



Mission Model Canvas

Project title:

Smart Water Reuse: A Plug-and-Play Skid to Protect Switzerland's Resources

Created by:

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Partners & Support 🤝

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

- *Eawag* for piloting and data collection.
- Municipal utilities like EWL, S/G and WWZ to deploy REUSE skids.
- *Innosuisse* to support scale-up and networking.
- Engineering companies : CSD, RWB.

Activities 🔄

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

- Co-design and on-demand production of plug-and-play REUSE skids, tailored to each site's water profile and reuse goals.
- Deployment with local engineering partners and integration into public or private infrastructure (irrigation, industry, eco-districts).
- Training & onboarding of operators and communities.

Project 📌

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

We give wastewater a second life. The REUSE skid is a compact, plug-and-play unit that transforms lightly polluted water into a clean and usable resource for non-drinking purposes. It creates a second pressurized network that reduces the pressure on drinking water resources. Every drop reused is a drop left in aquifers, rivers, and lakes – protecting nature while making water use smarter

Relationship, Community ❤️

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

- Field demos with local communities and farmers
- Co-design of pilot installations with public actors
- Educational content on our platform to empower end users
- Feedback loops and testimonials from first adopters

Target Groups 🎯

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

- Municipalities and public infrastructure managers
- Industries with high water use and circular economy goals

Ressources 📚

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

- Expertise in water treatment and compact system design (Nicolas Meudal, 15+ years)
- In-house manufacturing and modular components ready to scale
- Proven track record with field data and standardized technical documentation

Channels 📺

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

- Website and learning platform www.1h2o3.com
- B2B sales via partnerships and direct engineering contacts
- Trade fairs (e.g. IFAT, Pollutec), climate events, and sustainability summits
- LinkedIn and technical webinars

Budget

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

What are the costs?

- Engineering and assembly of demo units: CHF 35'000–45'000
- Technical testing (Waterproof, UV disinfection): CHF 2'000
- Communications & workshops: CHF 2'000

Impact

Impact: What does your idea do for the climate? How do you measure/verify the impact?

- Each skid saves between 1'000 and 45'000 m³ of potable water annually
- Reduces drinking water production
- Prevents nutrient discharges (N, P) into surface water
- Promotes local adaptation to climate stress and drought

2. Scaling/Expansion/Unfolding: How to increase the impact of your project?

- Modular design: can be replicated across Switzerland and Europe
- Versatile across multiple sectors (urban, agricultural, industrial)
- Standardized kits + learning tools = easy diffusion
- Open-source design model