



## Solving Fresh Water Issues through Innovation

We engage **young innovators**, activate their **technologies**, and support them as they turn their solutions into **results**.

Partner with AquaAction to Tackle the Freshwater Crisis, Achieve Your Sustainability Goals and Make Measurable Impact

### We can no longer ignore the world's water crisis.

According to the [Global Commission on the Economics of Water](#), we will fail on climate change if we do not solve water. Our collective actions have pushed the global water cycle out of balance for the first time in human history, wreaking increasing damage on communities everywhere. At AquaAction, we are taking urgent action to address the water crisis by restoring freshwater so that it is accessible and safe for all – both now and future generations.

[www.aquaaction.org](http://www.aquaaction.org)

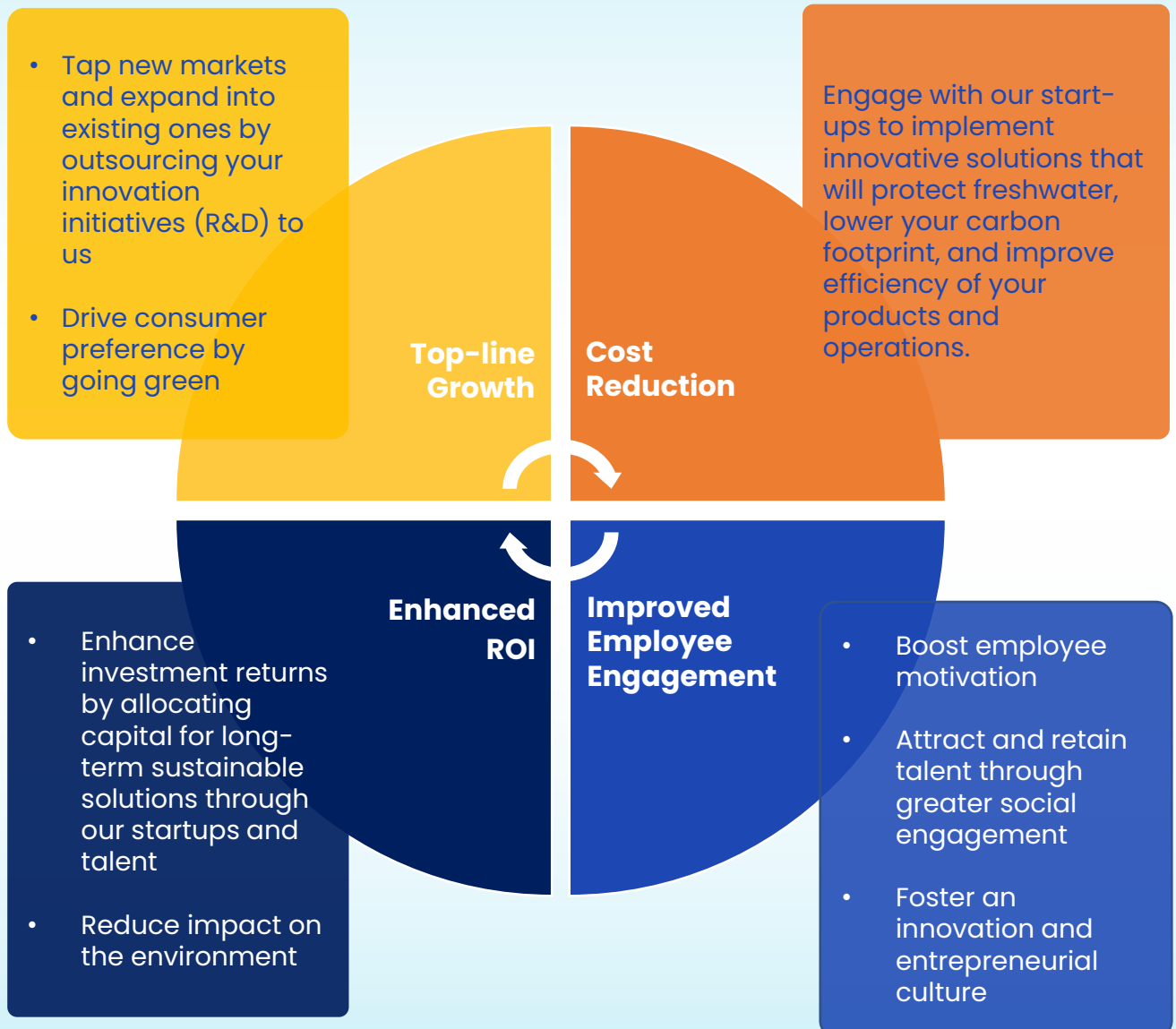
#### TOGETHER, WE HELP YOU ACHIEVE THE FOLLOWING SUSTAINABLE DEVELOPMENT GOALS:



# AQUA ACTION PARTNERSHIP BENEFITS

Supporting Sustainability Initiatives

## Creating Value for your ESG / Impact Strategy



# AQUA ACTION IMPACT

Water quality is under serious threat from increasing pollution, growing demand, and crumbling infrastructure.



## LIFE-THREATENING CONTAMINANTS

We consume the equivalent of a credit card a week in microplastics. That is 45lbs in a lifetime.



## FAILING INFRASTRUCTURE

There is a water main break every 2 minutes in North America, enough to fill over 9,000 swimming pools.



## CLIMATE CHANGE, FLOODING AND DROUGHTS

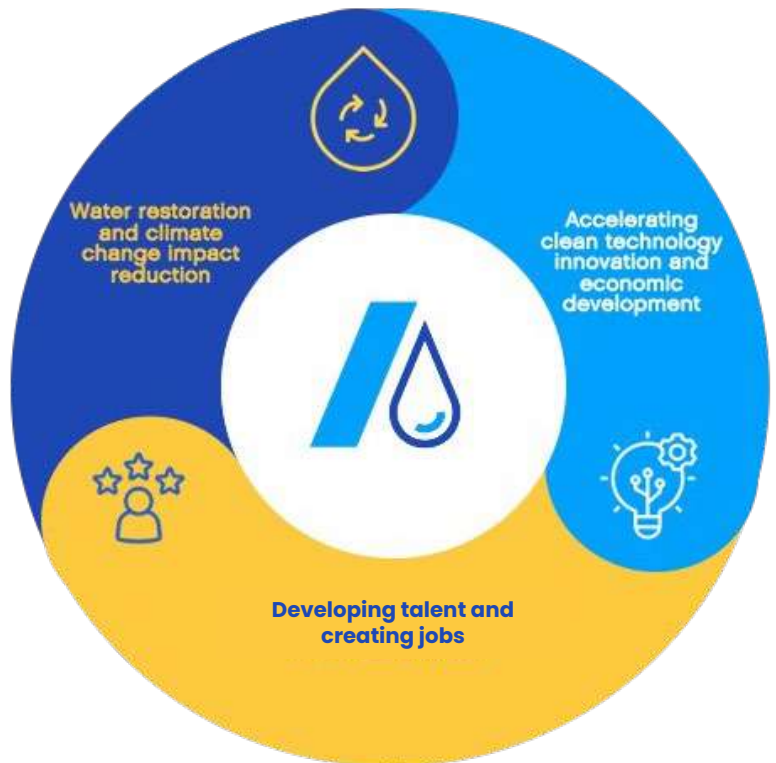
The climate crisis is a water crisis : extreme weather events impact water security.



## COSTS OF MANAGEMENT OF DRINKING AND WASTEWATER

Leveraging data for better decision making.

Through our programming, we are making a difference in the fight against climate change and inspiring a movement.



# AQUA ACTION IMPACT

## By the Numbers



### Since 2016:

- **35+** active startups
- **10M+** in investments
- **88%** incorporated
- **12** North American programs
- **15,400 volunteers** engaged
- **1.9M individuals educated** about water issues



### Since 2022:

- **26 seed-level water tech start-ups to date**
- 3-year targets exceeded in year 1
- **Cohort 1 – 6 companies**
  - Completed
  - **100% matched** with municipal pilots
  - **\$4.2 M** in revenue
  - **36** new jobs created
  - **24** customer contracts signed
  - **6** IP applications approved
- **Cohort 2 – 20 companies** (350% increase)
  - In progress
  - **\$50M** in revenue and **\$10M** investments to date
- **3 more cohorts planned** and an additional 50 start-ups to be matched in municipal, agriculture and industrial sectors.
- **Planned impact by 2025:**
  - **\$150M top line revenue**
  - **75 technological pilots**
  - **200 new jobs created**



### Over 35 critical water issues addressed:

- Municipal infrastructure & decision-making
- Wastewater treatment
- Outdoor water use
- Sewage overflow & untreated sewage spills
- Stormwater Contamination and management & green Infrastructures
- Stormwater treatment
- Flooding & flood risk
- Floodproofing communities
- Greywater Recycling
- Water quality monitoring
- Drinking water quality in Indigenous and rural communities
- Agricultural Impacts
- Sediment & pesticide runoff
- Water & land management
- Phosphorus capture & recycling in farming
- Water Crisis Prediction & Adaptation
- Ice cover monitoring
- Salt-water intrusion
- Geolocalisation of access points to waterways
- Road salt
- Reduction of plastic waste
- Sanitary wipes
- Endocrine-disrupting chemicals
- Tap water safety
- Well-water safety
- Responsible consumption and production
- Fish Health
- Invasive species
- Microplastics in aquatic systems
- Aquaculture
- Sensitive aquatic habitats
- Toxic algae blooms
- Avian fauna & water quality management
- Water quality monitoring / analysis in lakes, rivers and urban streams
- Water quality index
- Water levels & coastal erosion
- Effect of recreational boating





# FROM CRISIS TO SOLUTIONS

## Supporting Sustainability Initiatives

### AquaAction Runs Three Tech-Focused Programs to Help Create Change, Implement Solutions & and Develop Talent



Engaging  
Bright Minds



Nurturing  
Changemakers



Enabling  
Commercial  
Adoption



AquaHacking Challenges are annual tech competitions for young innovators to tackle North America's critical freshwater issues, with mentorship, seed funding and incubation to accelerate change impact.



Supporting changemakers is key to their success. We nurture the growing community of water tech companies that emerge from the Challenges and offer them personalized support to thrive.



Ensuring the implementation of tech solutions can only happen through validation and testing. This program focuses on commercialization of promising solutions within the municipal and industrial markets.

# A THRIVING COMMUNITY STRIVING FOR IMPACT



## How AquaAction is Enabling Young Tech Entrepreneurs to Solve our North American Fresh Water Issues:



GuiA is an innovative smart decision-making tool to prepare, intervene and adapt road salt spreading more efficiently while reducing operating costs and environmental impacts.



The world's first accurate, affordable, and easy to use handheld water testing device.



Horticulture products made from cattails sourced from Lake Winnipeg's watershed. Typha's mission is to empower the collective good to solve Lake Winnipeg's environmental crisis.

### Meet our Innovators:

AquaHacking Alumni | Aqua Action

INNOVATORS

# ECONOMIC IMPACT



**40+**

Active startups



Coast to coast



**86%**

Incorporated



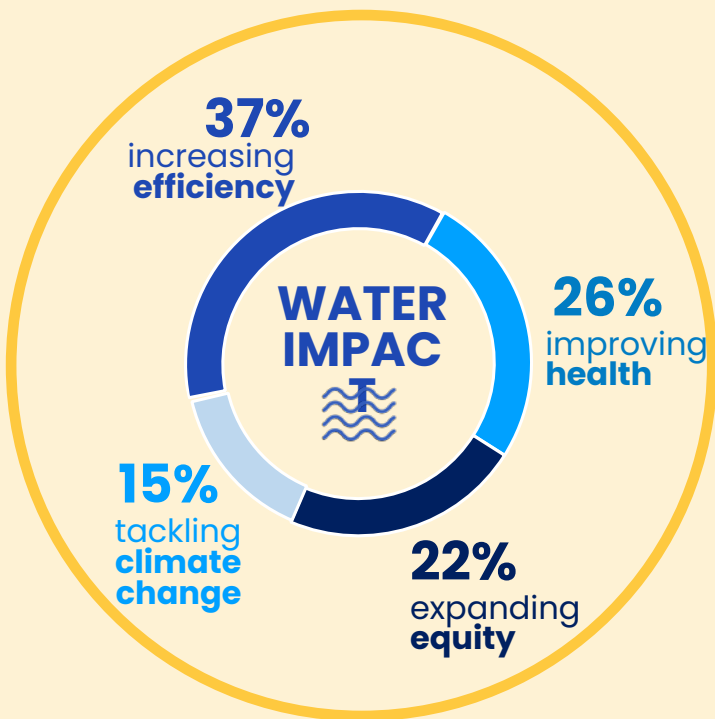
**54%**

Female co-founder

## IMPACT

20M  
revenue

100+  
jobs created



### DISTINCTIVE TECHNOLOGICAL APPROACHES



Software applications



AI



GIS



Engineering



Model simulation

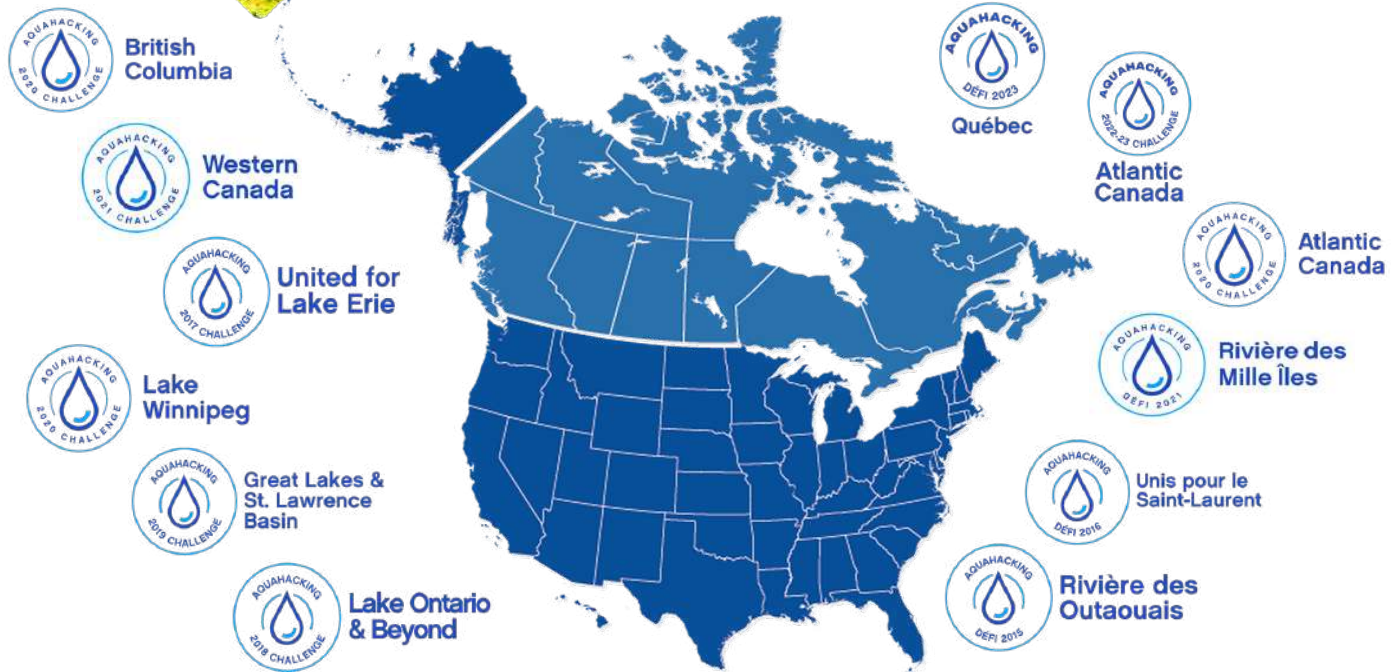
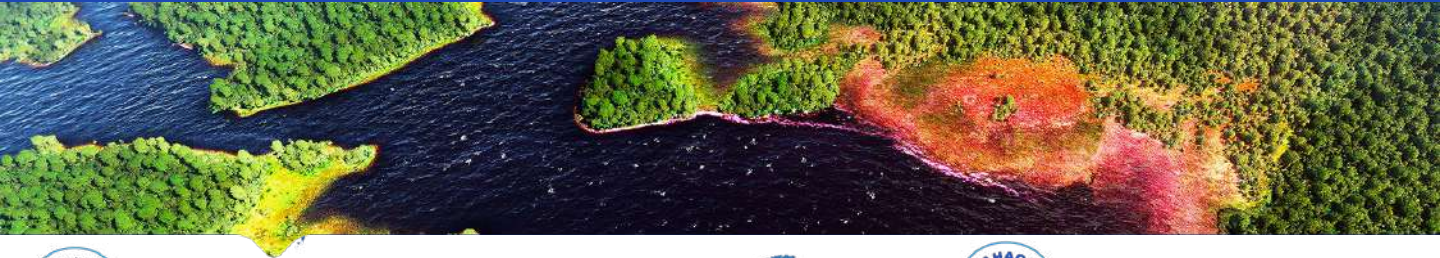


Materials science



# ENVIRONMENTAL IMPACT

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## 5-Year Goals

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- **10,000** youth-developed **water tech solutions adopted** and having measurable impact on freshwater health
- **100,000 accredited and job-ready** young professionals engaged in the water sector
- **1 million water innovation believers** engaged as **micro-supporters** of our work for our common cause.



# Talent Impact



## Development of 5 competencies:



Innovation



Entrepreneurship



Indigenous  
Ways of  
Knowing



Impact  
Measurement



Leadership

Micro-credits are cumulative and transferable to certificates, diplomas or other qualifications.

# ENVIRONMENTAL IMPACT

## Programming 2023–2028: Alignment with National Watershed Priorities



# The future of water depends on solutions developed today. Join us and make an impact.



## How you can make an impact:

To learn more about our programming:

[IMPACT REPORT 2022](#)

To learn more about partnering:

[SEND US AND EMAIL](#)

Visit our website:

[AQUAACTION.ORG](#)

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Worldwide Experts in Water Treatment  
Experts mondiaux en traitement de l'eau