



NORTHUMBRIAN
WATER *living water*

14 – 18 SEPTEMBER 2020

THE EVENT

We can confirm our truly unique event is going to be back for it's fourth year, 14-18 September 2020. We are creating another fantastic showcase of innovative thinking and new technology. Only this year it is being brought to you in a new format to adapt to the 'new' normal working backdrop 😊

Despite a global pandemic we will again be bringing together a diverse range of businesses, organisations and academia to tackle some of the toughest societal and environmental problems using the best of digital platforms and tools and be present in a number of pop up locations across the UK and the world. We are re-writing the rules of our unique innovation festival, we hope you will be a part of this new, exciting chapter.

The key focus is still innovation and will be mashed up with the fun of a 'virtual summer festival', to inspire innovative ideas and create tangible outputs.



WHAT'S NEW

We are bringing our unique innovation festival to you in a new and exciting way. Using a mixture of digital and pop up formats to bring you an interactive, productive and fun festival experience.

- The new format lends itself very nicely to our global theme! So no matter where you are in the world, you can come and be part of NWG's 2020 Innovation Festival.
- Each headline Sprint, Data hack or Years Worth of Work In a Week (YWIW) will be supported and championed by a NWG senior leader. They will be on hand to share their expertise and what is needed to take their business to the next level.
- We will be leveraging design thinking 2.0 and run the design sprints across 4 days (Monday – Thursday), to super-charge the creation process and be even more efficient.
- We will have an online marketplace in the early evening of Monday through to Wednesday to give delegates the opportunity to peruse the fantastic products and services and have the chance to network.
- Friday will still be a working day for partners to work with NWG business leaders to create a business plan detailing how they will continue the project beyond the festival and into business as usual, driving tangible output to a new level.



DIGITAL FESTIVAL EXPERIENCE

This year we will leverage the best digital tools to make the innovation festival a fun and immersive experience. And importantly deliver innovative new solutions that will help our business. Some of the activities will include:

- **Digital workshops** – opportunity to create new formats for digital sprints and workshops.
- **Digital mainstage** showcasing previous output – website, mobile, you tube interviews, animations.
- **Digital meeting tools** – leverage the best meeting tools
- **Digital workshop tools** – using the best tools to bring to life our festival challenges.
- **Multi-platform** – content across multiple platforms.
- **Digital speakers and celebrities** from around the globe.
- **Digital market place** with innovation themes.



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POP UP FESTIVAL

Our festival will pop up in all sorts of locations across the UK and beyond. The small and agile teams will knit together the different activities to enable us to maximise the output.

Key elements of the pop ups are:

- **Sprint HQ's** set up with small numbers of people (10-15 people).
- **Small teams** to bring together the output, but opportunity to work virtually with many.
- **Social distancing** practiced and government guidelines followed.
- **Multi-location** - in North, South and global.
- **Pop-up** HQ's in a room or open space.



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CONNECTED FESTIVAL

We will re-create the magic of the festival using digital tools. This is an important element of the festival we are keen to nurture using a variety of different tools.

- **Festival in a box** sent to pop up sites to set the mood (e.g. treats, data, agenda, instructions for activities, props,...)
- **Playlists** tailored for the festival and sprints.
- **Digital health & wellness** activities.
- **Sprint buddies** – networking and in-sprint support.
- **Digital social activities** – pub quiz, bongo bingo, house-party, ...



INNOVATION CULTURE

The digital NWG innovation festival will help to drive innovation culture and learning by bringing you the latest and greatest news and thought pieces. The digital format will help us to share this message far and wide. With activities like these:

- **Masterclasses** will be posted on line by a whole host of brilliant thinkers covering all sorts of topics that will build knowledge.
- **Lightening/Tedx-type guest speakers** to provide inspiration.
- **Dragons den** format for funding.
- **Relevant celebrity guests** popping up in the daytime activities.



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SPONS RSHIP OPPORTUNITIES

PLATINUM SPRINT SPONSOR - £7,500

NEW FOR 2020! Only two Platinum Sprint Sponsor packages available. The package includes:

- **Choice of topic for your design sprint/hack (from candidate list) or opportunity to work on a topic of your own choice.**
- **10 - 15 Minute talk about your company as part of the morning opening (Tuesday or Wednesday).**
- **Attendance of one celebrity guest speaker during the week for one hour to work with your sprint/team.**
- **Mentions on all social channels and dedicated time each day on the end of day video post and accompanying video.**
- **Premium Supplied Festival in a box give your space the festival feel.**
- Pitch sprint ideas as part of Festival close.
- Bespoke press release ahead of the festival and a suite of social posts connected to the press release on Facebook, Twitter and Instagram.
- Daily tweets during the festival including your twitter handle/account in a specific post – promoting your sprint and key message.
- Inclusion of your Facebook handle in a Facebook post daily during the festival – promoting your sprint / key message about your work.
- Instagram and LinkedIn posts – promoting your sprint / key message about your work.
- Prominent branding – on event website and across chosen platforms.
- Advert on website www.innovationfestival.org.
- Exclusive meeting with one of the Executive Leadership Team.
- Virtual pub evening with members of the Executive Leadership Team, the drinks will be on us (for up to 2 delegates per sponsor) .
- Chance to be part of the ‘digital marketplace’ which will be live on Monday – Wednesday evenings.
- Senior manager from NWG assigned as your host throughout.
- First right of refusal for 2021 event.



SPRINT/YWIIW SPONSOR - £5,000

Limited number of sprint sponsor packages available. The package includes:

- Option to host a sprint of your choice (from candidate list).
- Pitch sprint ideas as part of Festival close.
- Bespoke press release ahead of the festival and a suite of social posts connected to the press release on Facebook, Twitter, Instagram.
- Daily tweets during the festival including your twitter handle/account in a specific post – promoting your sprint and key message.
- Inclusion of your Facebook handle in a Facebook post daily during the festival – promoting your sprint / key message about your work.
- Instagram and LinkedIn posts – promoting your sprint / key message about your work.
- Mention on all social channels.
- Prominent branding – on event website and chosen platforms.
- Supplied with Festival in a box give your space the festival feel
- Advert on website www.innovationfestival.org.
- Virtual pub evening with members of the Executive Leadership Team, the drinks will be on us (for up to 2 delegates per sponsor).
- Chance to be part of the 'digital marketplace' which will be live on Monday – Wednesday evenings.
- Senior manager from NWG assigned as your host throughout
- First right of refusal for 2021 event.



DATA HACK SPONSOR - £5,000

Data Hack Sponsor packages available. The package includes:

- Option to host a hack of your choice (from candidate list).
- Pitch hack ideas as part of Festival close.
- Bespoke press release ahead of the festival and a suite of social posts connected to the press release on Facebook, Twitter, Instagram.
- Daily tweets during the festival including your twitter handle / account in a specific post – promoting your hack and key message.
- Inclusion of your Facebook handle in a Facebook post daily during the festival – promoting your sprint / key message about your work.
- Instagram and LinkedIn posts – promoting your sprint / key message about your work.
- Mention on all social channels and chosen platforms.
- Prominent branding on event website.
- Supplied with Festival in a box give your space the festival feel.
- Advert on website www.innovationfestival.org.
- Virtual pub evening with members of the Executive Leadership Team, the drinks will be on us (for up to 2 delegates per sponsor).
- Chance to be part of the 'digital marketplace' which will be live on Monday – Wednesday evenings.
- Senior manager from NWG assigned as your host throughout.
- First right of refusal for 2021 event.



DIGITAL PLATFORM SPONSOR - £10,000

Platform/Digital Tool Sponsor packages available. The package includes:

- Opportunity to provide the collaboration platform or digital tool used to make this event virtual and bring everyone together.
- Bespoke Press Release ahead of the festival and a suite of social posts connected to the press release on Facebook, Twitter and Instagram.
- Daily tweets during the festival including your twitter handle / account in a specific post – promoting your platform/tool
- Inclusion of your Facebook handle in a Facebook post daily during the festival – promoting your platform/tool and key message about your work.
- Instagram and LinkedIn posts – promoting your platform/tool and key message about your work.
- Mention on all social channels.
- Prominent branding – on event website.
- Supplied with Festival in a box give your space the festival feel.
- Advert on website www.innovationfestival.org.
- Virtual pub evening with members of the Executive Leadership Team, the drinks will be on us (for up to 2 delegates per sponsor).
- Chance to be part of the 'digital marketplace' which will be live on Monday – Wednesday evenings.
- Senior manager from NWG assigned as your host throughout.
- First right of refusal for 2021 event.



DAILY DASH SPONSOR - £1,000

Four Daily Dash sponsor packages available. This package includes:

- Option to host a daily dash of your choice.
- Senior manager from NWG assigned as your host throughout.
- Advert on website www.innovationfestival.org.
- Opportunity to provide a video for our Digital Marketplace marketing your company



FESTIVAL IN A BOX - £2,000

NEW FOR 2020! The Festival in a Box package enables your organisation be part of the festival and work on it's own challenge. A short-cut to innovation success using our tried and trusted formula with support from NWG innovation experts.

This package includes:

- Option to host a sprint or hack on a topic of interest to your business.
- Supplied with Festival in a box give your space the festival feel.
- Expert input to get the most out of the week.
- Take part in all the extra-curriculum activities and on line content.
- Be part of the comms machine to shout about your activities.
- Manager from NWG assigned to support you throughout the festival and facilitating introductions so you have the right people in the room.
- Advert on website www.innovationfestival.org.
- Pitch sprint or hack ideas as part of Festival close.



BROUGHT TO YOU BY SPONSOR - £500 - £4,000

There are a range of other sponsorship opportunities to allow you to get more involved in the festival, reach the delegates and promote your brand. This package includes:

- Advert on website www.innovationfestival.org.
- Chance to be part of the 'digital marketplace' which will be live on Monday – Wednesday evenings.

Sponsorship Opportunities Available

- **'Digital Marketplace' sponsor** – 3 available (Monday, Tuesday, Wednesday Evening) - £1,000 per evening
- **Innovation Garage sponsor** – this is where all the ideas are brought to life. - £4,000
- **Amplify challenge sponsor** – opportunity to use our online idea management portal to crowd source solutions to your own challenge during festival week. - £500 per challenge
- **On line STEAM activities** – 3 available to sponsor digital and legacy content (for KS2/3) and support for graduating students. - £2,000 per activity
- **Festival box sponsor** – opportunity to provide elements to go into the festival in a box (items such as bunting, marker pens, treats, festival t-shirt). – Provide items to go into the box.
- **Prize sponsor** – small prizes will be awarded across the week for a number of different challenges. – Provide prizes for the challenges.
- **Wellbeing sponsor** – opportunities available to sponsor the virtual wellbeing activities - £1,000



Theme	Topic
Health & Safety	Hack 1 – How to improve health & safety using cross sector data?
	Sprint - What new technologies can step change the reduction in work time accidents?
IoT & Sensors	YWIW - Live challenge – bring your sensors & have a working prototype at the end of the week!
	YWIW - How can the UK water industry leverage the best of global water solutions?
Environment & Carbon Neutral	Hack 3 - How can we boost our journey to carbon neutral in the North East?
	Sprint - How can we reduce our reliance on chemicals and power in our water treatment works?
	Sprint - How can we make sure the North East has the best rivers and beaches?
	Sprint - What can we do to reduce water consumption in the face of climate change?
	YWIW - AI - what can it do to save the planet or the water industry in the face of climate change?
	Sprint – How can we leverage a multi-faceted solutions to step change flooding performance?
	Sprint – How can we accelerate off-site build in the capital programme?



POTENTIAL TOPICS

Theme	Topic
People	YWIW - Design your own customer experience.
	YWIW – How to get from passive to promoting?
	Sprint - What can we do to increase workforce diversity in the water sector and beyond to better represent the UK today?
	Sprint - What can we do to eradicate (water poverty) in our regions working with our cross sector partners?
	Sprint – How can we communicate with customers so they know what is going on?
	YWIW – How to get technology to make a difference to the ageing populous?
Digital	Hack 2 - The Water Sector – the most open data industry in the world! (ITS, leakage, flooding, pollution)
	YWIW - Meet my twin – digital twin accelerator (NU)
	YWIW - Digital literacy accelerator – digital up-skill accelerator
	YWIW - Live challenge – we'll automate a process for you!
Post-COVID	Role of utilities in public health post COVID
	Data hack for non-household water
	The 'new normal' working environment
	Rejuvenation of the high street



POTENTIAL TOPICS