

INNOVATE EAST

GLOBAL THINKING FOR
OUR COLLECTIVE
FUTURE

OVERVIEW

Anglian Water (AW) and Essex & Suffolk Water (E&SW) present **Innovate East**, a three day event held at Trinity Park Showground - Ipswich on the 10th, 11th and 12th September 2019. A first for the industry, this collaboration between two of the country's biggest water companies will bring together some of the most creative minds from right across the globe, with the aim of solving some of the biggest challenges our industry, region and society faces.

Focused on generating tangible outputs and practical solutions, attendees will be encouraged to unlock new ways of thinking in an exciting and stimulating environment away from the constraints of every day deadlines and ways of working.

FAST TRACKING LEARNING

Utility industry experts, academics, engineers, scientists, commercial businesses, students and other important stakeholders will join our customers at Innovate East to collectively work on tough issues through a series of lively Sprints and Hackathons.

Brought to prominence by Google, **Sprints** provide a framework that allows businesses to solve and test solutions within a few days, shortcutting the potential lengthy learning processes. **Hackathons** are similar but specifically use the skills of computer programmers and software developers to collaborate intensively on a software project. The goal is to create a functioning product by the third day.

Innovate East presents an important and exciting new opportunity to be part of the solution to the challenges and opportunities we collectively face.

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A JOINT PARTNERSHIP & LEGACY

Anglian Water and Essex & Suffolk Water have come together for the first time to host one of the biggest innovation events our region has ever seen. It will deliver against some of the toughest issues in our industry, region and society as a whole. Both are committed to innovation across the board and are dedicated to finding solutions that have lasting impact.

WHAT MAKES US UNIQUE

Both utilities are part of the 'Leading Utilities of the World' group. This network represents the world's most forward-thinking water and wastewater utilities, as defined by distinct innovation areas. Its members represent the gold standard of utility innovation and performance throughout the developed world's water sector.

Using our links to the most coveted water companies across the globe, we aim to bring international thinking to the east to complement the breakthrough work already being achieved in our region. We then aspire to share those learnings back to the other Leading Utilities of the World.



LEGACY

We're committed to developing solutions borne from this event for the benefit of the entire water industry, and beyond. Therefore, there is a legacy pot available for viable ideas to be developed post-event, in the hope to make a lasting impact to our region and industry. However, we know we won't solve problems by money alone so we're also committing to working collaboratively to promote the integration and development of the solutions after the event.



AN INDUSTRY FIRST

“The pace of change now is huge. Customer expectations are rising, new technologies are arriving all the time and so now more than ever, it’s vital that as an industry we’re working together to provide the best water and wastewater services we can.

“Collaboration is critical to being able to innovate to deliver further improvements for our customers, environment and communities. Great ideas come out when you get people from different backgrounds and frames of reference coming together and trying to take a fresh look at how to solve long-standing problems.

I’m really looking forward to bringing leaders in their fields from around the globe to Ipswich to come up with solutions and taking a collective action for the benefit of our customers now and for many years into the future.”

Heidi Mottram, Chief Executive, Northumbrian Water & Essex and Suffolk Water

“We live in a volatile and uncertain environment where change is constant. This, of course, brings challenges but also tremendous opportunity. To prosper we must work more closely together than ever, unlocking greater levels of innovation and collectively finding solutions to big national and global problems. This ethos is at the heart of our business. We work hard to create an open, innovative and inclusive culture across our teams and wider networks to help spark inspiration and generate brilliant ideas.

“At Anglian Water, we’re constantly exploring, learning and evolving so we can continue to create a water company fit for the future. We want to attract the brightest and most collaborative minds to the east, and get them working on the challenges and opportunities we face so we can find solutions which benefit everyone”.

The big ideas we’ll generate through Innovate East will be game changers. We’re excited about working with everyone involved and unlocking ideas which will make a real difference to our customers, our environment and to wider society as a whole.”

Peter Simpson, Chief Executive, Anglian Water



ADDRESSING THE ISSUES

The challenges that both water companies face are of interest to a wide variety of other stakeholders. Issues such as water scarcity, climate change, efficiency, protection of our environment and delivering for customers sit at the heart of many other organisations. If we scratch the surface, these high level subjects can be broken down into key areas of focus. The event will address four themes, which shape and influence the subject of each Sprint and Hackathon.

CORE THEMES



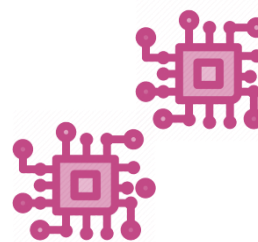
Social purpose

Today businesses are more than transactional entities. As companies are put under pressure to carefully consider their role in wider society, three sprints will explore how we make real impact in our communities, raise the level of digital skills among young people and address how we become a more sustainable society while lowering costs for our customers.



Natural capital

The environment is everyone's responsibility and some of the most pressing challenges facing the east of England centre around our natural surroundings. We will be developing practical solutions to change customer behaviour around their use of wipes in the long term and exploring how the relationship between agriculture, water and energy can allow biodiversity to thrive against the backdrop of climate change. As well as this, we will put the question of how we protect our coastal areas looking specifically at plastics, water quality and biodiversity under the microscope.



Digital twins

A digital twin is a digital replica of a physical entity. By bridging the physical and the virtual world, data is transmitted seamlessly allowing the virtual entity to exist simultaneously with the physical entity. There will be billions of things represented by digital twins in the next five years. With the water industry having the unfair reputation of being 'digitally behind', how can we change that to become a shining example of being digitally advanced.



Leakage

All water companies are dedicated to driving down leaks across their networks and AW and E&SW are no exception. We're already using the most innovative technology to do this, but how can we take even bigger steps to cut waste further? Sprints and Hackathons will target how we make a significant step change in the war on leakage and how we can draw from other sectors to implement solutions.

HOW WILL IT WORK?

Attendees are encouraged to attend all three days of the event. This allows for their involvement from the proposition of the problem to presenting the solution. There will be up to 60 people in each of the Sprints and Hackathons, dedicating their time and resource to an issue which they have an interest in solving. There is opportunity to learn valuable insight and skills from those from different sectors, backgrounds, institutions and cultures.

COMPLIMENTARY ACTIVITIES

Complementing the main Sprint and Hackathons formats, specific areas of the event will be dedicated to supporting other issues that have a broad impact.



STEM

As the future, both AW & E&SW recognise the importance of young people and education in our region as well as the significance of schools to business contact, offering practical experience within a corporate environment. Innovate East will host 60 VIP pupils on site on Day 1 to launch a climate change based STEM challenge that will then be live streamed out to over 600 pupils around the region. Encouraging out the box thinking, we're excited to compare the pupils ideas to those of our attendees. This sponsorship package not only allows you to work with pupils around the region, but on a topic that affects us all!



Wellbeing

Wellbeing of our staff and customers is at the heart of everything we do. We want to continue this practice at Innovate East. There will be a wellbeing tent, and pop-up workshops specifically focused on creating the right conditions for effective and productive problem solving and collaboration. As wellbeing in the work place continues to be thrust into the spotlight, the opportunity to be plugged into the benefits of this has never been more relevant. The wellbeing sponsorship package offers a platform for one organisation to boost its profile in this space.

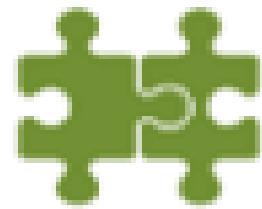


Our planet

Both companies are committed to reducing waste and believe that all of their activities should have as little impact on the environment as possible. While we're looking to create measureable impact from the event, the effect it has on our environment should be absolutely minimal. We encourage this approach throughout our supply chains and Innovate East will present the opportunity for one like-minded organisation to promote their own green credentials through our 'Our Planet' sponsorship package.

PROCESS & ATTENDEES

Understand the problem



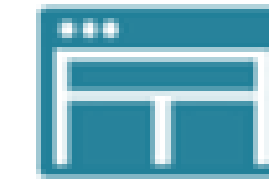
Explore ideas to solve the problem



Choose the best ideas & develop them



Create a prototype



Test with customers



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We anticipate a diverse and interesting range of people to attend including:

- Water and utilities professionals across a range of areas ranging from technical to engagement
- Staff from Anglian Water and Essex and Suffolk Water including senior directors and decision makers
- Technical professionals from a cross section of industries and business sizes
- Local and regional political representatives
- Water industry regulators for example, Ofwat, Consumer Council for Water, Department for environment and rural affairs, Drinking Water Inspectorate and the Environment Agency
- Local and industry specific media
- Academia

SPRINT & HACKATHON SUBJECTS

Innovate East is built around a series of Sprints and Hackathons which will produce the outputs and solutions that will make significant contributions to creating impact across our industry, region and society. These will begin to take more shape as sponsors come on board. Sponsors will be assigned an AW and E&SW lead.

1. Hack - Using our data, what impact do our operations have on leakage levels?
 2. Hack – How do we avoid Beast from the East part deux? Network data vs. weather data
 3. How can we revolutionise leakage management using learning from other sectors and industries?
 4. Does modern life in the UK have to cost the earth?
 5. How do we make a meaningful difference in your community? (topics that could be explored include: regeneration, health, education & aspiration)
 6. How can we plug the current gap in digital skills?
 7. Can we change customer behaviour with the use of wipes and FOG and, make it stick?
 8. How do we define the relationship between agriculture, water and energy in the face of climate change?
 9. Maintaining Water Quality - How can we protect our environment for future generations
 10. How can we accelerate the adoption of digital twin standards across the sector?
 11. What's the best way to support our non-household customers to use less water, chemicals and lower their water footprint?
 12. Is there a way of achieving balance between AI and people?
- STEM - How can we reduce the amount of carbon produced to positively impact climate change?

SPONSORSHIP OPPORTUNITIES



SPRINT & HACKATHON SPONSOR

Innovate East is built around a series of Sprints and Hackathons which will produce the outputs and solutions that will make significant contributions to creating impact across our industry, region and society. Supporting one of these packages ensures that you are front and centre of the results that will be produced over the three days. There is legacy potential for six businesses to be part of a long term solution that goes beyond the three day event through this package.

FEATURES INCLUDE:

- Naming, shaping and leading your own sprint topic within the four core event themes
- Brand visibility including dome branding and inclusion on all branded marketing materials including the event website
- Opportunity to pitch Sprint solutions as part of event close
- We will work with you to create opportunities to promote your business through our own social channels that align with your goals
- 12 passes for evening activities

£20,000

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STEM SPONSOR

STEM (science, technology, engineering, and maths) skills are crucial for the UK's productivity, and a shortage of these skills in the workforce is one of the UK's biggest economic problems. The workforce of the future, specifically within the utilities industry, relies on many more young people being encouraged to pursue STEAM subjects and enter relevant careers.

The voice of children in discussions over the future of our planet and environment has been placed firmly in the spotlight in recent months. With the challenges we are seeking to address at Innovate East focused on how we make improvements now and in the future, we need to be engaging young minds now to help us build solutions because they will be front and centre of delivery. With that comes a timely and strategic opportunity for a key sponsor to support this element of Innovate East.

We will be inviting up to ten local secondary schools to work on their own challenge about how we reduce the use of carbon across the board. Here we're looking to capitalise on the perspective of those yet to enter the workforce who have broader thinking are free from the constraints of the technicalities of delivery. One school will be onsite with the rest communicating via video link.

FEATURES INCLUDE:

- Exclusive sponsorship and input into the delivery of the STEM activities at the event
- Key note speaker opportunity to launch STEM element
- Exclusive sponsorship of the KS3/4 workshops and opportunity to run short workshops with host school as part of their activities.
- Invitation to VIP drinks (2 tickets)
- Option to host a lightning (short) talk on a relevant topic within one of the sprints, topic to be agreed with the relevant sprint lead
- Logo and copy on STEM section of event website
- 12 additional passes for the evening activities (Tuesday and Wednesday).

£20,000



Wellbeing in the workplace at the heart of many businesses as employers become more aware of the long term benefits of looking after their employees to boost productivity. The wellbeing tent at Innovate East will be focused on creating the right conditions for effective problem solving and collaboration.

With so much spotlight on this element of our lives, there has never been a more relevant time to plug into the benefits of wellbeing and working out the best way we can deliver for our staff and colleagues. The tent will compliment the Sprint and Hackathon activities and will (include occupational health visits, mindfulness sessions, creative workshops and relaxation zones. – sponsor to help curate)

FEATURES INCLUDE:

- Exclusive sponsorship and input into the delivery of the wellbeing activities at the event
- Advert on event website
- Prominent branding in wellbeing area
- Exhibition stand in wellbeing area
- 8 additional passes for the evening activities

£10,000



'OUR PLANET' SPONSOR

Anglian Water and Essex & Suffolk Water are committed to their sustainable development goals. We have worked hard to source like-minded, regional suppliers for Innovate East. From banishing single-use plastic, to using local lunch vendors, we are committed to minimising our impact on resources and the environment.

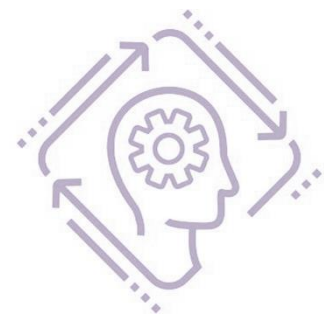
With businesses put under more pressure to support our environment and show that they're making a difference, we have an exclusive opportunity for a sponsor to partner with us to promote this initiative at the event.

FEATURES INCLUDE:

- Advert on specific 'Our Planet' page of event website
- Sponsor mention on positive messaging water bottles
- Option to host a short talk on a relevant topic within one of the sprints (topic to be agreed with the relevant sprint lead)
- 8 additional passes for the evening activities

£10,000

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SME ENGAGEMENT PACKAGES

Anglian Water and Essex & Suffolk Water work with hundreds of SMEs in their local areas. We are committed to supporting these businesses to stimulate economic growth in our regions. We're pleased to offer the opportunity for them to be involved with Innovate East.

ENGAGE

FEATURES INCLUDE:

- Inclusion on event website
- 2 passes to evening activities across both evenings
- 1 tickets to the VIP drinks reception on evening one

£1,000

DISPLAY

FEATURES INCLUDE:

- Inclusion on event website
- 4 passes to evening activities across both evenings
- 2 tickets to the VIP drinks reception on evening one
- One of eight exhibition spaces (1m x 2m)

£2,500

SEE YOU IN SEPTEMBER