



Mission Model Canvas

Project title:

“AUA”

Created by:

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Partners & Support 🤝

Which persons and organizations can support your project and act as intermediaries?

Water and drinking fountains are part of the Swiss landscape. Water is a trademark for Switzerland. Tourism organizations such as cantonal institutions or Switzerland Tourism could support “AUA”. Another partner could be the public sector, cities and municipalities that want to take a pioneering position. The economy, e.g. the beverage industry, could use this slogan: "Water is precious. Saving water protects what makes us who we are"

Activities 🔄

What are the three main activities needed to create/realize your project?

“AUA” requires sensor technology.

- Develop sensor technology and engineering specific to the project.
- Set up a prototype and test functionality in public spaces.
- Marketing measures

Ressources 🏠

Which three skills and resources are central to the implementation of your idea?

- Sharing our expertise with students and doctoral candidates, providing, guidance.
- Financial contribution to the development and implementation of the project.
- Willingness on the part of the public sector.

Project 🎁

How do you explain your project to a stranger in 1 minute?

“AUA” stands for water. Water-spraying drinking fountains in cities are taken for granted. But is this still appropriate in view of climate change and dwindling resources? “AUA” wants to preserve this normality, but with targeted sensor technology to save drinking water. Smart technology controls the operation. Drinking water is dispensed when it is actually needed, when YOU are thirsty. With “AUA,” we can save 50% of public drinking water. Now and in the future!

Relationship, Community ❤️

How do you actively involve your community in your project (beyond just looking/listening)?

We will set up our prototype in major Swiss cities and make it accessible to the public. People will be approached interactively and explained the topic and the “AUA” project.

Channels 📺

What channels will you use to reach your community? How will the target group find out about your project?

Once the prototype has been built, we will participate in trade fairs and events. We are aiming for media coverage on SRF, 10vor 10, and Einstein.

Target Groups 👥

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

“AUA” is an integrated drinking water project.

Water suppliers in urban areas are the points of contact. Swiss cities are leading the way in innovation and sustainability.

Urban planners are integrating ‘AUA’ into public space concepts and setting new standards.

Manufacturers of environmental technology and water supply systems are incorporating “AUA” into their products, making it the standard of the future.

Budget 💰

What costs do you expect to incur to realize your idea?
What are the costs?

The “AUA” concept must be able to withstand public use. Flawless functionality requires a reliable solar power supply, smart sensor technology, and technical adjustments to the water supply. We estimate the technical development and construction of the “AUA” prototype at CHF 100,000.

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?
2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

Drinking water is not a commodity that can be taken for granted in many countries. In some places, a great deal of energy is required for treatment, often gray energy, which can be saved significantly with “AUA.” Switzerland is the “water castle.” We can pass on our innovation to other cities and countries. A step toward sustainability, a step toward world peace!