

## CASE STUDY

# DRIVING INNOVATION, EMPOWERING ENTREPRENEURS, FOSTERING ECONOMIC AND ENVIRONMENTAL IMPACT:

## Ovivo's Sponsorship of AquaAction in the Water Tech Innovation Eco-system

A case study on how a successful collaboration between the private sector and a non-profit organization can drive positive change and competitive advantage, while fostering sustainable development.



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# INTRODUCTION



Worldwide Experts in Water Treatment

Ovivo, a global provider of water and wastewater treatment solutions, has been actively involved in promoting sustainable practices and supporting initiatives that address water-related challenges through their support of AquaAction.

AquaAction is a non-profit organization focused on fostering innovation, supporting young entrepreneurs, creating positive economic, social, and environmental impacts.

This case study explores how Ovivo's sponsorship of AquaAction has had a significant influence on these areas.



## BACKGROUND

AquaAction was established in 2015 with the aim of addressing water scarcity, pollution, and access to clean water through innovative technology-based solutions. Ovivo recognized the potential of this organization to drive positive change and partnered with AquaAction in 2017 to provide financial support, technical expertise, and mentorship to accelerate both the organizations clean-tech initiatives.

## DRIVING INNOVATION

Ovivo's sponsorship has played a crucial role in driving innovation within AquaAction by:

- ▶ Providing financial resources and technical expertise.
- ▶ Enabling AquaAction to invest in research and development, such as prototype testing and scaling of innovative water technologies.
- ▶ Helping AquaAction attract talented innovators, engineers, and scientists who are passionate about solving water-related challenges.

As a result, AquaAction has enabled the development of groundbreaking water-tech solutions, such as low-cost water purification systems, smart irrigation technologies, and efficient wastewater treatment processes.

## EMPOWERING YOUNG ENTREPRENEURS


**Ovivo's sponsorship has had a profound impact on empowering young entrepreneurs associated with AquaAction. How?**

- ▶ Through mentorship, business development support, and access to Ovivo's extensive network.
- ▶ Ovivo's experts have shared their industry knowledge, provided guidance on market trends, and facilitated connections with potential investors. This support has helped young entrepreneurs within AquaAction to transform their innovative ideas into viable businesses, creating employment opportunities and driving economic growth.

Ovivo has supported new start-ups that are experiencing much success in the water tech and water treatment markets. **Some examples:**

- ▶ **Bello** (<https://bellowater.com/>) – To address the challenge of microplastics contamination, the Bello team designed a consumer-targeted home-water purification and mineralization system with flavoured customization capabilities; Their technology won a \$200K investment in Canada's Dragon's Den competition in 2023.
- ▶ **Ecotime** (<https://ecotime.ca/>) – To address water efficiency and re-use, *Eco-time* developed an all-in-one rainwater harvesting and distribution system, to save on using treated drinking-quality water for greywater use in buildings.
- ▶ **Drinkable** (<https://drinkable.tech/>) – To address freshwater contamination in well water, the startup *Drinkable* has designed an affordable hand-held portable diagnostic device for water quality testing in real time.
- ▶ **Clean Catch Baits** (<https://cleancatchbaits.com/>) – To tackle the issue of microplastic pollution in rivers, lakes and oceans, these young entrepreneurs developed a heat-resistant and bio-degradable fishing lure made of organic materials.





## **OVIVO'S SPONSORSHIP HAS HAD A POSITIVE SOCIAL AND ENVIRONMENTAL IMPACT THROUGH AQUA ACTION'S INITIATIVES.**



### **ECONOMIC IMPACT**

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Ovivo's partnership with AquaAction has enabled a significant economic impact. By supporting the development and commercialization of innovative water technologies, AquaAction has created a thriving ecosystem of water-related startups. These startups have not only generated employment opportunities but have also attracted investments, contributing to local and regional economic growth. Additionally, the adoption of the start-ups' innovative solutions by industries and municipalities has resulted in cost savings, improved operational efficiency, and more sustainable environmental impact, further enhancing economic sustainability.

### **SOCIAL AND ENVIRONMENTAL IMPACT**

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Ovivo's sponsorship has had a positive social and environmental impact through AquaAction's initiatives. By promoting access to clean water, AquaAction's programming has improved:

- The quality of life for communities facing contamination issues.
- The deployment of low-cost water purification systems in underserved areas, providing safe drinking water to thousands.

Furthermore, AquaAction's emphasis on sustainable water management practices has helped conserve water resources, reduce pollution, and mitigate the impact of climate change.

### **TECHNOLOGICAL DEMONSTRATIONS AND COMPETITIVE ADVANTAGE**

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Through their sponsorship, Ovivo can monitor the emergence of innovative solutions and cutting-edge technologies developed by the start-up community. This enables Ovivo to offer technological demonstrations to their customers, allowing them to test and experience new innovations firsthand.

By providing these demonstrations, Ovivo can showcase the effectiveness and efficiency of innovative solutions, giving their customers confidence in the performance and reliability of the technologies.

### **MARKET INTELLIGENCE ON EMERGING WATER TECHNOLOGIES**

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Ovivo's sponsorship of AquaAction provides them with valuable market intelligence on emerging water technologies.

Ovivo can identify promising technologies that align with their business objectives and customer needs. This market intelligence enables Ovivo to make informed decisions about investing in and integrating with emerging water technologies for their product portfolio. Being at the forefront of innovation, Ovivo can maintain a competitive edge and continue to provide their customers with state-of-the-art solutions.



## EMPLOYEE ENGAGEMENT BENEFITS

By supporting AquaAction's initiatives, Ovivo has created opportunities for their employees to actively participate in meaningful projects that align with their values and contribute to impactful sustainability.

**Since 2017, Ovivo employees have contributed over 250 hours to mentoring, judging, and supporting entrepreneurs in AquaAction's innovation competitions.**

Through mentorship programs and knowledge-sharing initiatives, Ovivo employees have the chance to engage with AquaAction's young entrepreneurs. This interaction not only allows employees to share their expertise and industry insights but also provides them with a fresh perspective and inspiration from these next generation of innovators. This engagement fosters a sense of pride and purpose among Ovivo employees, as they witness firsthand the positive impact their company's sponsorship has on driving positive change.

Ovivo's involvement with AquaAction enhances their corporate social responsibility (CSR) efforts, which can boost employee morale and satisfaction. Employees are more likely to feel proud and motivated to work for a company that actively supports initiatives addressing critical societal and environmental challenges. This engagement can lead to increased employee loyalty, retention, and overall job satisfaction.

By providing opportunities for employee engagement through AquaAction's initiatives, Ovivo not only contributes to the personal and professional growth of their employees but also strengthens their organizational culture and reputation as a socially responsible company.

## CONCLUSION

Ovivo's sponsorship of AquaAction has not only had a profound impact on driving innovation, empowering young entrepreneurs, and creating economic, social, and environmental benefits, but has also provided Ovivo with a competitive advantage and market intelligence on emerging water technologies. By supporting AquaAction's initiatives, Ovivo gains access to innovative solutions, allowing them to offer technological demonstrations and effectiveness to their customers.

Ovivo's collaboration with AquaAction provides valuable market intelligence, enabling Ovivo to stay ahead of the curve and to adapt their product offerings to meet evolving customer needs. This partnership strengthens Ovivo's position in the water treatment industry and reinforces their commitment to driving innovation and sustainability.

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This holistic approach to sponsorship reinforces Ovivo's commitment to driving innovation, sustainability, and employee engagement, showcasing the Ovivo-AquaAction partnership as a prime example of how collaboration between the private sector and non-profit organizations can drive positive change and foster sustainable development.