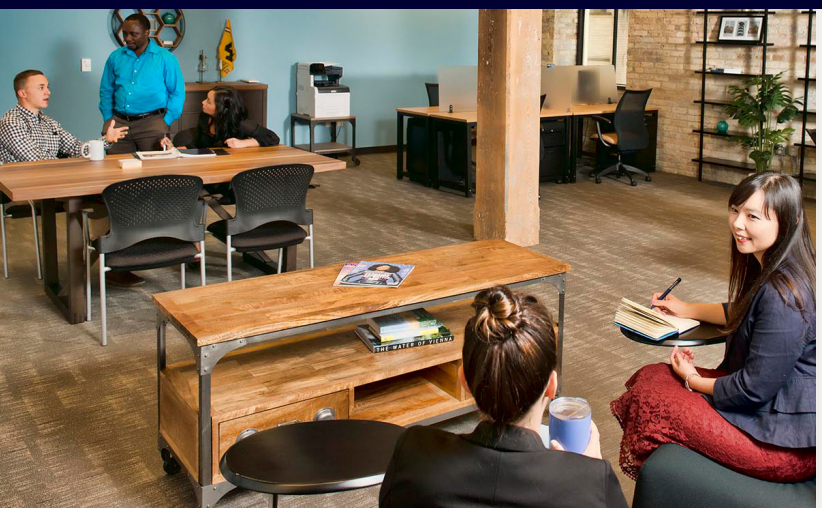
INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.



Global water hub with

6 INTERNATIONAL PARTNERSHIPS AND 30 GLOBAL COLLABORATIONS

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 it 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 Canada, South Korea, and Singapore.

The Water Council offers 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 corporate-sponsored global open innovation program designed to empower anyone with an innovative idea in freshwater technology to vet their concept with Funded by a Development Award from the National Science Foundation, The Water Council and its partners are laying the groundwork for **Water + Energy Forward**, a regional economic engine that will facilitate the solutions needed to enable manufacturers and utilities to mitigate and adapt to the effects of climate change through water and energy innovation.

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 **Nexus Sustainability Leaders Summit**, offered in partnership with the Marquette University Sustainability Lab, explores topics spanning water; energy; finance; diversity and inclusion; and the environmental, social, and governance reporting movement.

The Water Council's international partners include:

BRITISH WATER

wateralliance

clean THE DANISH ENVIRONMENTAL CLUSTER

CWP CATALANWATERPARTNERSHIP

German Water Partnership
Solutions you can trust.

Interreg North-West Europe Water Test Network

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THE WORKFORCE YOU NEED AWAITS YOU IN WISCONSIN

UW-Madison ranks in the top 4% of U.S. universities for engineering research expenditures and near the top of global rankings.

NCES Higher Education Research & Development Survey

UW-Milwaukee, with its esteemed College of Engineering and Applied Sciences, ranks in the top 4% of research universities in the U.S.

Carnegie Classifications of Institutions of Higher Education

ADVANCING KNOWLEDGE

Because of its robust water ecosystem, Wisconsin is uniquely suited to ushering water technologies through every stage of development, from research through scaling and commercialization. This ecosystem includes corporations and major water users that are interested in stewardship of resources. It also includes the **Freshwater Collaborative of Wisconsin,** an initiative in which the Universities of Wisconsin are working together to ensure that each of the 13 campuses offering four-year degrees has a specialized focus related to water. Examples include 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 eighth in the U.S. for research spending,[2] with over $1.5 billion in research expenditures across all areas in fiscal year 2022.[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.
- Centers of excellence at UW-Madison specialize in **advanced materials; computer, data and information sciences; and IoT research.**
- Milwaukee is home to the **Water Equipment & Policy Center**, a National Science Foundation-funded research engine that drives innovation in North America's water industry and promotes coordination among the region's assets to create the next generation of products and processes and advance the water industry. It is one of only two such research centers in the U.S.
- The **UW-Green Bay Water Science Program** is an interdisciplinary undergraduate major that prepares students to play a role in solving the world's water-related challenges with coursework in chemistry, biology, physics, statistics, geoscience, environmental science, and public policy.

The Kikkoman Foods Foundation has pledged

$2 MILLION

for the School of Freshwater Sciences to construct the most advanced research vessel ever designed for the Great Lakes.

Sources: (1) Carnegie Classifications of Institutions of Higher Education; (2) National Center for Education Statistics Higher Education Research & Development Survey

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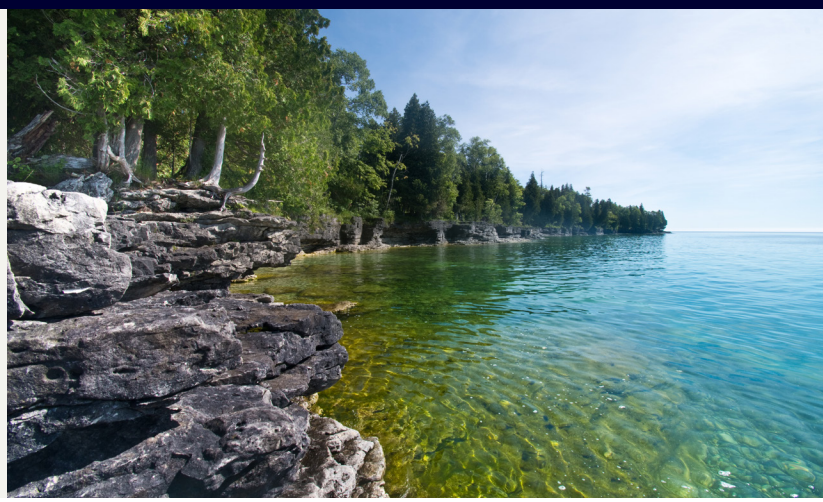
> "When it comes to a concentrated cluster of water technology business, innovation, and academic partners that touch every aspect of water to groundbreaking approaches with respect to excelling at water stewardship and strategy, what immediately comes to mind is the close network of interconnected partners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

WILL SARNI
Global thought leader on water strategy and innovation



GLOBAL LEADERSHIP FROM RIGHT HERE IN WISCONSIN

Providing water reclamation and flood management services for 1.1 million people in a 423-square-mile area, the **Milwaukee Metropolitan Sewerage District** (MMSD) has won the U.S. Water Prize and many other awards for its leadership in wastewater treatment, flood management, and green infrastructure.

In one recent example of a forward-thinking collaboration, MMSD worked with **Tomorrow Water** (a California-based company that received a grant through The Water Council's Pilot Program) on a Milwaukee-based pilot of the company's innovative filtration technology, which does not require chemicals or redirection of biomass. The collaboration was sparked during a program to foster water technology collaborations between Wisconsin and South Korea (where Tomorrow Water's sister company is based); after a successful pilot, MMSD is now pursuing a larger-scale demonstration with Tomorrow Water.

MMSD has also recently collaborated with **Rapid Radicals,** a Milwaukee-based graduate of The Water Council's BREW accelerator that grew out of Marquette University research and is exploring opportunities in European markets. A pilot with MMSD in the Milwaukee area allowed the company to test its technology—which enables rapid treatment during heavy rain events to avoid sewage overflows, reducing treatment time from eight hours to less than 25 minutes—at a larger scale.

Sources: (1) 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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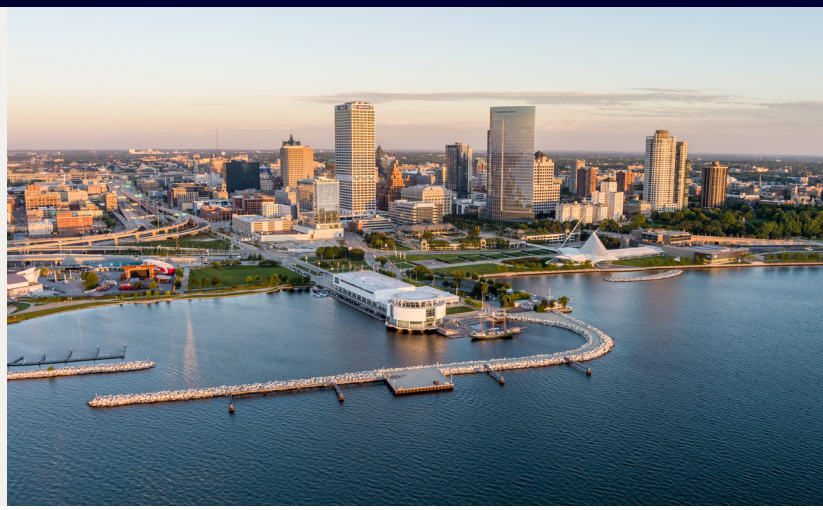
UNPARALLELED ADVANTAGES

> "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.

Locating in Wisconsin gives you access to all the advantages of Wisconsin's business climate and potential collaborations in its vibrant water cluster, as well as 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

Milwaukee has created the Water Centric City Initiative based on its commitment to seven principles:

- Applied water research and policy
- Arts, talent culture, and education
- Fishable, swimmable rivers and water bodies
- Green infrastructure
- Sustainable and healthy water supply
- Water leadership
- Water technology

Wisconsin was recently named a **National Center of Excellence for Wastewater Surveillance** through the work of the Wisconsin Department of Health Services, the Wisconsin State Laboratory of Hygiene at UW-Madison, and the UW-Milwaukee School of Freshwater Sciences. It is one of only four such centers in the nation.

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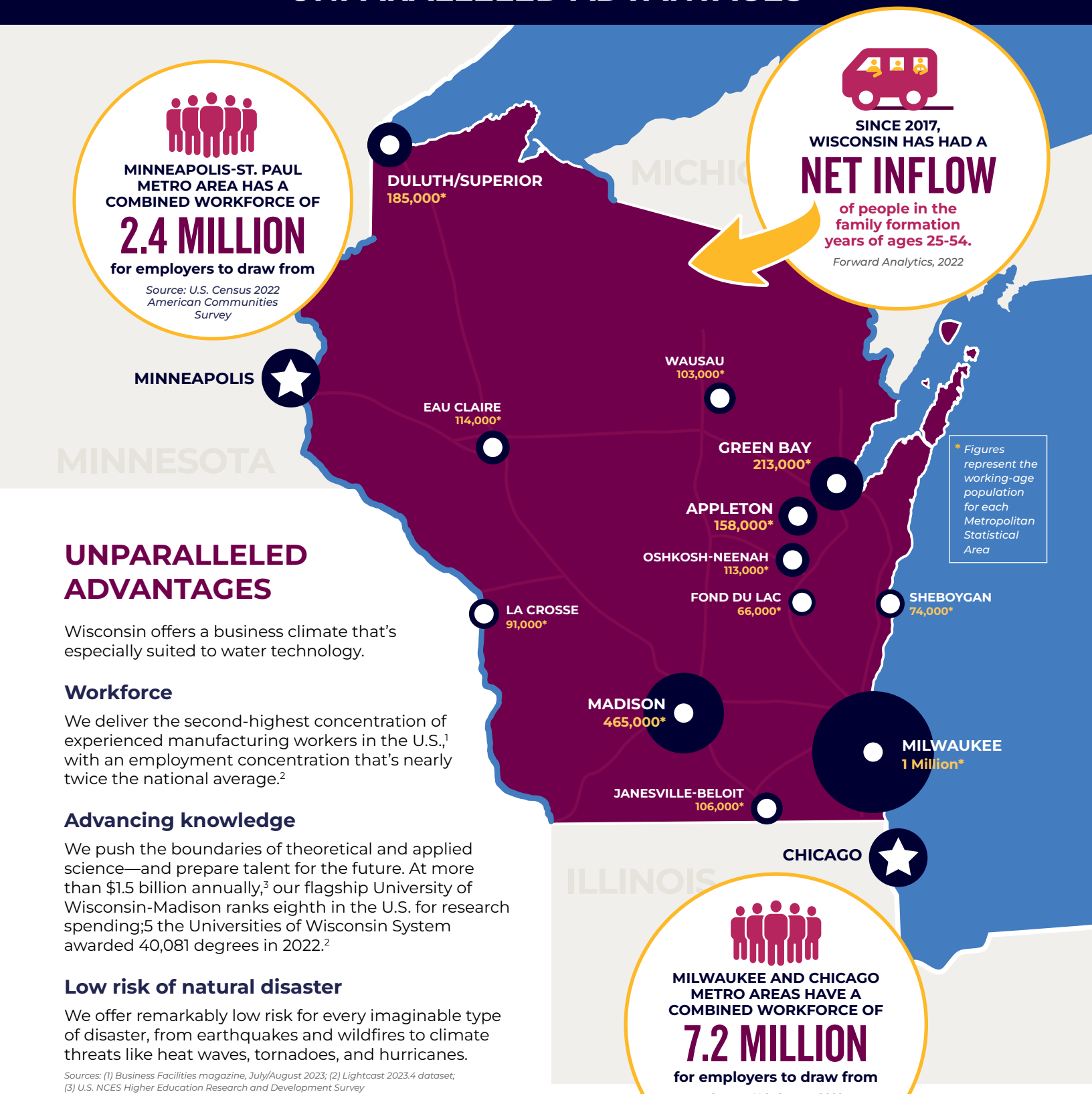
UNPARALLELED ADVANTAGES



UNPARALLELED ADVANTAGES

Wisconsin offers a business climate that's especially suited to water technology.

Workforce

We deliver the second-highest concentration of experienced manufacturing workers in the U.S.,[1] with an employment concentration that's nearly twice the national average.[2]

Advancing knowledge

We push the boundaries of theoretical and applied science—and prepare talent for the future. At more than $1.5 billion annually,[3] our flagship University of Wisconsin-Madison ranks eighth in the U.S. for research spending;5 the Universities of Wisconsin System awarded 40,081 degrees in 2022.[2]

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.

Sources: (1) Business Facilities magazine, July/August 2023; (2) Lightcast 2023.4 dataset; (3) U.S. NCES Higher Education Research and Development Survey

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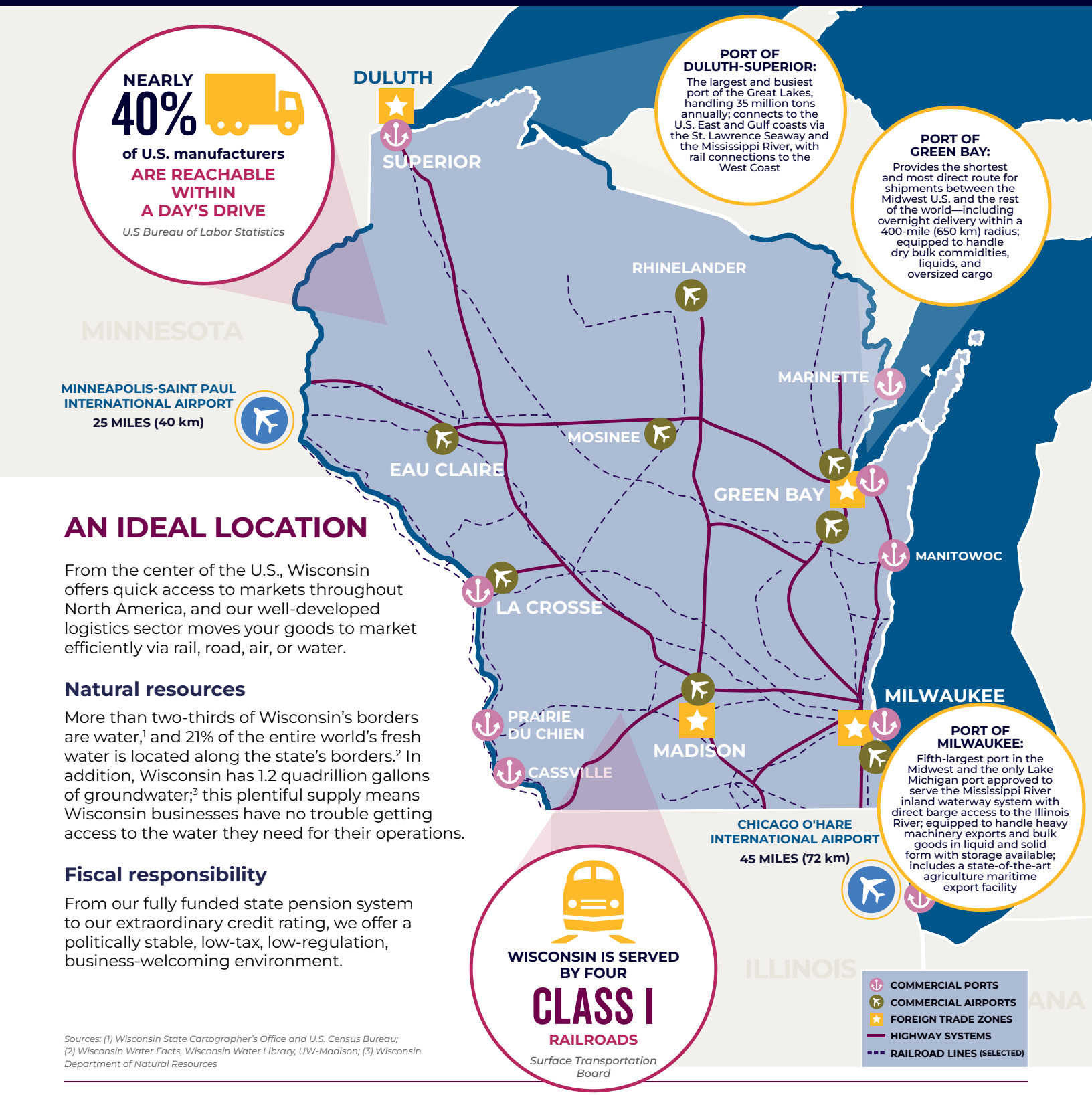
THE WORKFORCE YOU NEED



AN IDEAL LOCATION

From the center of the U.S., Wisconsin offers quick access to markets throughout North America, and our well-developed logistics sector moves your goods to market efficiently via rail, road, air, or water.

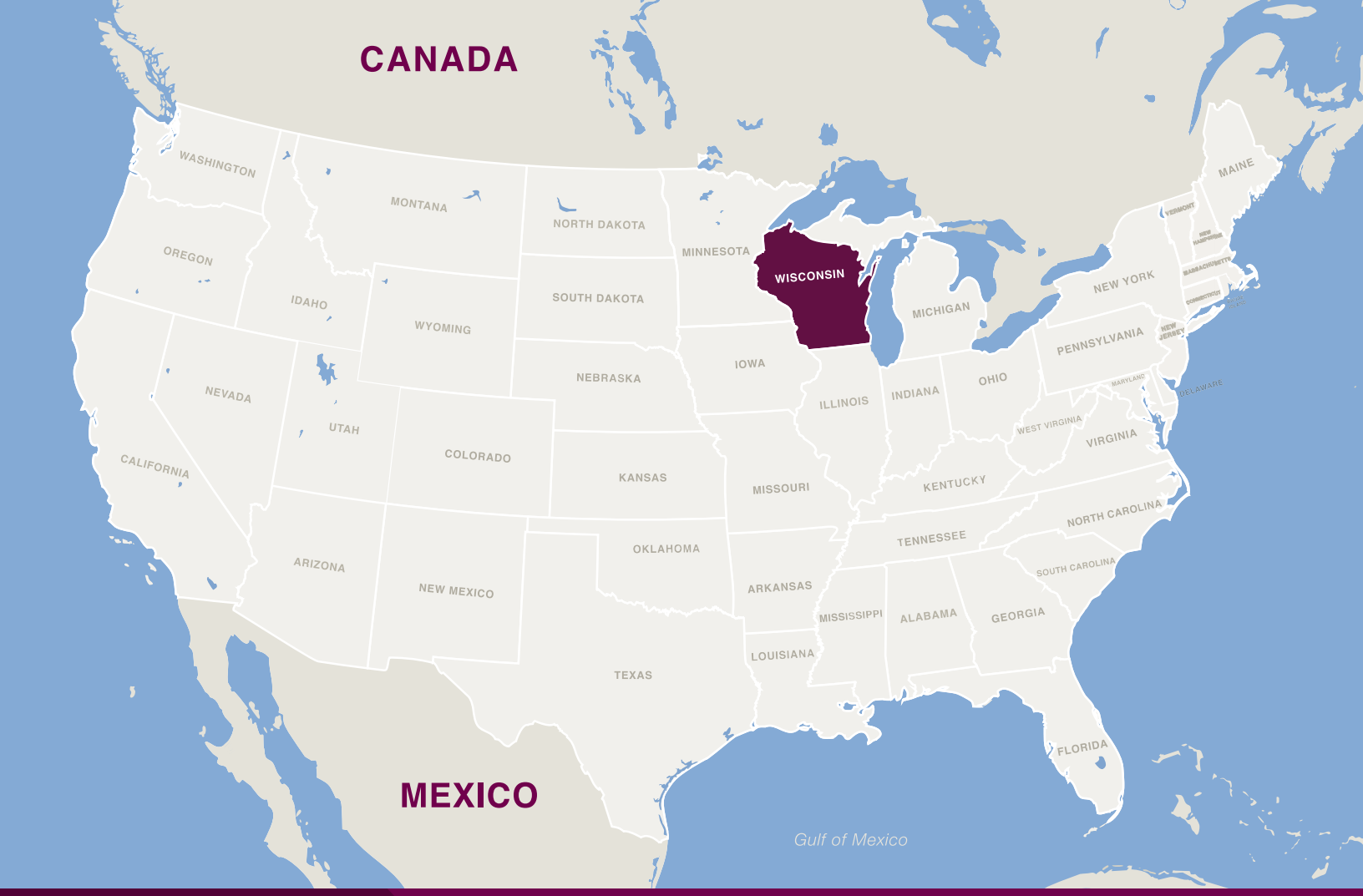
Natural resources

More than two-thirds of Wisconsin's borders are water,[1] and 21% of the entire world's fresh water is located along the state's borders.[2] In addition, Wisconsin has 1.2 quadrillion gallons of groundwater;[3] this plentiful supply means Wisconsin businesses have no trouble getting access to the water they need for their operations.

Fiscal responsibility

From our fully funded state pension system to our extraordinary credit rating, we offer a politically stable, low-tax, low-regulation, business-welcoming environment.

Sources: (1) Wisconsin State Cartographer's Office and U.S. Census Bureau; (2) Wisconsin Water Facts, Wisconsin Water Library, UW-Madison; (3) Wisconsin Department of Natural Resources



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