



Wetskills-Oman 2024

Leaflet for Study Case sponsors



جامعة السلطان قابوس
Sultan Qaboos University

BRING IN YOUR WATER-ENERGY- FOOD CHALLENGE & GET AN INSPIRING SOLUTION BACK

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 Owners.

Since 2010, about 1100 students and young water professionals have participated in one of almost 70 Wetskills Challenges held in 27 countries in Asia (China, South Korea, Japan, Taiwan, Kyrgyzstan, The Philippines, Indonesia, Bangladesh and India), North Africa & Middle East (Oman, Jordan, United Arab Emirates, Palestine, Israel, Morocco, Iran and Egypt), Sub-Saharan Africa (South Africa Lesotho & Mozambique), Europe (United Kingdom, Denmark, Hungary, Romania & The Netherlands), North America (Mexico, United States & Canada) and Latin America (Colombia).

In January 2024 a new Wetskills Challenge will be hosted - for the fifth time - by the Sultan Qaboos University in Muscat (department Soil, Water and Agriculture Engineering and the College of Agriculture and Marine Science). The event is being organized in cooperation with the non-profit Wetskills Foundation (based in The Netherlands). The creative and collaborative spirit flows through our 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 Oman Wetskills experience in 2024!*

This Wetskills edition will present the results of the teams during at Oman Water Week, 23-24 January March, organised by Nama Services Group

Programme

Wetskills will formally start on 13 January 2024 with an opening event will take place and be hosted at the Sultan Qaboos University (SQU). The first part of the programme consists of team building, cultural activities and water-related excursions, for creating teams

and wider understanding of Oman. After this, the participants' teams will work on your challenge with periodic guidance of Wetskills' supervisors and support from diverse local experts from academia, companies and governmental institutes.

Each team will present its solution during a special pitch session on 23-24 January during a tailored water day at the **Oman Water Week 2024**. The finals will offer a meeting place for manufacturers, researchers, investors, academics, purchasers and decision-makers representing both local and international businesses.

Does your company, organization or institute in the water sector have a challenging water case? Get an out-of-the-box solution by young international water talents for OMR 2000 or € 5000.- (as support for Wetskills programme).

Case topics

The case owners, active in or related to the water sector, determine the challenge and topic of the study cases of Wetskills. Under the broad theme of 'Water-Energy-Food nexus', cases are now being assembled including such topics as; reuse of wastewater, dew harvesting, water scarcity, storm water management, deployable flood defense systems, geothermal and thermal exchange energy systems, coastal master plan development, resiliency, water governance, awareness, nature conservation, innovation implementation, etc. See www.wetskills.com for cases of the previous Wetskills events.

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

Are you an innovative water company, organization or institute and do you have a challenging water or water-related (food/energy) case? Come on board!

Contact Johan Oost at the Wetskills Foundation (johan.oost@wetskills.com).

More information: www.wetskills.com





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WetsNext

The WetsNext program 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 Benefits

- Case Sponsors will receive the results: a poster and a memo (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 SQU 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 during a tailored workshop and on the Wetskills banner.
- Case Sponsors will be provided with 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.

Case Sponsor responsibilities

- Case Sponsors will provide a study case (the water challenge) for the Wetskills program at the SQU, Oman
- 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 half-way point.
- Case Sponsors and Wetskills jointly will provide an expert on the case study topic for the Brain Hurricane (kick-off event with expert speed-dating for the participants) and the Pre-

presentations sessions. This expert may come from other organizations, e.g. a professor from the university.

- Case Sponsors will donate 2000 OMR or € 5000,- (excl. VAT, only for Europe) in support of the organization and participants of Wetskills-Oman 2024.

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.*
- The results will be presented during the first Oman Water Week (23-24 January 2024).

*If some information is confidential, Wetskills and the concerning team will act accordingly.

Donor benefits

Instead of being Case Sponsor, you can also be donor! Wetskills-Oman 2024 welcomes the participation of businesses, organizations 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.

Our Partners

This Wetskills edition is supported by:



Embassy of the Kingdom
of the Netherlands



More information: www.wetskills.com





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