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Nov. 16, 2017

Water Environment Federation, BlueTech Research Commit to Shared Innovation

ALEXANDRIA, Va. – The Water Environment Federation (WEF) is formalizing its relationship with technology market intelligence firm BlueTech Research, a step toward advancing research in the water sector.

One of the objectives of the partnership is to increase the opportunities to innovate and host events. WEF and BlueTech will launch a visiting scientist fellowship program that involves water technology analysts from BlueTech working closely with WEF staff on joint initiatives. Additionally, WEF's Water Science & Engineering Center plans to work with BlueTech in 2018 to conduct an environmental scan of the water sector to identify popular topics and trends and determine how WEF can best address them.

"Innovation and collaboration are two factors critical to the continued growth of the water sector," WEF Executive Director Eileen O'Neill said. "Our work with BlueTech is done in this spirit, and we look forward to continued successes."

BlueTech is a longtime WEF partner, having supported the Intensification of Resource Recovery Forum and the popular Innovation Showcase and Pavilion at WEFTEC. BlueTech has been an Innovation Pavilion partner since its inception in 2012, and plans to work closely with WEF to develop innovation-related programming at other global events. BlueTech's market analysis expertise could also benefit the Leaders Innovation Forum for Technology (LIFT), an initiative by WEF and the Water Environment & Reuse Foundation (WERF) that helps bring new water technology to the field quickly and efficiently.

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About WEF

The Water Environment Federation (WEF) is a not-for-profit technical and educational

organization of 34,000 individual members and 75 affiliated Member Associations representing water quality professionals around the world. Since 1928, WEF and its members have protected public health and the environment. As a global water sector leader, our mission is to connect water professionals; enrich the expertise of water professionals; increase the awareness of the impact and value of water; and provide a platform for water sector innovation. To learn more, visit www.wef.org.