



**25 July 2024**

**Press enquiries to:** Anna Gunn  
**E:** [anna.gunn@isleutilities.com](mailto:anna.gunn@isleutilities.com)

PRESS RELEASE

## **Isle Utilities Supports Severn Trent's Wavemakers International Competition to Tackle Storm Overflow Spills**

Isle Utilities, a leading water technology consultancy, is proud to announce its support for the Wavemakers International competition launched by Severn Trent. This innovative competition aims to discover cutting-edge solutions that will enable Severn Trent to achieve its ambitious goal of zero spills from storm overflows.

"We are really excited to announce the launch of Wavemakers International, an innovation competition aimed at revolutionising stormwater management," said Jessica Alce, Innovation Portfolio Lead at Severn Trent. "Our mission is clear: to discover and support the development of solutions that will help us achieve zero spills. We are calling for submissions that harness the power of Artificial Intelligence, excel in network optimization, and offer novel separation and treatment solutions that deliver better outcomes for our customers and the environment. This is a global invitation to join forces with Severn Trent at our brand new Zero Spills Hub, where together, we can create a ripple effect of positive change."

The Wavemakers International competition is open for 30 days, starting on w/c July 29th. Severn Trent is seeking innovative ideas and solutions to address key challenges in the following areas:

### **Support Optimization**

Explore innovative approaches, with a focus on AI and Smart Control, to enhance efficiency and optimize to prevent spills across both waste networks and waste treatment facilities.

### **Enable Separation**

Propose solutions for the effective separation of different waste streams. Consider surface water separation, rainwater harvesting, and other methods to minimize harm to the environment.

#### Treatment Enhancement

Develop novel treatments for wastewater, whether at the treatment works to allow more flow to pass through or within the network.

#### Smart Storage and Flushing Solutions

Design intelligent storage systems for wastewater and rainwater, considering both short-term and long-term needs.

Isle Utilities is proud to support this competition and encourages innovative technology providers and partners to submit their ideas. Successful applicants will have the opportunity to collaborate with Severn Trent Water at their new Zero Spills Hub, where they can pilot and refine their solutions.

This exciting initiative offers up to £750,000 in funding to rapidly trial their innovative solutions and help tackle the critical challenge of storm overflows.

"This is a global invitation to join forces with Severn Trent Water at their Zero Spills Hub, where together, we can create a ripple effect of positive change," said Stuart Moss, European Managing Director of Isle Utilities.

Severn Trent's committed to going further and faster than anyone else to reduce spills and improve river health.

Alongside innovation, it also recently announced programme of work at 900 storm overflows in this year alone that will reduce spills from them by 20%, as well as an investment of over £1 billion to reduce its impact on rivers to almost zero by 2030.

For more information about the Wavemakers International competition and how to apply, please visit Severn Trent Water's website.

Ends/

#### **About Isle Utilities**

Founded in 2010 by Dr Piers Clark, Isle Utilities is a global innovation consultancy specializing in the development and commercialization of emerging technologies in the water and environmental sectors.

We work across sectors from utilities and industry to finance and technology, helping clients identify, evaluate and adopt the best technologies and management practices.

We understand the challenges the environment is facing and help find and create the solutions to solve them.

We believe that accelerating the adoption of innovative solutions will improve communities, environment, and safeguard public health around the world.

**Issued on behalf of:**

Isle Utilities

<https://www.isleutilities.com>

For further media contact or information, please contact:

**Media Contact:**

For more information please contact —

**Anna Gunn — [media@isleutilities.com](mailto:media@isleutilities.com)**