

INTRODUCTION FROM NIGEL WATSON

Well, that's a whopping seven years of the **Innovation Festival** in the bag!

This incredible event continues to fuel our innovation pipeline, acting as a great starting point for big and exciting projects that will go on to change the water sector for the better.

Over the last seven festivals, we've seen more than **15,000** attendees join us from over **40** countries across the globe, in both digital and physical capacities.

We've even seen the Innovation Festival take place across the globe in Sydney, Australia, as well as in an array of other sectors!

This year, the **42** ideas that came out of our Innovation Festival 23 have the potential to deliver more than **£170m** in value over five years. That's not bad for four days of work.

In addition, there were at least six potential ideas suitable for entry into the Breakthrough Challenge - a competition ran by our water regulators, Ofwat, with funding awarded to innovative initiatives. If they're successful, this will allow us to explore these bigger, riskier ideas.

Ten ideas, focused on topics such as pollution, capital investment and storm water management, have already been awarded kick-starter funding to help them develop and we're very excited to see where they take us!

We created new connections and linked in with an even wider and more exciting diverse network of people. Most importantly, we also built upon the foundations that the last festivals have set us on, forming even stronger relationships between us and our incredible partners – which are set to benefit a multitude of industries.



NIGEL WATSON
Information Services Director

Hopefully you were with us this year to experience the festival and all the excitement for yourself, and you can enjoy this colourful reminder. But if you weren't, then this summary will give you an idea of what we all got up to.

The festival is an unmissable event that drives innovation so we can provide better services for our customers, both now and in the future and really does drive change for the water sector, the environment and society.

So please do plan to be a part of next year's event! And if we've already sparked your interest in becoming a sponsor, **click** here. Our festivals need to be seen and experienced to be believed.

Finally, we couldn't run our innovation festivals without the help of all our sponsors, partners and friends. So, a huge thank you to everyone who helps us continue to create these amazing events.

Roll on year eight!

OUR STORY SO FAR

Since our first Innovation Festival, we have taken around **250** ideas back into the business and put more than **£2m** back into the local economy. Within our innovation pipeline, we have more than **160** ideas being considered across the business.

The estimated value of ideas in the pipeline, if successful, is worth roughly more than **£100m**.

Since they started, the festivals have had a reach on social media of more than **16m** - building up a strong innovation community with thought leadership and impactful content.

Some of the biggest successes to come out of previous festivals include:

THE NATIONAL UNDERGROUND ASSET REGISTER

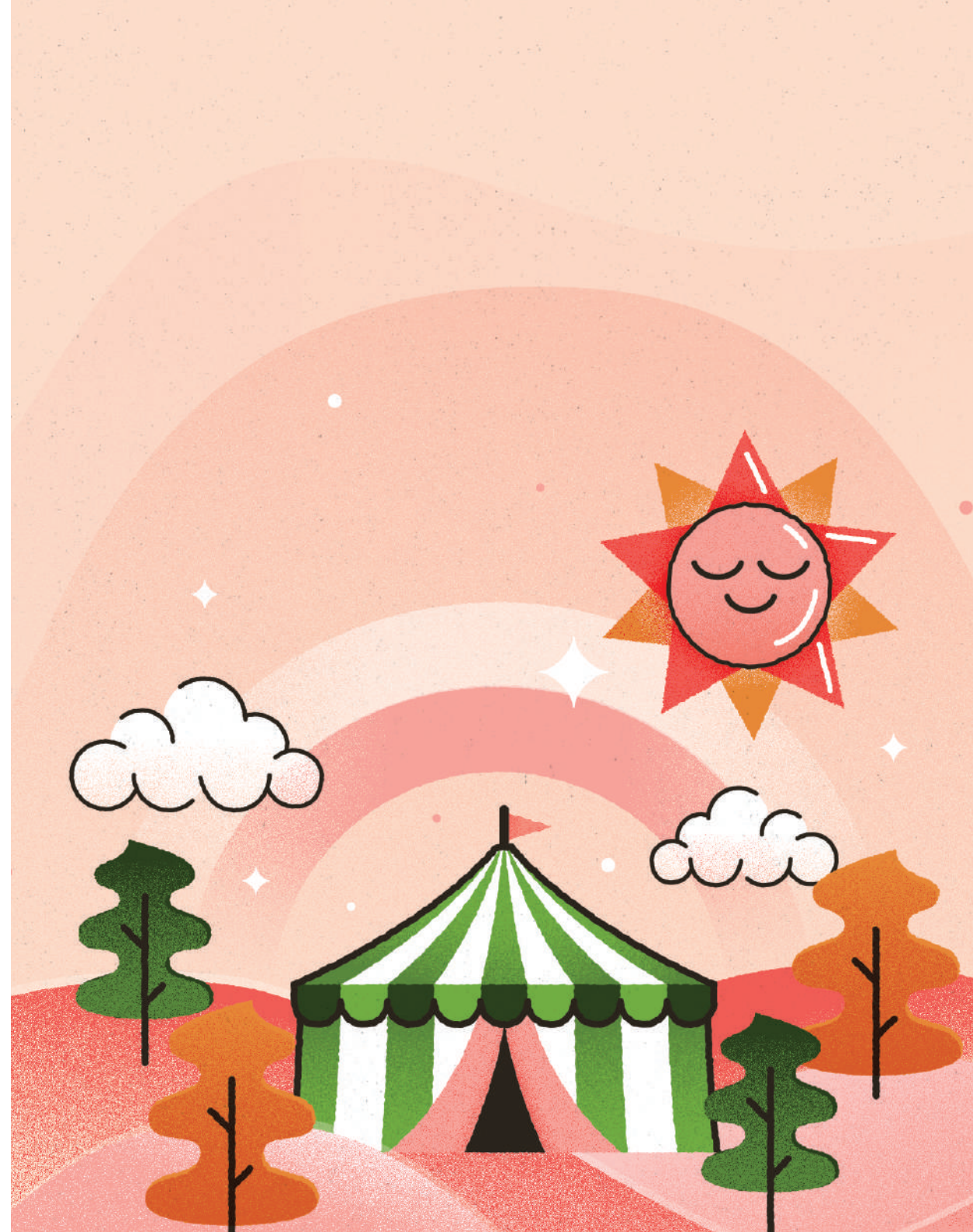
BIN THE WIPE

SUPPORT FOR ALL

NO DIG

LEAKAGE DIGITAL TWIN

Click [here](#) to find out more.



THE TIMELINE

THE PROTOTYPE: 939 ATTENDEES GATHER FOR THE FIRST TIME AT NEWCASTLE RACECOURSE.

THE FIRST FESTIVAL PROJECT WAS BROUGHT TO LIFE AS THE MOSS TREE IS PUT UP IN NEWCASTLE.

BRIGHT IDEAS FOR A BETTER TOMORROW: THE FESTIVAL LITERALLY DOUBLES IN SIZE.

THE IDEA FOR THE NATIONAL UNDERGROUND ASSET REGISTER (NUAR) IS BORN.

2017

2018

THE FESTIVAL INSPIRES INNOVATE EAST, WHICH TAKES PLACE WITH ANGLIAN WATER.

GREAT NORTH X NORTH EAST: THE FESTIVAL OFFICIALLY GOES GLOBAL FOR THE FIRST TIME, WITH WITH ATTENDEES FROM 40 COUNTRIES JOINING US

2019

BUILDING BACK BETTER: COVID SEES THE INNOVATION FESTIVAL GO COMPLETELY DIGITAL FOR THE FIRST TIME.

ENTRIES INTO THE OFWAT BREAKTHROUGH CHALLENGE ARE DRAFTED AND WON.

THE BRILLIANT GET TOGETHER: THE FIRST HYBRID EVENT SEES A RECORD-BREAKING NUMBER OF ATTENDEES AND THE MOST EXTENSIVE CELEB LINE-UP EVER!

2020

2021

CITIZENS: OUR BIGGEST FESTIVAL TO DATE.

NO DIG TRIALS TAKING PLACE ACROSS THE NORTH EAST.

UNTAPPED POTENTIAL: THE GRAND RETURN TO NEWCASTLE RACECOURSE, INCORPORATING ALL OF THE ABOVE.

THE UK GOVERNMENT ANNOUNCE THEY WILL BE ROLLING OUT NUAR ACROSS THE COUNTRY.

2023

2022

OFWAT FUNDING

The Innovation Festival is an excellent foundation for brilliant Ofwat Innovation Fund ideas.

Northumbrian Water Group has fully embraced this competition, winning the highest number of bids - a whopping **12** bids over three years, and securing over **£18.5m** to extend our innovation capacity.

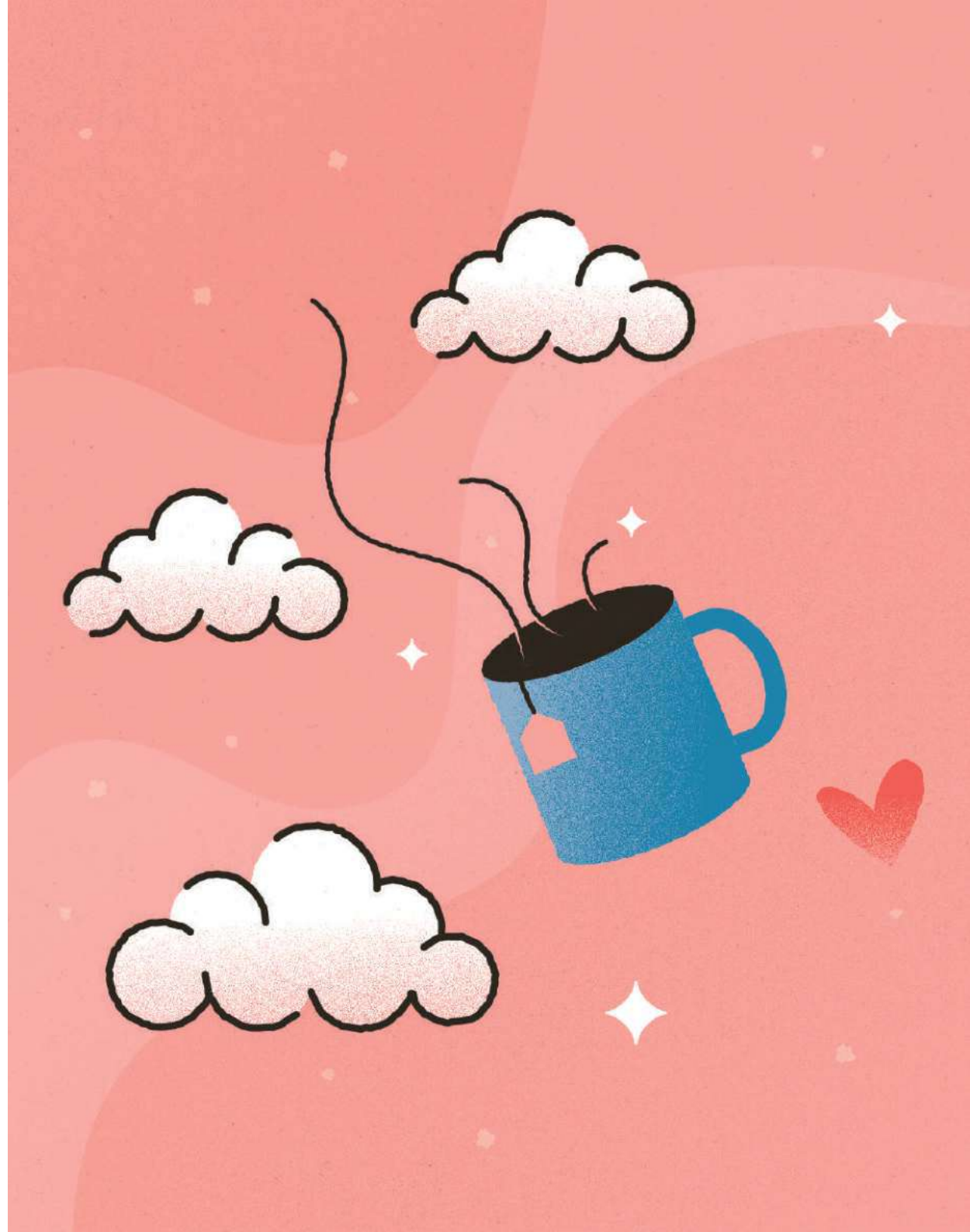
And this year has been no different with six potential ideas from IF23 already being worked up for funding.

Five of last year's festival outputs have successfully secured over **£10 million** of investment to change the way the industry works for customers.

These are...



You can also read more about our non-festival related Ofwat wins by searching for **Northumbrian Water** on this page [here](#).



2023 IN NUMBERS



ATTENDEES

2472



COUNTRIES

33



ORGANISATIONS

>650



SECTORS

41



WATER COMPANIES

27



NW/ESW EMPLOYEES

690



SPONSORS

65



EXHIBITION STANDS

57



SPRINT /HACKS/DASHES

40



SPRINT LEADS

75



STEM ACTIVITIES

26



NUMBER OF YOUNG CHILDREN

1000



UNIVERSITIES

21



LIVING WELL ACTIVITIES

12



NUMBER OF YEARS COMPLETED AT THE FESTIVAL

43



IDEAS TO COME OUT OF THE FESTIVAL

42



SOCIAL MEDIA REACH

2,643,644



TWITTER VIDEO VIEWS

10,200



MEDIA REACH

>1.2M

FUN FACTS

17

STOTTIES BAKED BY
FESTIVAL-GOERS AND EATEN

307KG
PAPER SAVED

1ST
KINDNESS TRAIL

40,360
NUMBER OF CONNECTIONS MADE

>1,000

NUMBER OF TINS COLLECTED FOR
WALKER AND DISTRICT FOODBANK

>2,300
SWEET TREATS ENJOYED

1ST
AQUATIC RESTORATION
PROJECT

>1,500
NUMBER OF FISH AND CHIPS EATEN

14
NUMBER OF ROBOTS
IN ATTENDANCE



CITIZENS-BASED ACTIVITIES

This year, the theme of our Innovation Festival for 2023 was '**Citizens**'.

We took our inspiration from the book of the same name, written by author **Jon Alexander**, and the idea that the key to fixing everything, is all of us. In fact, we were so inspired by the book that we welcomed Jon as a speaker at this year's event.

The book suggests that we're moving from the 'consumer' era to the '**Citizens**' era and that the right thing to do is to get involved - to share our ideas, our energy and resources, and contribute them towards the pursuit of best society as a whole – exactly what we aim to do with our festivals!



At our festival we included three Citizens-based activities.

These were:

1. Walker and District Foodbank.

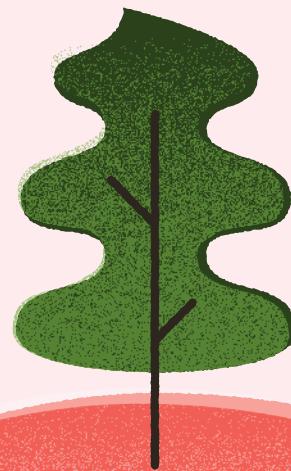
We asked every single one of our festival-goers to bring an item for us to donate to our local foodbank. Over a thousand tins were collected, as well as much-needed items like baby products and toiletries.

2. WaterAid Olympics.

Held mid-way through the week, festival-goers were asked to sign up to take part in the WaterAid Olympics, involving a number of nostalgic sports day games such as the egg and spoon race and three-legged race.

3 Aquatic Restoration Project.

During the festival we planted up a floating platform which will be launched in Gosforth Nature Reserve. This floating eco-system, which was sponsored by Esh Stantec and Vyntelligence, will help to create a new habitat for wildlife such as birds and fish and help to improve water quality.



A GLIMPSE INTO IF23

Our festivals need to be seen to be believed, and while we haven't yet got a time machine to transport you back to the summer of 2023, you can see what it was all about by **watching these videos...**

DAY 1 UNDERSTAND



DAY 2 SKETCH



DAY 3 DEFINE



DAY 4 PROTOTYPE AND VALIDATE



...or by diving into this **3D mapped world** of the whole festival site, cleverly created by **Matterport**.

STAR-STUDED SUPPORT

If you've watched the festival highlights videos, there might be a couple of faces in there you recognise.

Our festivals are never short of a celebrity or two, and **IF23** was no different.

This year, we were delighted to welcome:

Hairy Bikers star, Si King.

As well as discussing his passion for innovation in both baking and in his career, Si helped judge our festival-goers' freshly baked stotties together with Andy Haddon and Gail Lawler from Big River Bakery.

Author, Jon Alexander.

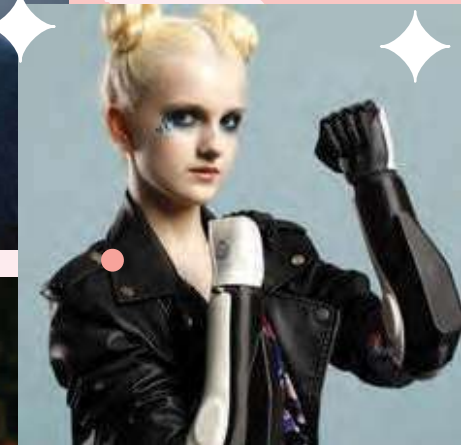
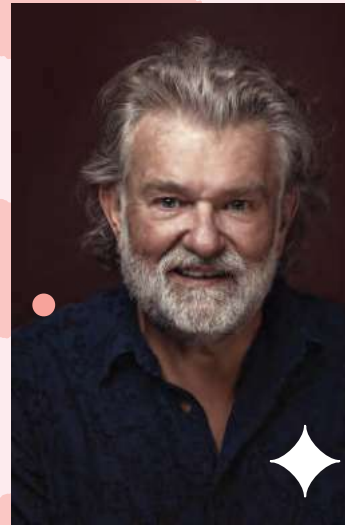
We based our festival on the main theme of Jon's inspiring book, 'Citizens', which suggests that we are the key to fixing everything.

Influencer, Tilly Lockey.

The drive and determination of this North-East based teen who doesn't take no for an answer, spurred many of our sprints on with their ideas.

Social entrepreneur and tribe builder, Ben Keene.

Ben's inspirational tales of crowd-funding a tropical island showed us what can happen when we all work together.



ONES TO WATCH

A total of **42 ideas** were born at IF23. While not all of them will necessarily be progressed, these projects have the potential to contribute to a total value of more than **£170 million** for Northumbrian Water over the next five years.

Some of these projects have already been given kickstarter funding and we really expect these to flourish over the next 12 months.

These include:

Power Arrangers.

This project in partnership with technology company, Siemens, has been given more than **£20,000** to start a feasibility study which will look at creating a circular economy for renewable energy. This will make the company's treatment sites more resilient to power outages using renewable technologies, as well as resulting in big energy savings and a lower carbon footprint.

Net Zero Me.

In partnership with Kraken - the technology tentacle of the Octopus Energy Group - this project has been granted **£20,000** to develop a mobile app that tracks customers' energy and water consumption, offering tips and challenges to help reduce usage and lower bills.

Save Our Sewers.

Four projects have been identified that can accelerate work already underway to help improve the wastewater network. In partnership with software company, Esri, these include removing highway drainage from our sewer network, creating an interactive map, a citizen water bank which will help customers manage water that goes into the waste network, and a localised project in Marske-by-the-Sea which will ensure **100%** of the network is used.

Pump Up the Volume.

£20,000 has been granted to this project in partnership with technical consultancy, Jacobs. The aim is to develop a Water Cookbook for Northumbrian Water's network investment and improvement projects which will reduce the concept and design stage costs from between 6% and 9%, down to **3%**.

Dewatering the Economy.

This project, in partnership with Wave Utilities, has been given **£20,000**. It will see improved business customers' awareness around private pipework, mapping their network and helping them to understand their responsibilities. This project is estimated to save 165 million litres of water per day over five years – saving water, money and lowering leaks.



/ KEEP IN TOUCH /

KEEP IN TOUCH

Stay up to date with the latest innovation news at innovationfestival.org.

Fancy signing up to our innovation newsletter?

[SIGN UP HERE.](#)

Keep an eye on our innovations and sprint outputs by visiting our social channels:



Twitter – @NorthumbrianH2O
@ESWH2O



Facebook – Northumbrian Water
Essex & Suffolk Water



LinkedIn – NWG (Northumbrian Water Group)
Essex & Suffolk Water



Instagram – @northumbrian_water
@essex_suffolk_water



Tik Tok – @northumbrianh2o
@eswh2o

You can also find out more about the ideas and projects which came from **IF23** by joining our **Innovation Encore** sessions in November. Keep an eye out for more information to be shared about these.

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/ THANK YOU /

A BIG THANK YOU

Northumbrian Water's Innovation Festival wouldn't be the event it is without our brilliant sponsors – a huge thank you to all **65 sponsors** who supported us with our incredible 2023 event.

For sponsoring opportunities for 2024, please email innovationfestival@nwl.co.uk.



/ PAGE TWELVE /

THANK YOU!



CLICK HERE TO HEAR A WORD FROM
GROUP IS DIRECTOR, NIGEL WATSON
AND HEAD OF INNOVATION, ANGELA MACOSCAR.



SAVE THE DATE

8TH - 11TH
JULY 2024