

# **Freshwater Cleanup Technology Cluster**

***Cleaning the Water, Creating New Jobs***

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# **Challenges and Opportunities**

**US Water Challenges: Atlanta; California; Las Vegas; Great Lakes, Midwest; Milwaukee; Waukesha; etc.**

**Global Water Challenges: China, India, Canada  
Africa, South America**

**Opportunity for M-7 Region: Build a truly significant water industry cluster to help address quality + quantity problems**

# **Key Ingredients in Water Cluster Building**

- A core of firms already in the industry**
- Experienced talent in the region**
- A talent development pipeline**
  
- Collaboration among firms and w/water researchers**
- Demand for solutions (money to support development)**
- Desire by the private sector actors to grow**
  
- Recognition by the larger community of the assets and potential**
- Resources and leadership to help bring the necessary ingredients together**

## **Ingredients in Milwaukee 7**

- 1. 120 firms/ 5 of world's 11 largest water cos.  
/ numerous manufacturers**
- 2. Known concentration of water professionals**
- 3. 5 engineering schools/ 87 freshwater researchers at three universities/ new School of Freshwater Science**
- 4. New Water Council to promote collaboration between companies and with academia**

## **Ingredients in Milwaukee 7, cont'd**

**5. Some 50 water problems identified; some pressure for solutions; more needed**

**6. Water firms want to grow**

**7. Resonates with the larger community/  
improve environment & create jobs/ push**

**8. Resources and leadership have come forth**

## **Challenges**

- **Usual business challenges in region**
- **Overcome municipal reluctance to adopt new technology**
- **Speed openness to innovation in competitive bidding**
- **Increase collaboration, both academics & businesses collaborating with businesses**
- **Increase Water Council/Cluster visibility**
- **Increase number of water entrepreneurs**
- **Overcome regional inertia**
- **Learn how to truly link and leverage**

## **Successes**

**Water Council active**

**New levels of cooperation: business and academia**

**New patent activity**

**New international efforts**

**36 pages on Milwaukee/water in United airlines**

**New commitment from Engineering Dean, UWM**

**New efforts to look outside region**

## **Regional Steps**

- 1. Build national support for GL clean-up**
- 2. ↑ federal \$\$ for SBIR/STTR in Water Tech**
- 3. Push EPA to toughen water standards**
- 4. Push sustainability agenda: virtuous circle**
- 5. Push initiatives on new bio-fuels; e.g. algae**
- 6. Push for Fed decision on ballast water**
- 7. Get corporations & academia talking together**
- 8. Solve our water problems and sell solutions to others**