



Innovation Festival 2021

18-21 October 2021

Register for the [Better Land, Better Water](#) sprint

Sponsored by Ordnance Survey and 1Spatial

Problem statement

Information relevant to understanding the impacts on water catchment (such as land use, and climate change predictions) is not easily accessible.

With increasing focus on sustainability, biodiversity, and the environment, how might we improve accessibility of information so that we can deliver long-term benefit and value across water catchment stakeholders?

How can we help communities to take ownership for improving water quality?

Why attend?

Do you have a passion for ensuring sustainability, the environment and biodiversity feed into long-term operational thinking and decision-making?

Come and share your experiences and stories with us, connect and exchange ideas with a community of innovators collaboratively **developing a compelling business case and secured funding route** to effect change that delivers sustainable land and water catchment management.

Agenda

Day 1 – Community perspectives

We will take a deep dive across communities to explore the challenges and answer the question - *Why hasn't this worked before?*

Day 2 – Barriers

We will review the available information, evidence base and state of the art technologies to answer the question - *How might we improve discovery and access?*



Day 3 – Benefits realisation

What are the benefits across communities that we could unlock?

Day 4 – The business case to effect change

What does a potential solution(s) look like that solves the challenges and delivers the benefits?

[Register for the event](#) – To register for the right days click **[Register]**. This opens a new registration page

- Scroll to the bottom, enter your email address and press **[Register my Place>]**
- In step 1, choose **“Rural Ravers”**
- Scroll down and you will now see 12 sessions listed under Step 2. You’ll see **‘Online Sprint - Better land, Better Water - Sponsored by Ordnance Survey and 1 Spatial’** session for each of the 4 days the festival is on. Click the dates you can attend and then **[Next>]**.



Find out more

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The festival

The Innovation Festival is essentially the mashing together of innovation techniques like design thinking and data hacks with a British Summer Festival. It started in 2017 and has grown over the course of the last four years. Last year we went with a digital version. We had some great brands on board to help us to co-create: - Amazon, Apple, P&G, Salesforce and Visa to name but a few. We had 40 challenges, attended by nearly 3,000 participants from 900 organisations in 37 countries.

The festival has become our idea generation engine, but it is so much more than that. We also use it to make rapid progress on ideas that span organisational boundaries: a “years’ worth of work in a week”. Our partners also tell us that it is great for networking because we bring together so many people from so many organisations. Last, but by no means least, it’s an exciting journey - the biggest compliment we hear each year is that it’s the most fun working week in their calendar.

