



# 'Olympic' Wetskills-South Korea 2018

## Leaflet for Study Case sponsors

### **BRING IN YOUR WATER CASE**

#### **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 500 students and young professionals from about 120 international universities and organizations have participated in one of the 27 Wetskills Water Challenges held in Asia (China, Taiwan, Indonesia and India), North Africa & Middle East (Israel, Oman, Morocco, Iran and Egypt), Sub-Saharan Africa (South Africa & Mozambique), Europe (United Kingdom, Romania & the Netherlands) and North America (United States & Canada).

Join this 'Olympic' Wetskills Water Challenges in South Korea, organised in Seoul and Gangneung, hosted by Hongik University and with support of Embassy of Kingdom of The Netherlands and Korea Water Forum.

In January 2018 a Wetskills Water Challenge will be organized in South Korea for the first time. The event is being organized the non-profit Wetskills Foundation (based in The Netherlands) in cooperation with Hongik University and with support of Embassy of Kingdom of The Netherlands and Korea Water Forum. The creative and collaborative spirit flows through out multidisciplinary teams, with the wide experience in natural sciences and engineering, as well as on social, economic and political sciences, in policy and business management. We hope you will join us to be part of the Wetskills experience in 2018!

This Wetskills edition will present the results of the teams in a special session in the Holland Heineken House in Gangneung during the Olympic Winter Games of Pyeongchang (9-25 February 2018)

#### **Programme**

Wetskills will formally start on 29 January 2018 with two days of team building. On 31 January an opening event will take place and hosted at the Hongik University in Seoul. On this day,

called BrainHurricane, case owners present their challenge to the student teams and diverse experts will help the teams. This programme is aligned with a large business event organized by the Embassy of Kingdom of The Netherlands in Seoul.

Over the next 10 days the participants' teams will work on the challenge with periodic guidance of Dutch and Korean 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 special pitch session and poster market as part of a special program in the Holland Heineken House, the Dutch house during the Olympic Winter Games. Leaders in business, academia and government will attend parts of this finals and awarding.

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

#### **Case topics**

The case owners, inside or related to the water sector, determine the challenge topic of the study cases of Wetskills. Previous edition topics were researched as: reuse of wastewater, dew harvesting, water scarcity, stormwater management, deployable flood defense systems, geothermal and thermal exchange energy systems, coastal master plan development, resiliency, water governance, awareness, etc. See [www.wetskills.com](http://www.wetskills.com) for cases of the previous Wetskills events.

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

Wetskills-South Korea will be an excellent opportunity to showcase your organization's expertise and commitment to innovative solutions.

Are you an innovative company, organization or institute and do you have a challenging water case? Come on board!

Contact Johan Oost at the Wetskills Foundation ([johan.oost@wetskills.com](mailto:johan.oost@wetskills.com)).

**More information: [www.wetskills.com](http://www.wetskills.com), Twitter & Facebook**



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### WetsNext

The WetsNext programme initiates and stimulates follow-up activities based on the concepts and results of the Wetskills Challenges. The partners of this Wetskills edition strive to follow-up the outcomes with further (feasibility or pilot) studies, done by Young Professionals and students, but intensively guided by case owners, Wetskills alumni, other interested partners. Main aim: to follow-up great ideas, to implement them and to gain impact!

### Case Sponsor responsibilities

- Case Sponsors will provide a study case (the water challenge) for the Wetskills program in South Korea (further Wetskills-South Korea 2018).
- 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 at halfway point.
- Case Sponsors and Wetskills jointly will provide an expertise during the programme (also on distance with cell phone, email, Skype). This expert may come from other organizations, e.g. a professor from the university.
- Case Sponsors will donate € 3500 in support of the organization and the participants of Wetskills-South Korea 2018.

### Case Sponsor Benefits

- Case Sponsors will receive the results: a poster and a paper (approx. 6 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, the event partners and other relevant organizations and during other Wetskills Water Challenges.
- The logo of the Case Sponsors will be displayed on the poster presented at the final presentations.

- Case Sponsors will get 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.
- Press releases and tailored appointments for promotion and communication for own use.

### Wetskills responsibilities

- The Wetskills Foundation will assist in developing a great case study for the participants.
- The Wetskills Foundation will form combined international, multidisciplinary 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](http://www.wetskills.com).\*
- The results will be presented during a special session in the Holland Heineken House of the Olympic Winter Games in Gangneung in presence of leaders in business, government and academia.
- The winning team will be awarded in these sessions as well.

\* 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-South Korea 2018 welcomes the participation of businesses, organizations and individuals through donations.

- Donors will receive logo representation.
- 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:



KOREA  
WATER FORUM



More information: [www.wetskills.com](http://www.wetskills.com), Twitter & Facebook