

UW-WHITEWATER'S INSTITUTE FOR WATER BUSINESS: MAKING WAVES IN 2015



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As students gear up for the end of the fall semester and some for the end of their undergraduate and collegiate careers, students and educators alike can't help but to consider what lies ahead for the upcoming spring semester. The University of Wisconsin-Whitewater's Institute for Water Business (IWB), the Netherlands Office for Science and Technology (NOST) in cooperation with the Netherlands Consulate General, and the Wetskills Organization, in particular, are eager for the spring semester to begin in anticipation of the launch of the Wetskills Water Challenge 2015.

The Wetskills Water Challenge is an intensive two-week water related challenge designed for university level students and young water professionals from around the globe. Participants work in multidisciplinary and intercultural teams to develop innovative

solutions for water challenges posed by case sponsors.

Since 2010, approximately 250 students and young

water professionals from more than 50 international universities and organizations have participated in one of the thirteen Wetskills Water Challenges, held in Mozambique, Romania, the Netherlands (2x),



Wetskills Water Challenge Toronto 2014

Egypt, South Africa, Oman, Indonesia, Morocco, China, Canada, and India.

In June, 2014 the Wetskills Water Challenge was held in Toronto, Canada and hosted by Ryerson University. On the winning team, was University of Wisconsin-

Whitewater's very own alumni, Cheston Kesselhon, an Integrated Science and Business Water major.

The event, to be held from June 12, 2015 through June 26, 2015, will be the first time the internationally collaborative, science and water intense challenge has been hosted in the United States.

The event will incorporate teams of Canadian, Dutch and American university students and young

The University of Wisconsin-Whitewater's Institute for Water Business is the only institute of its kind in the United States. It is a leader in entrepreneurship and innovation and serves to develop water acumen and capacity through education, research, and multi-stakeholder collaboration. The IWB is excited and engaged in its position as the host for the upcoming event, and is optimistic that the unique international water challenge will spark more interest in the Milwaukee region, driving expansion for water and science inquiry, among students, professional and on-lookers alike. According to Linda Reid, director of the Institute for Water Business, "we are looking forward to hosting the competition, building this partnership and collaborating with smart water minds."

PHOTO BY JOHAN OOST

professionals. The Institute for Water Business, who will be hosting the historic event, was first approached in early 2014, by the Netherlands Consulate General, to participate in the coordination of the event, following their visit to the Global Water Center.

Along with bringing something new to look forward to following the spring semester the IWB is positive that its participation will strengthen the Milwaukee regions position as the World Water Hub and create richer involvement and discussion of the water industry.