



## SWAN North American Alliance

### Goal

To accelerate smart water and wastewater development in North America through the SWAN Forum's collective global industry expertise and collaborative partnerships.

<https://www.swan-forum.com/swan-na-alliance/>

### Objective

The SWAN NA Alliance will be utility-centric, create tangible results, and be open for all regional water sector actors in the U.S., Canadian, and Mexican water sectors.

### Methodology

Only SWAN Members will be able participate in the Alliance Planning Group. Each Alliance Partner will select one or more individuals from their organization to collaborate and volunteer a small portion of their time. The value added from becoming a SWAN NA Alliance Partner will more than offset the time cost of participation. The Alliance Planning Group will be divided into the four subgroups, each with a Task Group Leader. Each Task Group Leader will coordinate subgroup communication, monitor progress on action plan tasks, and report back to the full Alliance quarterly on activities.

The NA Alliance Planning Group is chaired by Gary Wong, Principal of Global Water Industry at OSIssoft. The four Planning Subgroups include:

- 1) Outreach:** *Chair - Kristina Foster, Marketing Communications Manager – Sensus, a Xylem brand*
  - Responsible for publicizing all Alliance events and the benefits of smart water in the region
  - Produced four newsletters and created and maintained active Twitter account
- 2) Partnerships:** *Chair - Ting Lu, Principal Technologist - Clean Water Services*
  - Responsible for creating strategic regional partnerships (e.g. water utility groups, policymakers, and academic institutions).



- Over the last two years, new partnerships created with AccelerateH2O, Alliance for Water Efficiency, Alliance to Save Energy, Cleantech San Diego, Cleveland Water Alliance, Current, Global Water Technologies, Global Water Works, H2OTECH, IoT Impact Labs, Isle, NACWA, Smart Cities Council, Splashlink, Water Online, WRF, WE&RF and WEF.

**3) Events:** *Chair - Seth Cutler, Senior Industry Analyst, Energy & Environment - Frost & Sullivan*

- Responsible for developing the content and planning for all Alliance events (e.g. webinars, annual workshop).
- Hosted two workshops in San Diego and Chicago with a third workshop planned in Montreal in November 2018. Also held 5 webinars on topics from cybersecurity to smart water policy, with a 6<sup>th</sup> webinar on Oct. 22<sup>nd</sup> focused on innovative Canadian water utilities.

**4) Research:** *Chair - Lee Pope, Water Systems Director - Fayette County, Georgia*

- Responsible for gathering best regional smart water practices.
- Collected smart water case studies and relevant reports for the [SWAN Research Portal](#).

The SWAN Forum will look to the subgroups to provide ideas on technical research and will continue to lead a global effort.

## Interested in joining the NA Alliance Planning Group?

Please contact Liora Hostyk: [liora@swan-forum.com](mailto:liora@swan-forum.com)