

# BlueTech FORUM

# INNOVATION IN ACTION

EDINBURGH, SCOTLAND

ASSEMBLY ROOMS

3 - 4  
June, 2024



“Congratulations to you and your team for the organization and the excellent content of the Forum. It was a pleasure to exchange with peers and solution/technology suppliers.”

**HANS-ULRICH BUCHHOLZ**  
Environmental Compliance, L'Oréal

“BlueTech Forum is the single best conference I've ever been to. They struck the perfect balance between programming & networking, with content that will be memorable for years to come!”

**GREG NEWBLOOM**  
Founder & CEO, Membrion



## PROGRAMME





## BLUETECH FORUM

Monday 3rd June  
Tuesday 4th June

## THE ASSEMBLY ROOMS

54 George Street  
Edinburgh, GB EH2 2LR  
Phone: +44 131 220 4348

Set in a convenient city center location, the Assembly Rooms historic building is impressive and with good rail and air links, excellent public transport, and both on-street and long-stay parking nearby. The Assembly Rooms are located within walking distance of all BlueTech Forum contracted hotels.

[View on Maps](#)

[Find accommodation](#)



## FILM SCREENING

Sunday 2nd June

## EVERYMAN CINEMA

502 St. James Crescent  
Edinburgh, GB EH1 3AE  
+44 123 355 5642

14-min. walk from  
The Assembly Rooms

[View on Maps](#)

[Register now](#)



## CASTLE RECEPTION

Monday 3rd June

## EDINBURGH CASTLE

Castle Hill  
Edinburgh, GB EH1 2NG  
Phone: +44 131 225 9846

10-min. walk from  
The Assembly Rooms

[View on Maps](#)

[Register now](#)



## MUSIC NIGHT

Tuesday 4th June

## THE VOODOO ROOMS

19A West Register Street  
Edinburgh, GB EH2 2A  
Phone: + 44 131 556 7060

8-min. walk from  
The Assembly Rooms

[View on Maps](#)

6.00 PM

Reception drinks

6.35 PM

Welcoming by Paul O'Callaghan

6.45 PM - 8.15 PM

**FILM SCREENING****Our Blue World: A Water Odyssey**

Brave Blue World Studios is renowned for its commitment to raising the value of water, and with the premiere of "Our Blue World: A Water Odyssey," we continue our mission to shed light on the indispensable role of water in sustaining life on Earth and throughout history. Through mesmerizing storytelling and breathtaking visuals, this documentary promises to take attendees on an immersive journey, exploring the profound connection between humanity and water.

**About the Film:**

"Our Blue World: A Water Odyssey" delves into the essence of water as the lifeblood of our planet, showcasing its vital significance across diverse cultures and ecosystems. From remote corners of the globe to bustling urban centers, the film introduces viewers to visionary individuals who are pioneering efforts to preserve and rejuvenate our planet's water systems, invoking the wisdom and practices of our ancestors. As our world faces unprecedented challenges posed by climate change, this documentary advocates for a collective shift in consciousness and action,



8.00 AM

Registration

9.00 AM

Welcome address

9.10 AM

**KEYNOTE BY GARY WHITE**

CEO &amp; CO-FOUNDER, WATER.ORG + WATER EQUITY



Water.org is a non-profit organization dedicated to empowering people in the developing world to gain access to safe water and sanitation. Water.org is the resulting organization of the July 2009 merger between WaterPartners, co-founded by Gary in 1990, and H2O Africa, co-founded by actor Matt Damon. Gary developed Water.org's WaterCredit Initiative, creating new financing options for poor populations to meet their water supply and sanitation needs. Gary also developed and now leads WaterEquity, an innovation of Water.org focused on raising and deploying social impact investment capital.

Over the past 25 years, Gary's entrepreneurial vision has driven innovations in the way water and sanitation projects are delivered and financed, innovations that now serve as a model in the sector.

9.25 AM

Current Affairs Address by Paul O'Callaghan

9.55 AM

Accelerator Voices

10.15 AM

Comfort break

10.45 AM

**PARTNER ADDRESS 1: 'MY IKIGAI, MY WATER STORY'**

Get ready! Our partners are taking the stage to share their personal 'origin stories' about why they got into the water sector and how they developed their innovation mindset. In just 5 minutes, you'll hear their heartfelt tales of passion for water and their hands-on approach to driving change. Ikigai is a Japanese concept that means your 'reason for being'.

10.50 AM	Thought Leadership Roundtables
11.50 AM	Environmental Philosophy Talk: Matthijs Schouten
12.00 PM	Lunch
1.00 PM	<p><b>RADICAL COLLABORATION IN ACTION: 5X5s ROUND 1</b></p> <p>A quick-fire round of 5x success stories featuring 5x top watertech innovation partnerships who will share the secrets to their success. Against the clock - 5x minutes to be precise - these industry leaders will take you on a whirlwind tour of what made their partnership a winning combination. Gather insights, inspiration and practical advice to elevate your own partnerships to new heights.</p>
1.25 PM	<p><b>PARTNER ADDRESS 2: 'MY IKIGAI, MY WATER STORY'</b></p> <p>By Riikka Timonen, VP New Markets &amp; Biomaterials, Kemira</p>
1.30 PM	<p><b>MEGATRENDS</b></p> <p>We'll be exploring three pivotal themes shaping our collective future. Dive into the dynamic relationship between water and energy, strategies for resilience in the face of burnout, and the evolving role of individuals in the economy.</p> <ul style="list-style-type: none"> <li>• Water + The Energy Transition: Hu Fleming, TAG Team</li> <li>• Burnout + Business Resilience: Michael Matania, Founder, Mycelium</li> <li>• Prosumer Model + The Participation Economy: TBA</li> </ul>
2.15 PM	TBC
2.30 PM	<b>PARTNER ADDRESS 3: 'MY IKIGAI, MY WATER STORY'</b>
2.35 PM - 3.50 PM	Innovation Showcase
7.00 PM	Reception at Edinburgh Castle and Lighthouse Awards

9.00 AM

Welcome back

9.05 AM

**KEYNOTE BY KONGJIAN YU**

Sponge City Pioneer

Kongjian Yu's innovative "sponge city" designs are transforming urban landscapes. By creating cities that soak up downpours, his designs are replacing flooded streets with lush green spaces, and allowing rainwater to nourish cities. Yu's firm, Turenscape, is already turning heads with a project in Bangkok that transformed a wasteland into a network of lakes and wetlands. Over 70 cities in China have implemented his designs, with the government aiming for 80% of cities to become absorbent by 2030. The Sponge City system is inspired by nature's ability to absorb and release water, transforming streets into green havens with mango trees growing where once concrete reigned.



9.20 AM

**PARTNER ADDRESS 4: 'MY IKIGAI, MY WATER STORY'**

9.25 AM

**OUR BLUE WORLD: INTRO**

Extended Trailer (10mins) + Panel discussion (35 mins) with film partners, followed by Impact Campaign Pitch w/ XPV (10 mins)

9.45 AM

**6 THINKING HATS WORKSHOP SESSION #1** (see next page for more details)

10.45 AM

Comfort break

10.55 AM

**PARTNER ADDRESS 5: 'MY IKIGAI, MY WATER STORY'**

11.00 AM

**6 THINKING HATS WORKSHOP SESSION #2** (see next page for more details)

12.00 PM

Lunch

**INNOVATION IN ACTION  
X  
6 THINKING HATS  
WORKSHOP**

**SESSION 1: 9.45 AM**

**SESSION 2: 11.00 AM**

**SESSION 3: 1.30 PM**

Embark on a dynamic journey of innovation with our '6 Thinking Hats' workshop centred on our 2024 theme, **Innovation in Action**.

Explore practical creativity through Edward de Bono's renowned problem-solving method, examining ideas and models from six different perspectives. Engage in interactive exercises, fostering collaborative thinking through distinct lenses to tackle real-world challenges.

Refreshments available throughout.

250 participants | 20 tables of c.12 | 3x 50-minute rotations

Broken into the following Action Arenas:

HYDROGEN

RADICAL DECENTRALISATION

LLMS

FIT FOR PURPOSE WATER

PFAS

RESOURCE RECOVERY

BRINE MANAGEMENT

REALTIME CONTROL + MONITORING

LITHIUM

AI & DIGITAL TRANSFORMATION

ENERGY NEUTRAL WWTP + DECARBONISATION

COMPLIANCE, STEWARDSHIP, PROFIT

SENSORS & CYBER SECURITY

BLUE, GREEN, GREY

CREATIVE COMMUNICATIONS

ALTERNATIVE WATER SUPPLIES

50L HOME

EARTH OBSERVATION SCIENCE + STORMWATER

LEAKAGE <10%

DRINKABLE RIVERS



1.00 PM

**PARTNER ADDRESS 6: 'MY IKIGAI, MY WATER STORY'**

1.05 PM

**RADICAL COLLABORATION IN ACTION: 5X5s ROUND 2**

A quick-fire round of 5x success stories featuring 5x top watertech innovation partnerships who will share the secrets to their success. Against the clock - 5x minutes to be precise - these industry leaders will take you on a whirlwind tour of what made their partnership a winning combination. Gather insights, inspiration and practical advice to elevate your own partnerships to new heights.

1.30 AM

**6 THINKING HATS WORKSHOP SESSION #3**  
(see previous page for more details)

2.30 PM

**INNOVATION SHOWCASE AWARDS**

2.45 PM

**BOTANICAL GARDEN WALK**

5.00 PM

Closing reception

9.30 PM

**MUSIC NIGHT AT THE VODOO ROOMS**

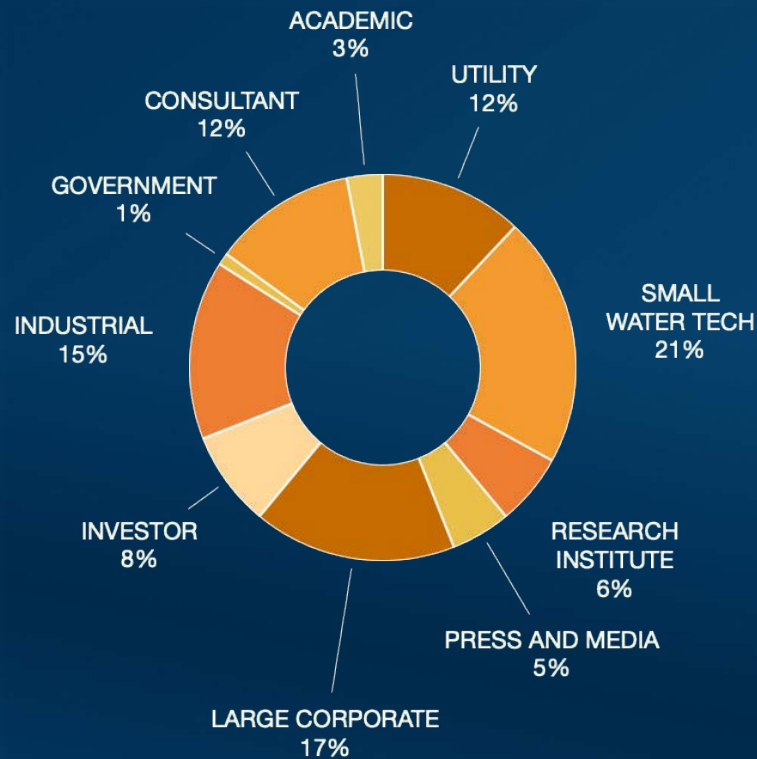






## WHO ATTENDS?

BlueTech Forum is a must-attend event for key stakeholders involved in the water technology sector.



- CHIEF TECHNOLOGY OFFICERS
- INDUSTRIAL & UTILITY WATER LEADERS
- INNOVATORS AND ENTREPRENEURS
- NEW BUSINESS DEVELOPMENT TEAMS
- R&D TEAMS
- STRATEGIC INVESTORS

## CONNECT WITH INDUSTRY LEADERS

BlueTech Forum 2024 is the only water industry event that connects you to executives from leading water technology companies, venture capital groups, researchers, utilities, and industrial end-users.

Delegates attend to meet with industry influencers, key decision makers, and the who's who of the water sector to conduct business, network, evaluate technologies, and stay on top of market trends and opportunities.



“This was the best water conference I’ve been to. Real connections were made to advance our company across the industry.”

**JULIE BLISS MULLEN**  
Founder & CEO, Aclarity

BlueTech Forum 2024 will feature inspiring speakers from across the globe at the forefront of innovation, a hand-picked innovation showcase of cutting-edge companies and technologies, the latest market intelligence delivered by BlueTech Research analysts, and plenty of dedicated networking time.

# SEE YOU IN EDINBURGH!

BLUETECHFORUM.COM #BTF24

## VENUE

Assembly Rooms  
54 George St  
Edinburgh EH2 2LR  
Scotland, United Kingdom  
assemblyroomsedinburgh.co.uk

## SAVE THE DATE

June 3-4, 2024



## JOIN US FOR

INSPIRING  
KEYNOTES

ROUND  
TABLES

THOUGHT  
LEADERSHIP

UNIQUE NETWORKING  
OPPORTUNITIES

BLUETECH RESEARCH  
ANALYSIS AND INSIGHTS

INNOVATION  
SHOWCASE

END-USER REVERSE  
PITCH SESSIONS

## WE'RE HERE FOR YOU!

Get in touch for general questions, sponsorship and registrations:



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**TICKETS**

BlueTech  
FORUM / INNOVATION  
IN ACTION