

PURE BLUE  
Clean Water Innovation Initiative

Egils Milbergs

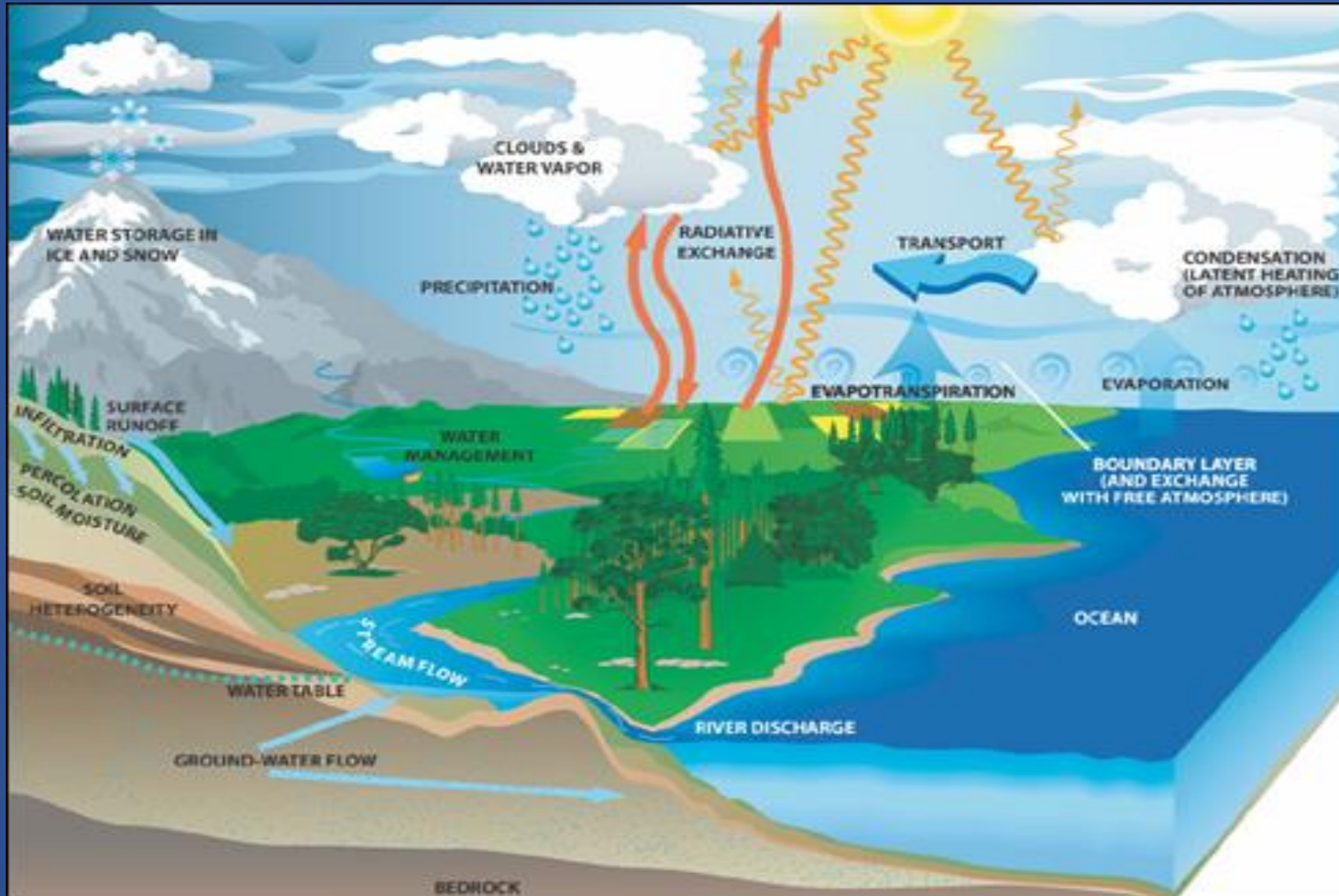
Pacific Northwest Economic Region

Calgary, AB

July 18. 2016

# Water, water, everywhere, nor any drop to drink

*(Rime of the Ancient Mariner, Samuel Taylor Coleridge)*



## SALT WATER (97.5%)

99.04% -- Oceans

0.95% -- Groundwater

0.01% -- Lakes

## FRESH WATER (2.5%)

69.6% -- Glaciers, snow pack, permafrost

0.29% -- Lakes and marshes

0.05% -- Soil moisture

0.006% -- Rivers

0.003% -- Biosphere



Acidification

Orcas  
Marine Energy

"Elwha"

Irrigation

Powers

Drought

Landslides

Duwamish

Industrial  
Water

Lead H2O

Water Rights

Tsunami

Snow Pack

Agric Runoff

Salmon

Stormwater

Wetlands

Columbia River

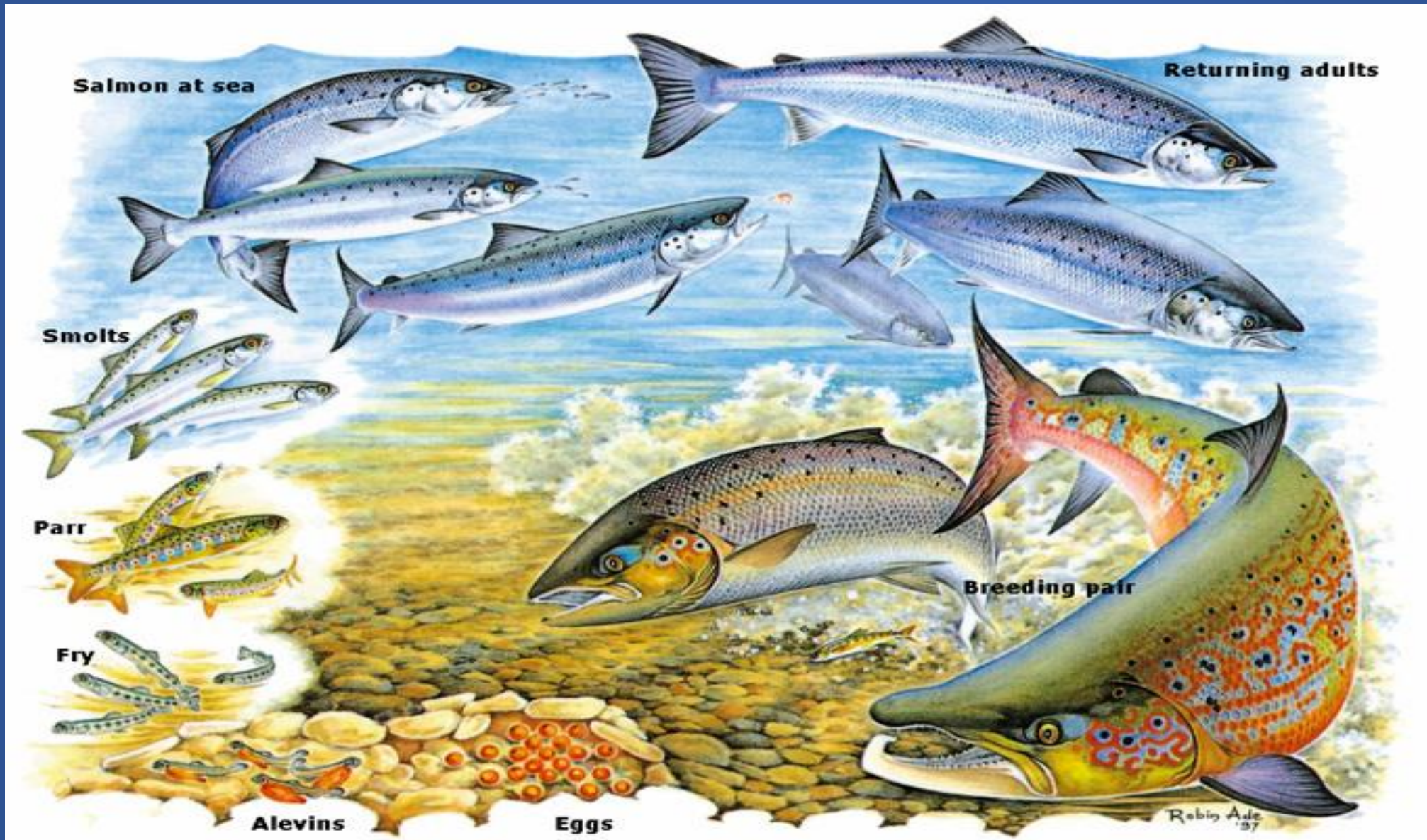
Yakima River  
Basin

Hanford  
Clean-Up,  
Biofuels

Powers

Salmon

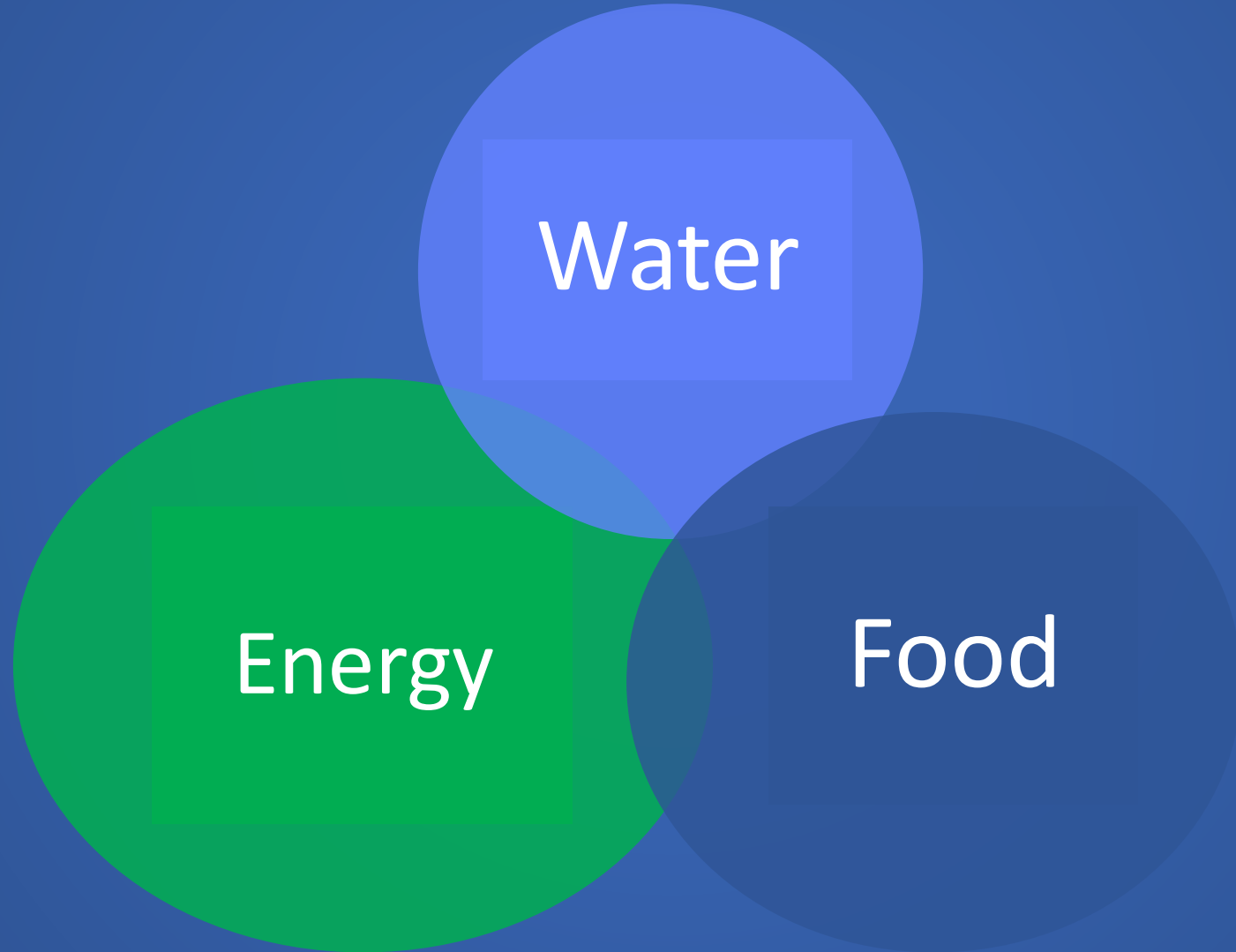
# Our Canary in the Coal Mine



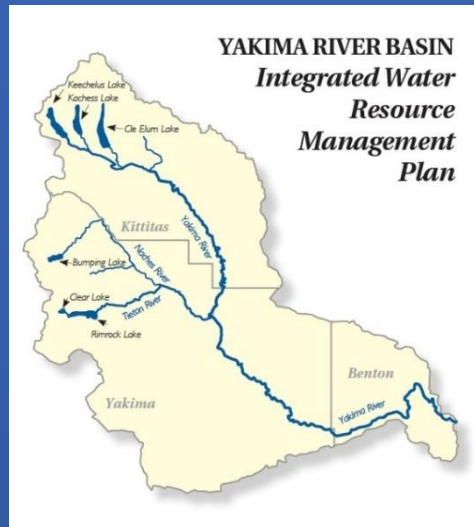
It's ONE Water



And It's More than water



# WA Examples of Water Innovation Initiatives

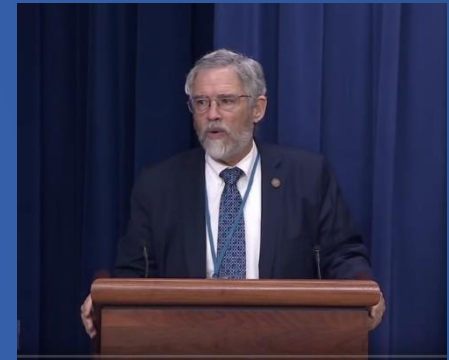




THE WHITE HOUSE  
WASHINGTON

# WHITE HOUSE

## WATER SUMMIT





# PURE BLUE

## *Clean Water Innovation Initiative*

- **Vision:** Access to clean, fresh, healthy water for everyone
- **Founders:** 20 founding business, government, academic partners.
- **Objectives:** reduce technical and market risk, time to market and resource requirements for new products and start-ups.
- **Water Challenges:** Desalinization, stormwater runoff, aging water distributions systems, energy efficiency, nutrient recovery, energy recovery, drought management, big data sensing and monitoring and others.
- **Financing:** Awarded 3 year EDA grant of \$500K (matched \$500K)

# Three Interrelated Components

## 1. **Water Nexus**

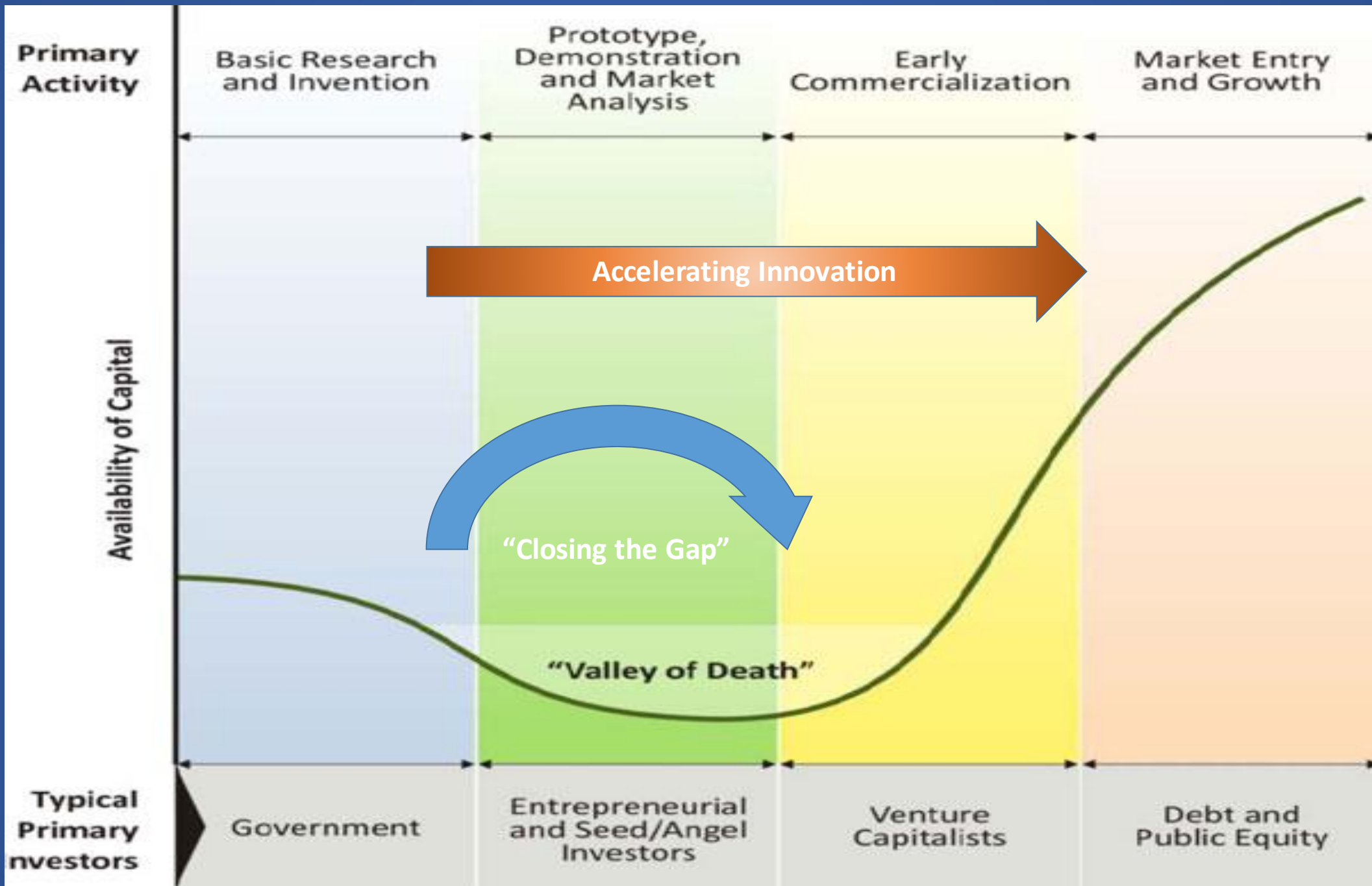
Proof of concept center and technology accelerator

## 2. **Water Innovation Fund**

Early (seed) stage grant/loan/equity fund

## 3. **Water Alliance**

Network of water industry incubators and clusters across the US



# Metrics



*Over the next three years:*

- Support 10 water technology start-ups
- Provide \$2 million in seed funding.
- Collaborate with 30 water-related partners

Testing a distributed problem solving network to address a national challenge

© Nations Online Project

CANADA

MEXICO



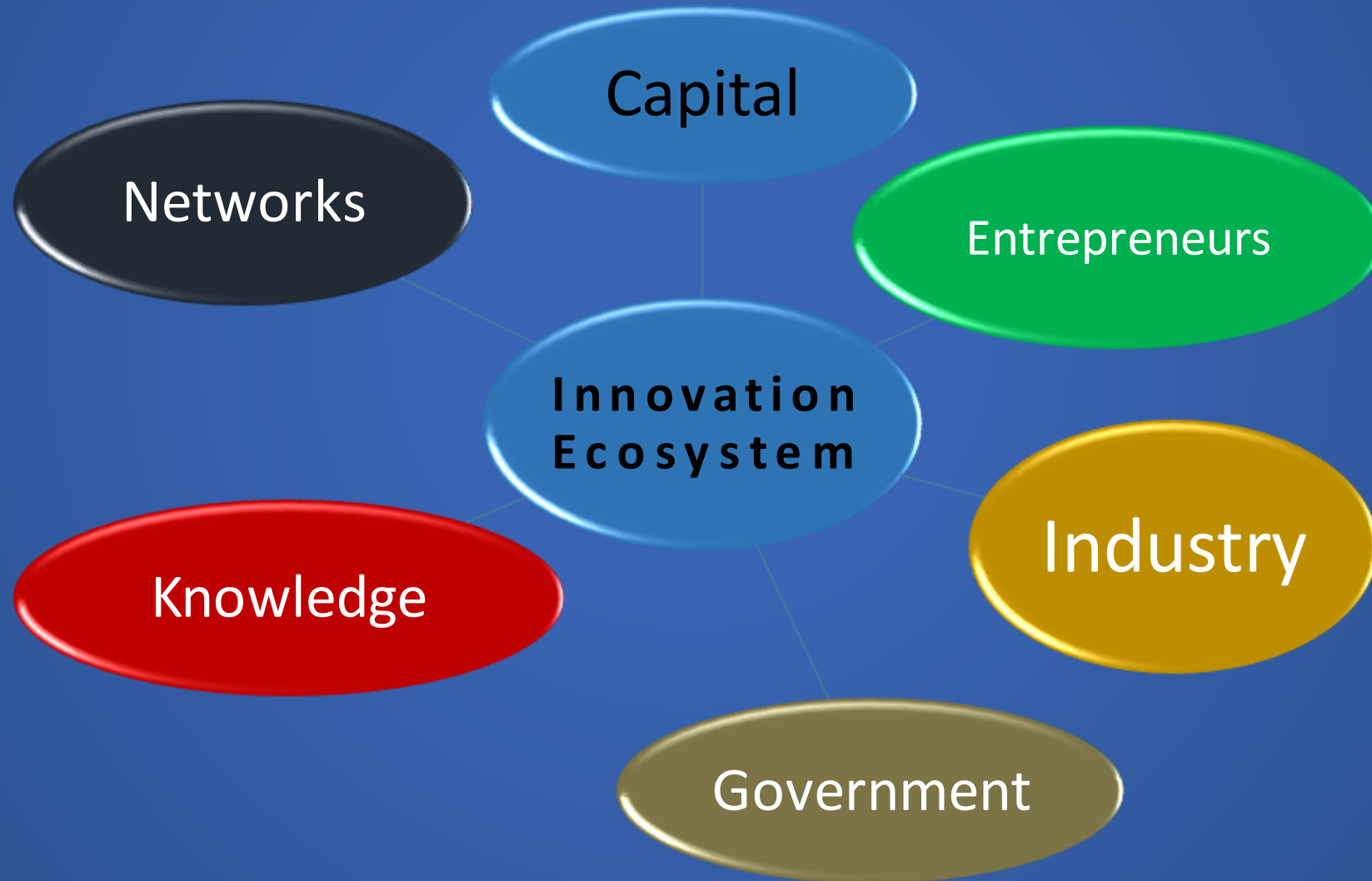
## Water Cluster Nation

1. The Water Council
2. Water Economy Network
3. New England Water Innovation Network
4. Colorado Water Innovation Cluster
5. Confluence
6. The Maritime Alliance
7. WET Center/Blue Tech Valley
8. WaterTAP Ontario
9. Accelerate H2O Texas
10. Cleveland Water Alliance
11. Urban Clean Water IPZ
12. Louisiana Water Network
13. Oregon Water Tech Innovators
14. Michigan Water Technology Initiative
15. Nevada Center of Excellence
16. Pure Blue—Clean Water Innovation Initiative

# A BIG Economic Development Opportunity

- Worldwide demand growing for sanitation, stormwater management, water supply, clean energy and food safety and access.
- Water quality and energy efficiency in agriculture, fishing, forestry, mining, chemicals, energy, manufacturing, electric power and public water supply.
- Long term solutions are multi-disciplinary and require high levels of collaboration with industry and government.
- Government regulatory policy has decisive influence.
- The clean water industry is in its early stages
- Investments in the *clean water innovation ecosystem* is key for success.

# Pacific NW Clean Water Innovation Ecosystem



THANK YOU!

Egils Milbergs

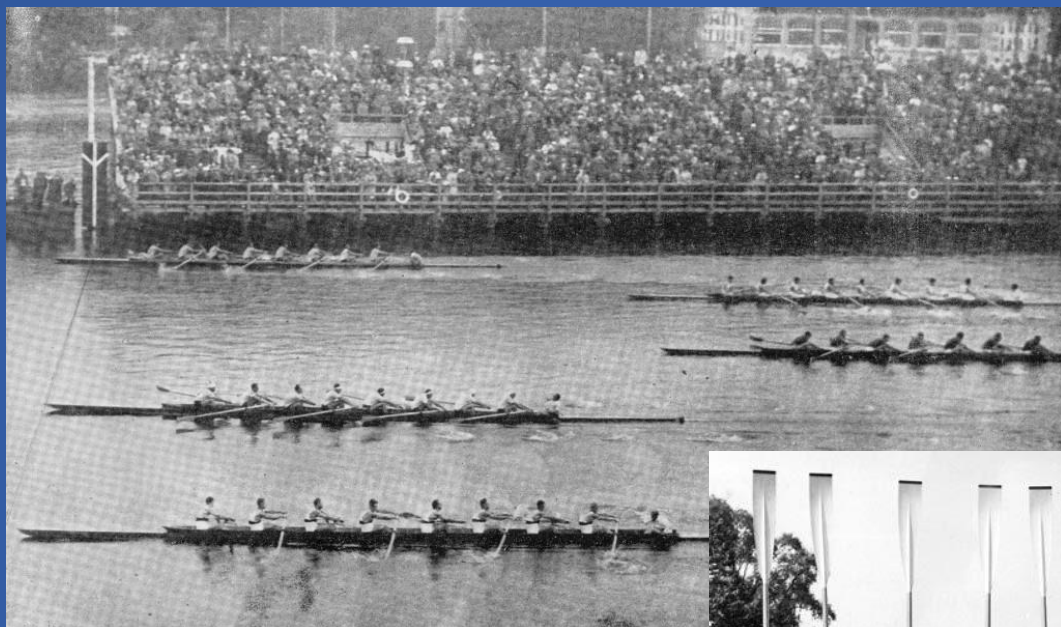
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[www.accinnov.com](http://www.accinnov.com)





Nine “Boys in the Boat”  
*1936 Berlin Olympics*

