



# **GLOBAL PRIZE FOR INNOVATION IN DESALINATION**

**Prize Concept and Roadmap**

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Partner, Head of Innovation and Technology Hub  
The European House-Ambrosetti**



# The European House - Ambrosetti

More than  
**500**  
Events

Organized in 2021, of which 61% digital, 7% physical and 32% phygital

**1**  
Proprietary platform for creating phygital experiences

Proprietary technology and know-how for workshops, seminars and complex digital events

**3,000**  
Experts

National and international engaged each year

**15,000**  
Managers  
**1,200**  
Clients

Managers accompanied in their professional growth and consulting clients served each year

More than  
**200**  
strategic studies and scenarios

Designed each year for national and international institutions and corporations

**#1**  
Think Tank

Private in Italy, #4 in the European Union and among the most respected and independent out of 11,175 globally, based on a survey of 73,000 leaders from government and institutions, business and media, in more than 100 countries worldwide

**48**  
Years

of the Cernobbio Forum: those attending the last edition represented managed assets of €50 trillion; 12 governments represented

**TOP**  
EMPLOYER  
**2022**

For the second consecutive year, The European House - Ambrosetti has been recognized as a Top Employer. One of the 131 Top Employers 2022 in Italy, based on the analysis of 6 specific areas of HR policy and over 400 best practices monitored

**250**  
People  
**54%**  
Women

Who share the same passion and drive. 42 people abroad (China and the Middle East)

**10**  
Years

For the last ten years, key player in the Italian innovation ecosystem: Corporate Venture Capital, Open Innovation and Startup Accelerator

**30**  
Years

The experience of our sustainability team in made-to-measure solutions and projects to accelerate company transition towards a sustainable future. In the last year alone, more than thirty companies chose us.

**120**  
Family-Owned  
Businesses

Assisted over the last year through consulting in Family Agreements and Governance Systems

**7**  
International  
Think Tanks

Represented as an international best-practice by the ASEAN Community (7 countries/areas: ASEAN, China, France, Middle East, South Africa, USA, European Union - Brussels). Mentioned as a case of excellence in the treaty between the Italian Republic and the French Republic for enhanced bilateral cooperation, co-signed by the President of the Italian Council of Ministers and the President of the French Republic

**18**  
Countries

With direct presence or in partnerships. In 2020, we provided support to Italy's presidency of the G20 through the formulation of eight policy recommendations involving the priority areas for action of the Italian presidency (the "3Ps": People, Planet, Prosperity)

(\*) in the latest edition of the "Global Go To Think Tanks Report" of the University of Pennsylvania

# GOAL

To help in **building a Sustainable World by driving innovation ...**

bringing about **next-generation desalination & water treatment**  
accelerating the **advancement of research**, technology and social  
science disciplines related to water;  
enabling research institutions, organizations, NGOs, companies,  
start-ups and entrepreneurs to **build a better future**



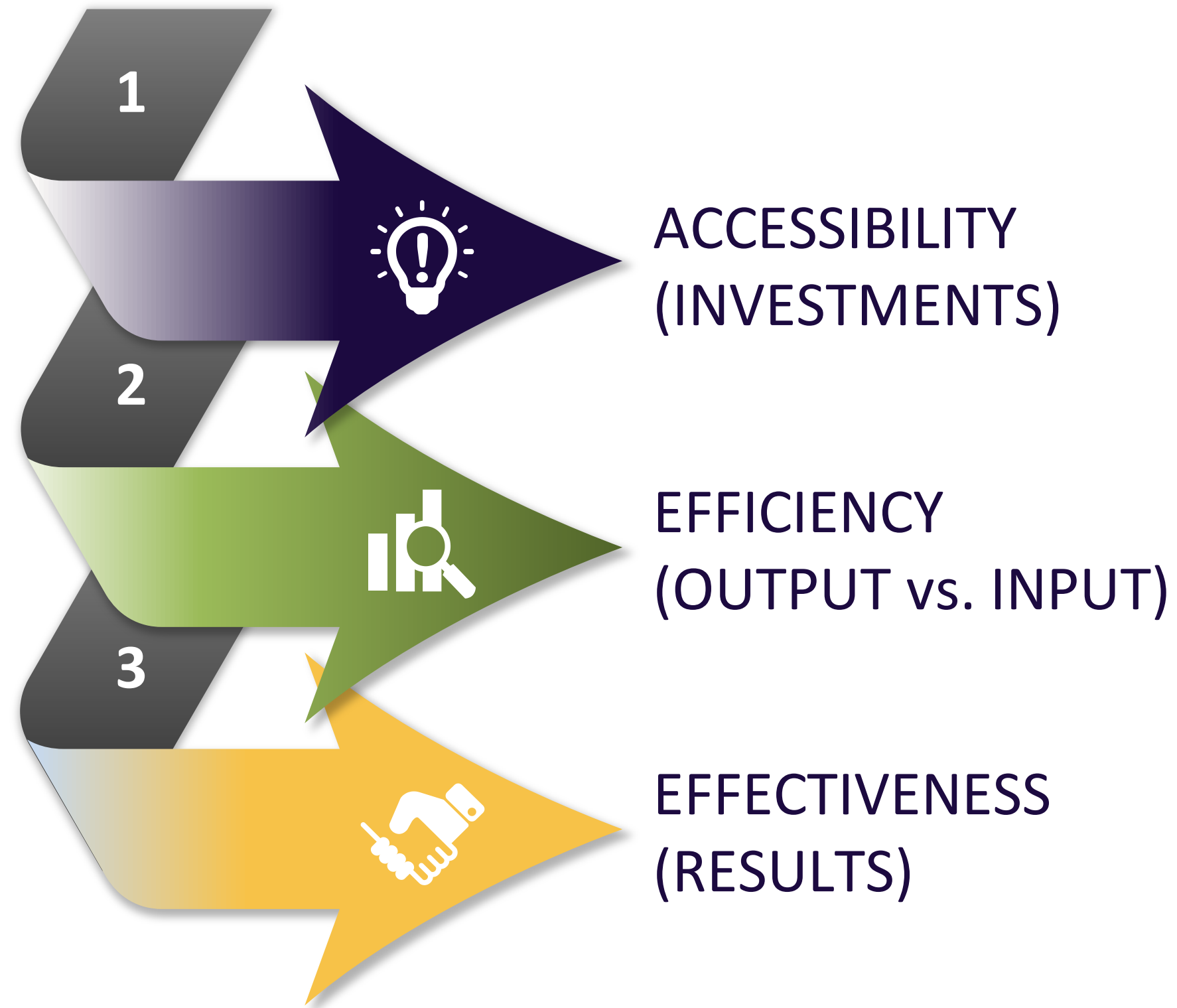
# AMBITION

To be recognized as the **most important prize in Innovation for Desalination** and water treatment that will **generate real lasting impact around the world**, especially in regions most affected by the threats to water security; a prestigious independent organization fixed in perpetuity



# What will GPID promote?

We look for innovations that increase the...



**of commercial scale desalination plants**

# What is the GPID about?

**TECHNOLOGY INNOVATION: INNOVATIVE AND DISRUPTIVE INNOVATION WITH THE POTENTIAL TO SCALE AND GENERATE POSITIVE IMPACTS FOR HUMANITY**

WHO?

**Researchers / research groups / start-ups / companies / NGOs / universities** that are developing technologies that can improve water desalination in a wide variety of areas and situations

WHAT?



**1 GPID Medal**  
for the most overall innovative solution



**Impact Medals**  
For a significant impact in one of the sub-categories

HOW?

**Any entity can submit application directly on the GPID website.**  
**The application is assessed by a high-level international jury** with technical, business and impact expertise



# How are applications evaluated?



**GPID Medal**  
for the most overall  
innovative solution



**The Jury will  
evaluate the  
application ...**



## TECHNICAL

**... how ambitious  
is it and does it go  
beyond the state  
of the art?**



## BUSINESS

**... what market  
potential does it  
have?**

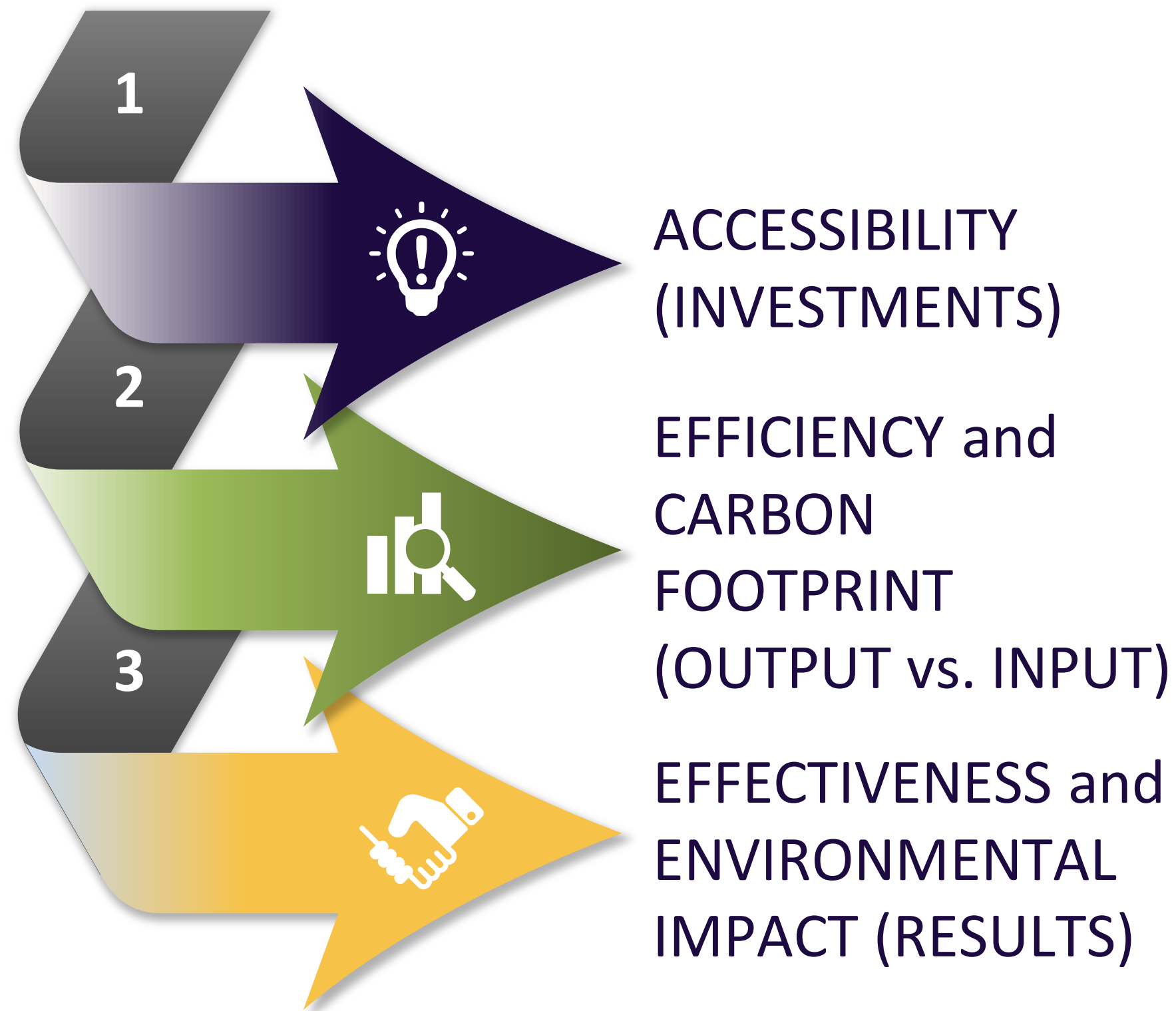


## IMPACT

**... what impact  
does it have on  
each sub-  
category?**



# What are the GPID sub-categories?



## SUB-CATEGORIES

CAPEX FOR NEW PLANTS

CAPEX FOR REVAMPING EXISTING PLANTS

ENERGY & DECARBONIZATION

CONSUMABLES & CHEMICALS

ENVIRONMENTAL IMPACT (DISPOSAL)

BEYOND WATER (NEW VALUE STREAMS)



# What does the prize package contain?



Participation to an **acceleration (piloting) program** based in KSA, benefitting from assets, facilities and networking opportunities of water desalination ecosystem

MONETARY PRIZE 02

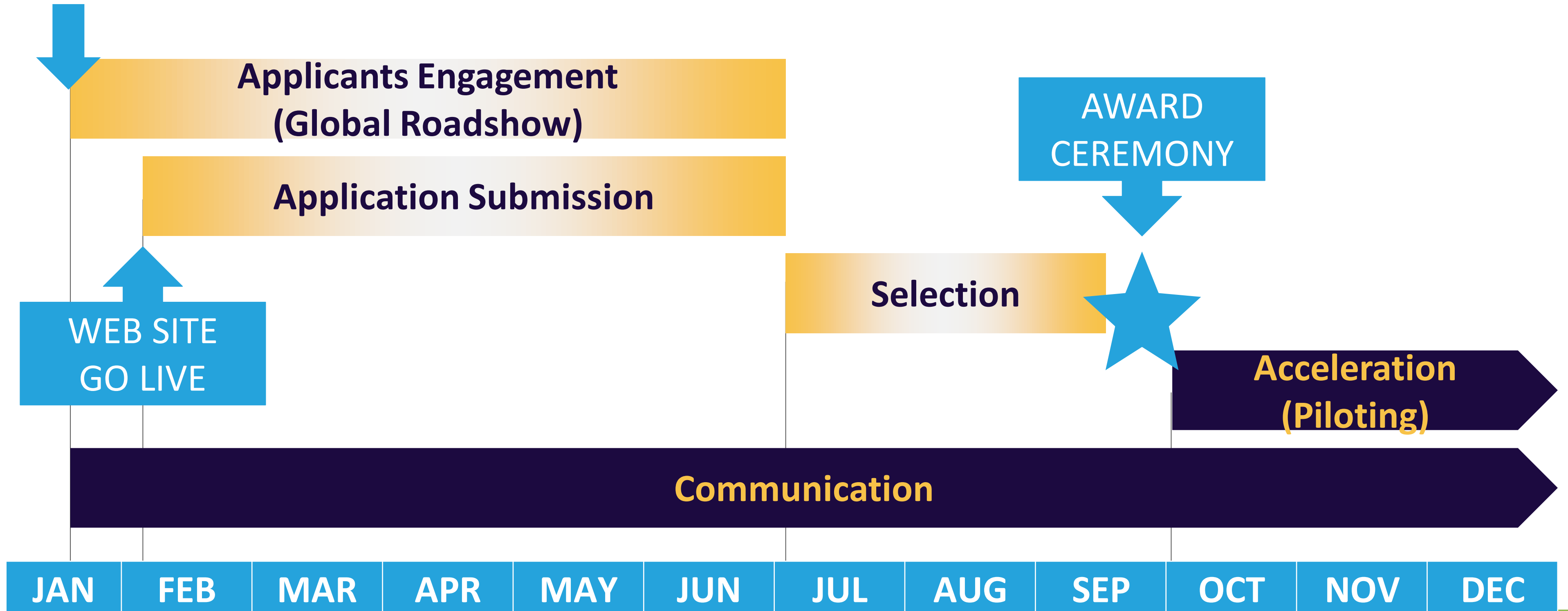
A lump sum expense reimbursement will be provided **to support the stay in KSA for a period of 12 months**



01 ACCELERATION (PILOTING)

03 1 YEAR IN KSA

# Application period: 1 Feb to June 30



# Special Mentions

## OUTSTANDING CONTRIBUTION TO WATER DESALINATION

WHO?

**Individuals** (from institutions, corporations, universities, NGOs) **for their outstanding contribution** to the progress or to the availability of water desalination

WHAT?



**Special Mentions**  
For significant contributions

HOW?

Scientists and top managers who have received the status of the **nominating expert** can submit a candidature via GPID web site. Once the nomination is submitted, it is **evaluated by a high-level international jury**



The background features a series of thin, overlapping lines that create a sense of motion and depth. The lines are primarily green and blue, with some yellow-green accents. They flow from the bottom left towards the top right, creating a dynamic, wave-like pattern.

**FOR MORE INFO**

**GPID@AMBROSETTI.EU**



The background features two overlapping, wavy, ribbon-like shapes. The shape on the left is a light green color, and the shape on the right is a light blue color. Both shapes are composed of many thin, parallel lines that create a mesh-like texture. The lines are slightly curved, giving the shapes a sense of movement and depth. The overall effect is a clean, modern, and artistic design.

**THANK YOU**