



## AIMday™ Water

The demand for water and sanitation is greater than it has ever been. Urban sprawl and land intensification, along with climate change, have impacted local ecosystems and water infrastructure. This event will offer organizations an unprecedented opportunity to chart new paths and reimagine how to address ongoing water challenges.

One question  
+

Experts  
+

One hour  
=

Solutions

Academic Industry Meeting day, known as AIMday, is a unique opportunity where academic experts respond to a question or challenge from organizations. In each one-hour roundtable:

- Explore solutions to your organization’s challenges and questions.
- Cultivate organization/academic collaborations for maximum real-world impact.
- Access state-of-the-art knowledge, ideas, technology and insights.

## Event Details

### Date of event

Thursday, November 24, 2022

### Location

Virtual conference

### Cost

Free of charge to organizations that have submitted a research question or challenge

### Organization registration

Deadline to register is October 24, 2022

### Organizing partners



Urban Water Research Centre



ONTARIO WATER CONSORTIUM  
LE CONSORTIUM POUR L'EAU DE L'ONTARIO



## About AIMday

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Centered on a day of one-hour workshops addressing questions from organizations, AIMday is a highly effective program that enables organizations and university-based scientists to connect and bring world-class research to life. By matching an organization's need for new knowledge to academic expertise, AIMday brings understanding and new perspectives to real-world problems.

Established in 2008 at Uppsala University, Sweden, AIMday has been implemented and refined by universities from around the world, including the U.K. (Newcastle University, Queen's University Belfast, University of Cambridge, University of Edinburgh, University of Oxford), Brazil (Federal University of Pernambuco, Federal University of Rio Grande do Sul, University of São Paulo), Sweden (Umeå University) and Canada (Toronto Metropolitan University, University of Saskatchewan).

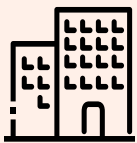
## AIMday Benefits to Organizations

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### Expertise

Organization questions form the meeting day agenda. The AIMday team then matches these questions to academic expertise. The broad mix of experts often provides a range of perspectives and new avenues to solving problems. Many collaborative projects begin during this exchange of knowledge and ideas.



### Streamlined Meetings

AIMday Water dedicates an hour to each question through a small workshop group of seven to 12 people, pre-selected for this question, including organization representatives and researchers from various disciplines.



### Connect with World-Class Researchers

Connect with academic researchers across different disciplines and with other organizations. Identify experts to explore research collaborations that address your most pressing challenges in creating a future with clean water for all. Make key contacts for other projects.

## AIMday FAQs

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### Who can pose questions at this AIMday event?

We welcome questions from companies and other organizations.

### What kind of questions can I ask?

The questions can be very wide or very narrow in scope. We don't put any restrictions on the question formulation, and it's you and your organization that decides the character of the question. Upon request, we can help you formulate your problem into one or more questions.

### How many questions can I ask?

A maximum of five questions per organization can be asked. Past experience has shown that the best results are yielded when at least two representatives from your organization attend the workshop discussions.

### Will other organizations take part in our workshop?

This is something for you and your organization to decide. AIMday is an opportunity to connect with world-class researchers and have them focus exclusively and confidentially on your challenges. If you feel that you would like to open up the workshop to other organizations in order to address systemic challenges, please let us know when you submit your question and we will make the necessary arrangements.

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**Fast track solutions through organization/academic collaboration.**

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## Contact Information

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For more information, or for support in developing your research question, please contact:



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