



WETSKILLS STRATEGY NOTE

WETSKILLS' CONTRIBUTION FOR SDG DECADE OF ACTION
(TILL 2030) IN COMING YEARS



DECADE OF >>> ACTION

WETSKILLS STRATEGY

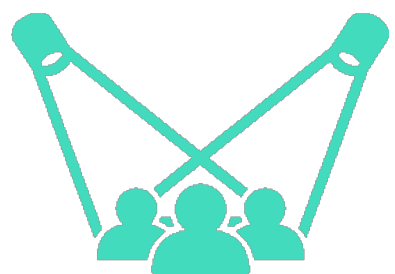


This document will show the ambition of Wetskills for coming years. The SDG Decade of Action has been chosen as anchor for this strategy.



Planning:

- ▶ Nov 2022: Strategy Wetskills finished
- ▶ Dec 2022: Year Plan 2023
- ▶ Jan-Feb: Development of a Communication leaflet
- ▶ March 2023: official launched and part of Water Action Agenda of UN Water Conference 2023
- ▶ Yearly: strategy evaluated
- ▶ 2030: presentation of the results



CONTENT OF THIS POWERPOINT



1. Vision & Mission Wetskills for Decade of Action



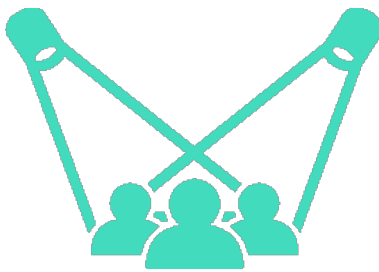
2. Wetskills as programme & added values



3. Wetskills CANVAS Business case, results (short) and regions

4. Ambition to 2030: events per region, yearly numbers, key events

5. Areas to develop



6. 2023



VISION

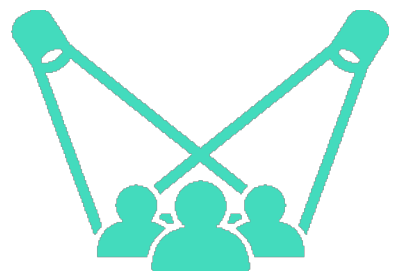


Water is one of the cores of the SDG framework. Crossing boundaries and an intergenerational dialogue in the water & sustainability sector is the way forward to reach the implementation of the SDGs in the Decade of Action (2020-2030).

Action is needed, so stop talking, start doing!



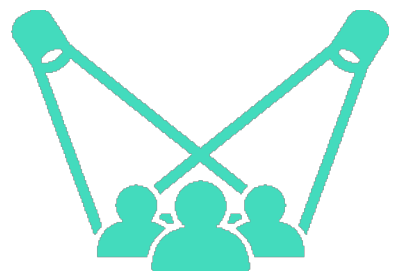
MISSION



Wetskills Foundation brings to the table Future Leaders (young professionals and students) with a passion for Water & Sustainability using their enthusiasm, vision, expertise, commitment and concrete solutions. Intergenerational and action-driven co-creation in a diverse and respectful way generates out-of-the-box solutions and networks, that will support the implementation of new solutions and will create more visibility and inspiration.



METHOD



The Wetskills Challenge is a 12-14 days think tank programme for students and young professionals with a passion for water and sustainability. They join an event, coming from all over the world, and work in transdisciplinary and transcultural teams on challenging water cases. Their main challenge: *find out-of-the-box and practical solutions for water and sustainability challenges in a changing world.*

Wetskills Foundation develops and tailors other youth engagement programmes based on the philosophy above.



WETSKILLS APPROACH : EVENTS AND ACTIVITIES



Events Since 2010

1 084

Participants

57

Wetskills Events

27

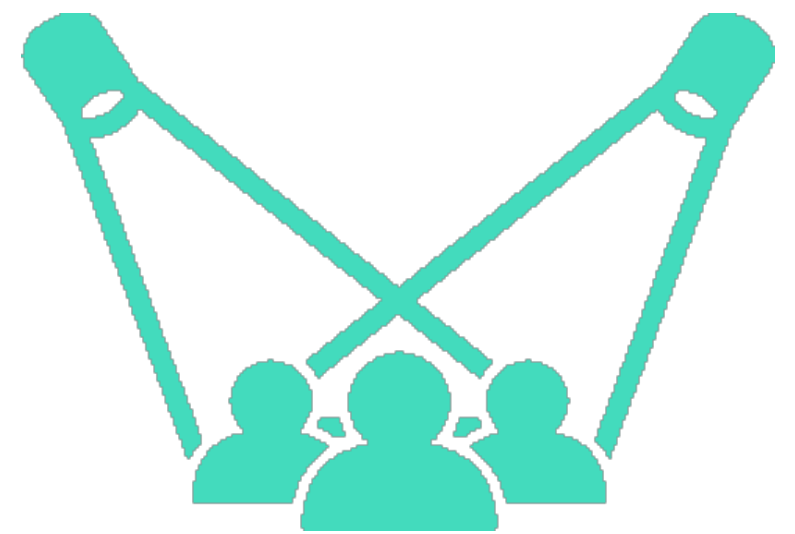
Countries

248

Study Cases



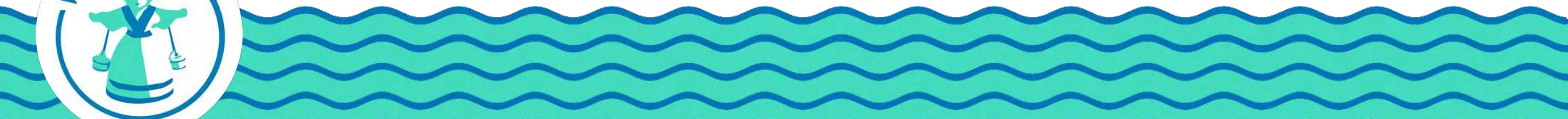
T12-14 DAYS THINK TANK



DIVERSITY & RESPECT
INTERGENERATIONAL
INTEGRATED SOLUTIONS
LOCAL EMBEDDING
PRESSURE

Added Values

OTHER FUTURE WATER LEADERS ACTIVITIES



WETSNEXT

WetsNext is an extension of the Wetskills Challenge, aims to stimulate follow-up activities based on the principles and outcomes of the Wetskills Challenge. Its primary objective is to advance feasibility studies and nurture emerging concepts under the guidance of case owners, Wetskills alumni, and various stakeholders. These studies serve as a foundation for practical and actionable projects.

Wetskills Foundation stimulates, monitors and communicates about WetsNext follow-up activities, unlocks its international networks to support and in some WetsNext projects actively engaged as partner.



ADDED VALUES OF WETSKILLS



1. Human capital: Energizing, integrate and capacitate Future Leaders – an unique experience to kick-start or intensify your international water career (incl. good employership)



2. Innovation: Co-creating new ideas for case owners & WetsNext?! Follow-up



3. Youth Empowerment: ice-breaking & intergenerational input during water & sustainability events



4. Community: Creating networks, crossing boundaries (incl. Alumni)

5. Communication: positive awareness for Water & Sustainability as a whole and as attractive sector to work in



NEW PARTNERSHIPS

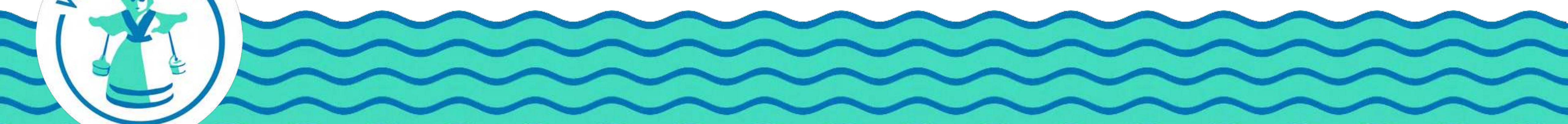
LONG TERM IMPACT WETSKILLS



METHODOLOGY

WATER

CASES & NEW IDEAS



WETSKILLS BUSINESS CASE (CANVAS)

<p>Key Partners</p> <ul style="list-style-type: none"> • Event organisers • Academia (international) • Alumni • Wetskills Ambassadors • International (individual) professionals • Employers of Team members • Water Networks in various countries (like: KNW, HWA, RWA, WISA, etc) • Young Professionals and study associations • Embassies (mainly Dutch) 	<p>Key activities</p> <ul style="list-style-type: none"> • Organisation of Wetskills activities (Wetskills events, CaseBooster, WetsNext?! & Future Water Leaders) • Networking based on diversity and inclusivity: Bringing talents together, academia and other organisations • Mentoring and supervising of programmes • Inspiring and out-of-the-box innovation 	<p>Value proposition</p> <p><u>Main: Wetskills create a unique platform bringing Case Owners and Talents (focus on diversity and inclusivity) together in programmes for inspiring and out-of-the-box solutions for a changing world in the water, climate & sustainability.</u></p> <p>Participants (international, various organisations)</p> <ul style="list-style-type: none"> • Integration into the sector and its professionals • Unique experiences and Training soft skills • Building network with Alumni and professionals • CV building & potential jobs <p>Case Owners</p> <ul style="list-style-type: none"> • Out-of-the-Box ideas • Start or strengthening of potential partnerships • Recruitment talents • Binding employees (both participants, supervisors and experts) • Networking opportunities • Corporate Social Responsibility (PR) <p>Donors</p> <ul style="list-style-type: none"> • Energizing talents to join the sector • PR & Communication 	<p>Customer relationship</p> <ul style="list-style-type: none"> • Personal • Tailor-made • Community where people meet and co-create • Brooker: connecting people & organisations <p>Values</p> <ul style="list-style-type: none"> • Diversity • Inclusivity • Good feeling / energizing • International • Ownership 	<p>Customer segments</p> <p>Participants (international, various organisations)</p> <ul style="list-style-type: none"> • Bachelor students • Master students • PhD students • Fresh graduates • Young Professionals <p>Case Owners</p> <ul style="list-style-type: none"> • National government • Local (water) authorities • Industries • Knowledge institutes / academia • NGOs <p>Donors</p>
	<p>Key resources</p> <ul style="list-style-type: none"> • Wetskills Team members (supervisors) • Unique Wetskills programme • Board members • Network / database with involved participants, case owners, etc) • Reputation (based on previous activities) • Foundation: Financial backoffice, insurances, etc. • Website • Concepts / ideas from the activities 		<p>Channels</p> <ul style="list-style-type: none"> • Website • Newsletter • Social Media: LinkedIn, Twitter, Facebook, Instagram • YouTube • E-mailing • WhatsApp groups • Alumni (mouth to mouth) • External channels (Newsletters (H2O, NWP) Social Media (IWA-YWP)) 	
<p>Cost structure</p> <p>Overall management of the Foundation</p> <ul style="list-style-type: none"> • Management costs (time for director) • Out-of-pocket to run the foundation (insurance, website) • Team costs • Hiring-in time (website, financial administration) <p>Team members</p> <ul style="list-style-type: none"> • In-kind time contributions of Team members • Hiring-in time for some Team members • Out-of-pocket costs <p>Partners</p> <ul style="list-style-type: none"> • In-kind contributions during events (bus, dinners, venues, accommodation, etc) 		<p>Revenus</p> <ul style="list-style-type: none"> • Contribution Case Owners • Participation fees of Participants • Support from Donors • In-kind contributions <p><i>Note: events are self-supportive and every event contributes 1000-3000 euros to the overall programme</i></p>		



WETSKILLS RESULTS (TILL 2022)

Events **Since 2010**



1 084



Participants

57



Wetskills Events

27



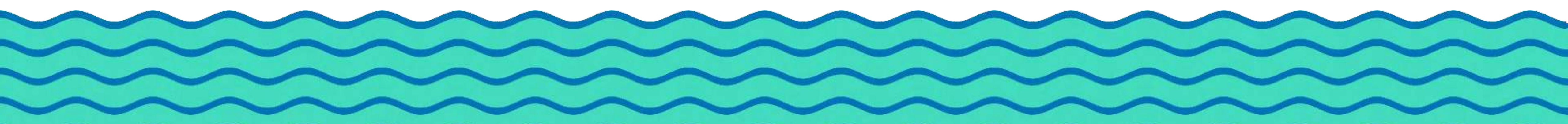
Countries

248



Study Cases

- ▶ Plus many more



Wetskills regions

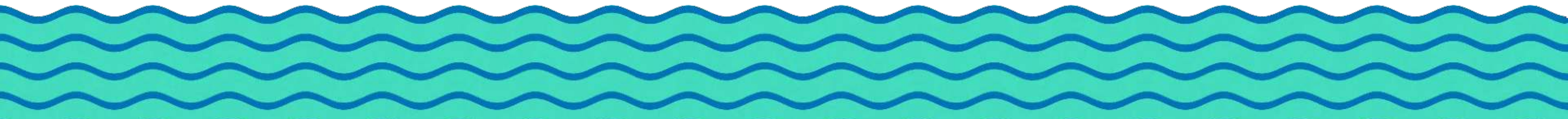


AMBITIONS TO 2030

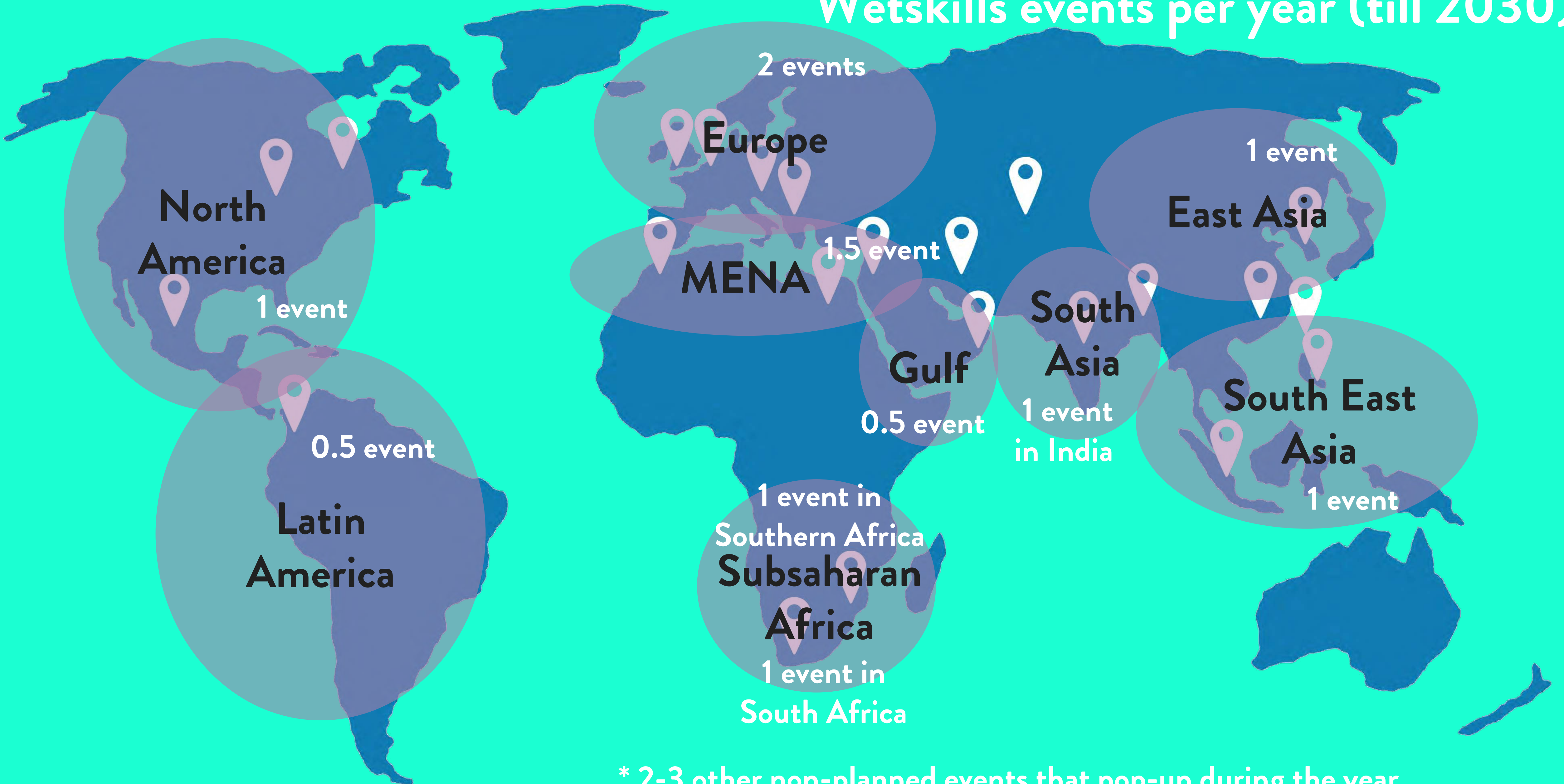
- ▶ Regional focus with a structured calendar and activities:
- ▶ Continuation of the Wetskills activities

Areas to develop:

- ▶ Wetskills Community
- ▶ WetsNext follow-up
- ▶ Communication



Wetskills events per year (till 2030)



* 2-3 other non-planned events that pop-up during the year

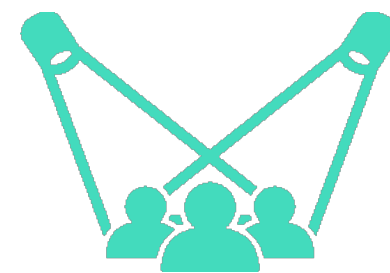
YEARLY RESULTS IN NUMBERS (TILL 2030)



150-200 alumni



40-50 out-of-the-box solutions for cases



Access to 8-10 leading water & sustainability events



Reach out to existing and new academic and professionals network



KEY EVENTS (WITH SPECIAL OUTREACH)



2023: UN Water Conference (New York)



2023: Ocean Race stop overs (Cape Town and Aarhus)

2024: Paris Olympic Games

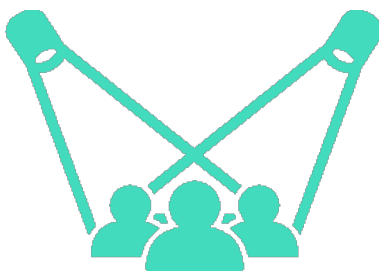


2024: World Water Forum (Bali)

2025: Amsterdam 750 years

2025: World Expo (Osaka)

2028: Olympic Games (Los Angeles)



2030: World Expo (unknown)

Note: coming years more events will pop-up



UN
**2023 WATER
CONFERENCE**

NEW YORK
22-24
MARCH
2023



OTHER ACTIVITIES



1. Wetskills, 15 years Book in 2025 & 2030



2. Wetskills Jubilee Celebration Year '25-'26



3. Yearly online 'conference' with alumni



4. Future Water Leaders:

1. Advising Delta Commissioner of The Netherlands

2. Special and tailored Challenges



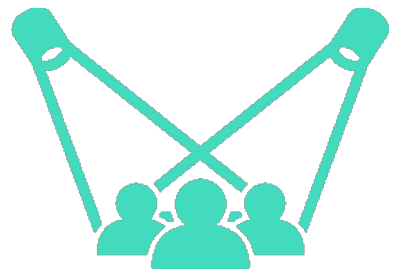
AREAS TO DEVELOP (1)



Wetskills Community (focus on regions)



1. Community management
2. Activities to keep them engaged
3. Involvement in events in the region
4. Online events
5. Jubilee Celebrations



AREAS TO DEVELOP (2)



WetsNext programme



1. More attention to the after-care and implementation with case owners
2. Development of a WetsNext programme to start implementation
3. Visibility & Story telling (regional focus)
4. Idea: Yearly contest to get 3-5 most-potential projects, incl. 500 euro fee to push follow-up (sponsor needed)



AREAS TO DEVELOP (3)



PR & Communica



1. Branding worldwide & per region



2. Social media & website

3. Tailored news to target groups / regions

4. Stories to media partners



5. Make use of influencers



MORE INFORMATION

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