



Wetskills-Iran 2016

Leaflet for Study Case sponsors

BRING IN YOUR WATER CASE

JOIN THE WETSKILLS WATER CHALLENGE IN TEHRAN, IRAN

A new way for educational experience and networking approach for students and young professionals in the water sector

The Wetskills programme focuses on out-of-the-box solutions for local water challenges by bringing teams of diverse international students and young professionals together.

WETSKILLS WATER CHALLENGES

The Wetskills Water Challenge is a two-week event for university level students and young water professionals from around the globe. Participants work in multidisciplinary and intercultural teams to develop out-of-the-box solutions for water challenges posed by case sponsors.

Since 2010, more than 400 students and young water professionals from about 100 international universities and organizations have participated in one of the more than twenty Wetskills Water Challenges organized in Asia (China, Taiwan, Indonesia and India), North Africa & Middle East (Oman, Morocco, Israel and Egypt), Sub-Saharan Africa (South Africa & Mozambique), Europe (Romania & the Netherlands and North America (United States & Canada).

**NEXT EDITION: TEHRAN, IRAN
OCTOBER 2016**

In October 2016 a Wetskills Water Challenge will be hosted in Tehran, Iran for the first time. Hosted by Sharif University, the event is being organized in cooperation with the non-profit Wetskills Foundation (based in The Netherlands) and partners in the Dutch Water Sector.

This Wetskills edition will present the results of the teams during the trade mission of Minister of Infrastructure & Environment of The Netherlands, Mrs. Schultz van Haegen, to Iran.

After reaching the agreement in January 2016 and lifting the economic sanctions, the doors are starting to be open to Iran: a big country, with 80 million people; mostly young and well educated. In a country with a huge potential for development, managing the natural resources like water is playing a key role for sustainable growth. Iran is facing many water challenges nowadays; from drying up of lakes and rivers to a growing demand for water resources with a proper quality. The country is full of untouched opportunities. By participating in this event, there is a chance to be part of this worldwide eager in exploring these opportunities.

Iranian organizations in the water sector are eager to get international partnerships to tackle the countries' huge water challenges.

***We are looking for companies
and organizations to bring in
their Water Challenges!***



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This year's Wetskills Iran will bring together local partners and hosts including innovative Iranian and Dutch organizations, businesses and institutions. Five bright, enthusiastic young teams will learn from and work with local professionals and water experts on challenging water case studies posed by the sponsors.

LET'S SOLVE WATER CHALLENGES TOGETHER!

CASE TOPICS

The case owners determine the study cases of Wetskills. The topics can be aligned with the trade mission's main themes: water technology and maritime technology.

The cases are now being assembled including such topics as; the shrinking of one of the biggest salt lakes in the world (Urmia Lake), water quality and treatment, extensive water use, public awareness, water scarcity, declining groundwater resources, trans boundary water management (with Afghanistan). Additional potential cases are still being explored with the partners in both countries.

Wetskills will formally start on 17 October 2016 with an opening event hosted at Sharif University. On this day, called BrainHurricane each case owner presents the challenge to the Wetskills teams. Over the next 9 days the Wetskills teams will work on the challenge, with guidance of Dutch and Iranian supervisors and support from diverse local experts from academia, companies and governmental institutes.

Each team will present its solution at the end of the (two-week) challenge during a pitch session at a special session in the programme of the trade mission of Minister Schultz van Haegen to Iran (24-27 October).

The target audience is representatives of water sector in both The Netherlands and Iran.

Does your company, organization or institute in the water sector have a challenging water case?

Wetskills-Iran will be an excellent opportunity to showcase your organization's expertise and commitment to innovative solutions to partners in Iran. Your case will be part of the trade mission of Minister Schultz van Haegen to Iran.

Come on board! Contact Johan Oost at the Wetskills Foundation (johan.oost@wetskills.com).

WETSNEXT

The WetsNext programme initiates and stimulates follow-up activities based on the concepts and results of the Wetskills Challenges. The first focus of WetsNext is on further (feasibility) studies done by Young Professionals and students, but intensively guided by case owners, Wetskills alumni, other interested partners to come implement ideas and gain impact.

CASE SPONSOR INFORMATION

CASE SPONSOR RESPONSIBILITIES

- Case Sponsors will provide a water challenge for a case study for the Wetskills Water Challenge program in Tehran (further Wetskills-Iran 2016).
- Case Sponsors will support the team via face-to-face or remote meetings (using Skype, and e-mail) on the first day, the last day, and some halfway points of the working days.



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- Case Sponsors and Wetskills jointly will search experts on the case study topic for the Brain Hurricane and during other parts of the programme. This expert may come from other organizations, e.g. a professor from a university or an experts from a company.
- Case Sponsors will donate €2500 in support of the organization of Wetskills-Iran 2016.

CASE SPONSOR BENEFITS

- Case Sponsors will receive the results: a poster and a memo (approx. 4-5 pages) outlining the innovative concept the team came up with for the Case Sponsor's case study.
 - The name and logo of Case Sponsors will be reported in Wetskills press releases with a broad distribution.
 - Promotion through the website and social media for Wetskills, Sharif University and other relevant organizations in Tehran and during other Wetskills Water Challenges.
 - The logo of the Case Sponsors will be displayed on the poster presented at the final presentations during the trade mission of the Dutch Ministry of Environment and Infrastructure.
 - Case Sponsors will be introduced to their own international team of enthusiastic students and young professionals.
 - Case Sponsors get the opportunity to grow their business network through participation in the energizing Wetskills event. We expect in particular delegations from water sector in Iran and The Netherlands.
 - Press releases and tailored appointments for promotion and communication for own use.
- The Wetskills Foundation will form combined international, trans disciplinary teams of participants and guide them to reach solutions through processes of divergent thinking to solve the Case Sponsor's challenge.
 - The study case and poster of the team (excluding the short memo) will be published on the Wetskills website, www.wetskills.com.*
 - The results will be presented during the trade mission of the Dutch Ministry.
 - The winning team will be awarded during the trade mission of the Dutch Ministry.
- * If some information is confidential, Wetskills and the concerning team will act accordingly.*

DONOR BENEFITS

You do not need to be a Case Sponsor to be part of Wetskills. Wetskills Team-Iran 2016 welcomes the participation of businesses, organization and individuals through donations.

- Donors will receive logo representation on the Wetskills banner.
- Donors will be mentioned in PR & Communication
- Donors will have the opportunity to meet and greet with participants and Sponsor Organizations.

We would like to tailor your requests as donor or Case Sponsor.

OUR PARTNERS

This Wetskills edition is supported by:



WETSKILLS RESPONSIBILITIES

- The Wetskills Foundation will assist in developing a great case study for the participants.



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PRELIMINARY TIMETABLE* – WETSKILLS-IRAN 2016

The program will take place from 15 till 27 October. (*This timetable is subjected to be changed):

Sat & Sun 15-16

Meet & Greet, Teambuilding Events

Arrival in Tehran
Welcome Dinner
Visit to water related (construction) sites
Visit to cultural sites

Mon 17

Wetskills Brain Hurricane / Hosted by Sharif University of Technology

Small lectures about water related challenges in Iran
Meet and Greet with Case Sponsors
Speed Date Sessions with various Experts

Mon 17 - Sat 22

Group Work on Case Studies

Action Plan Deadline
Training Pitch & Poster
Contact with case owners
Optional: relevant water-related field trips
Pitch and Poster Training

Sat 22- Mon 24

Preparations

Pitch and Presentation Preparation session (pre-presentations)
Deadline poster & memo
Extensive pitch practice session

Mon 24- Thu 27

Final presentation & awarding, Trade mission with Schultz van Haegen

Meet & Greet with Dutch delegation
Pitch presentations
Questions & Answers about each study case
Awarding session with Minister Schultz van Haegen
Business tables for WetsNext projects (follow-up from Wetsills ideas)
Delegation programme
Farewell dinner
Departure from Tehran