

Piers Clark

is the Chairman and Founder of the Isle Group



(DON'T!)
**WASTE
WATER**

Climate Change, Water Scarcity, Water Quality, Energy, Carbon...



Those are just some of the challenges the World has to face. Thankfully, those are also the challenges on which the Water Industry could have a significant influence!



In the Water Sector, the way to have the biggest impact is not through restructuring, it's not through regulation, and it's not through operations. It is through innovation!"

Yet, innovation is a challenging horse to bet on when it comes to water.

Indeed, for understandable and structural reasons, the Water Industry is conservative and risk averse. So:

How do we make the water sector better at identifying and adopting innovations that could make it provide a better public health service to populations around the World?



Having created and endorsed the Technological Approval Group even before creating Isle Utilities, Piers Clark has been in the trenches of paving the Go-To-Market route for water innovations.

But despite 11,000 technologies evaluated and 1,400 approved or validated, something still bugged him:



The water sector is technically incredibly competent. We understand the science around things; we know what to do. The problem we've got is the rate of adoption.

Now, to speed up adoption, we have to collectively fix a major pain for new technologies: the perpetual burden of piloting that can last for decades.

And as incredible as it sounds, with Isles Utilities' inception of the Trial Reservoir, this might be history! How?

We fund the trial and take 100% of the risk. But it's only gifted if the utility agrees to adopt the technology if the trial is successful!



This enables new technologies to be embraced in a matter of weeks (when it used to be decades).

The successful entrepreneur then pays back the loan, which refills the reservoir, and the virtuous cycle goes on.

Now, as important as that financing is, it might still not be the decisive factor for the Trial Reservoir's success.



There's one more critical recipe, and it goes into three steps:

First: does the technology work? Second, has the trial been designed to be reasonable? And third, is the person at the end-user utility someone who actually has the budgetary authority?



**Simple? Yes. But brilliant!
Indeed, I can't wait for Piers' vision to come true:**

This is such an obvious model for how innovation should be adopted, not just in the water sector but also in the energy and transport and all sorts of particular sectors that are infrastructure-heavy and where the adoption of innovation is a cumbersome process.



(DON'T!)

**WASTE
WATER**



**Isn't that a future we
all want to be part of?**

We also covered:

- How Piers two significant career bumps shaped Isle Utilities and paved the way for its impact
- How Isle Utilities went from two men and a dog to about 100 full-time employees
- How Isle is a purpose-driven organization that always redistributes 25% of its profits
- How it isn't possible to develop a snake oil technology in the Water Industry and why
- The two key specificities of the Water Sector that make it an awesome place to strive as a water entrepreneur
- How IPCC reports and climate change overall should drive our actions going forward
- How a 100% success maybe also means failure and why taking risks is important
- Where the name "Isle" came from, the worst thing a utility can do to its customers, what should make you smile on your deathbed, culture change, the incredible consequences of three beers and a coffee... and much more!

**Don't miss a single bite:
head over to dww.show**