



3W • WODA • WODŃR • WĘGIEL



3W Idea

Water, Hydrogen, Carbon:
The Future's Blueprint

Bank Gospodarstwa Krajowego, Warsaw 2023

3W Idea: the future's blueprint

In an ever-evolving world, cooperation and innovation isn't merely a choice - it's our path forward. **The 3W Idea stands at the forefront of this transformation**, spearheading the synergistic union of water, hydrogen, and carbon technologies. As we venture into this transformative age, it's the confluence of these elements that will redefine our tomorrows.

Beyond mere innovation, 3W Idea is sculpting the landscape of the Central and Eastern European (CEE) region, laying the groundwork for what promises to be a global epicentre: The 3W Technology Valley. It's a beacon for visionary minds that dare to dream bigger.



WATER: life essence and more

As a cornerstone of the 3W Idea, water is more than just a life-sustaining resource; it represents the infinite possibilities of sustainable development and innovative solutions.

With climate change altering precipitation patterns and freshwater sources dwindling, focusing on intelligent water management is **not just strategic—it's imperative**.



HYDROGEN: the fuel of tomorrow

When it comes to sustainable energy, hydrogen stands as a beacon of potential. **Clean, efficient, and versatile, hydrogen holds the promise of revolutionising how we power our world.**

As the most abundant element in the universe, its potential as an energy carrier is boundless. In the context of 3W Idea, it embodies the vision of energy independence, efficiency, and environmental stewardship.



CARBON: beyond the element

Often viewed through the lens of its contribution to global warming, carbon's potential as a resource is vast and largely untapped.

From becoming the building block for sustainable materials to its role in creating eco-friendly fuels and chemicals, carbon is experiencing a renaissance. With the 3W Idea initiative, carbon is envisioned as an opportunity, driving innovation and fostering a circular economy.

The convergence of water, hydrogen, and carbon paints a picture of a world where resources are not merely consumed but synergised to spawn solutions greater than the sum of their parts.

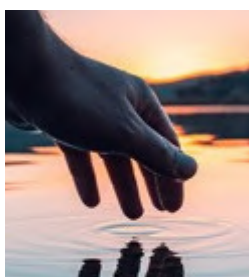
They are **synergistic**, with each resource amplifying the potential of the others. Water underpins life and serves as a conduit for clean energy solutions. Hydrogen offers vast green energy capabilities, and carbon is a valuable asset. Together, these resources form a **holistic framework for sustainable innovation and future progress**.

Here, technology intersects with nature, economies are circular, and sustainability isn't just a goal—it's a way of life. This is the promise of the 3W Idea: **a blueprint for a harmonious, prosperous, and resilient future**.

Collaborate, Innovate, Elevate

The beauty of the 3W Idea lies not only in the technology, but also in its **spirit of collective brilliance**.

From startups to industry titans with proven expertise, 3W is set for collaboration. We're inspiring connections between **talented people** from the realms of science, business and administration to share insights, tap into financial expertise, and script the next big chapter in global innovation.



An ecosystem of progress: The 3W journey

Two years ago, we embarked on a voyage to bring the 3W Idea to life. Today, this vision has transformed into a vibrant, **thriving ecosystem**. Our commitment and vision have united **over 100 business organizations, 29 leading technical institutions** and universities.

Through collaboration and tenacity, the 3W community has grown, encompassing renowned global giants like Toyota Central Europe, Orange, and Veolia, alongside Polish innovators focusing on areas like aquaponics, carbon-based 3D printing, AI-driven water management, and hydrogen extraction from waste



Fostering Innovation: bridging the gap between science and business

Our mission has always been to harness vast intellectual potential, recognizing that a modern economy thrives on innovation. We're seamlessly **merging two worlds: entrepreneurs and scientists**. Today, they collaborate within our Interdisciplinary 3W Innovation Center, working on projects pivotal to our economic future.

We've established a 3W project validation system, which certifies products and technologies aligned with the 3W ethos. This validation is paramount, not just for Poland but globally in a **sector valued at approximately 236 billion USD**, with nearly 5 billion USD rooted in Poland.



Building the future: Engaging communities

The 3W vision resonates far and wide. Numerous local governments have joined our cause, keen to implement innovative solutions related to water, hydrogen, and carbon for the benefit of their residents.

Moreover, the 3W Idea has struck a chord with young people, leading us to conduct workshops in schools, collaborate with foundations, and **nurture young talents**.

Yet, this is just the beginning. As we confidently stride forward, the 3W Idea will guide our sustainable journey for years to come.

Dive into the future. Be part of the 3W Idea journey. Let's co-create, innovate, and lead the way towards a a brighter, more synergised world.

III CONGRESS ON 3W INITIATIVE WATER, HYDROGEN & CARBON

The 3W Congress series has become a staple in the calendar of Poland's most significant future-focused events.

2022 edition

Over 600 Participants

Crowne Plaza Warsaw became the epicentre of future discussions with experts, media, and local governments gathered to shape tomorrow.



Thousands of Interactions

Engaging discussions, fireside chats, and lectures offered myriad opportunities for meaningful networking and experience sharing.

Distinguished Guests

Renowned scientists, business representatives, politicians, and special guests like Tim Marshall emphasised Poland's potential in innovative technologies and the pivotal role of geopolitics.



Relevant Themes

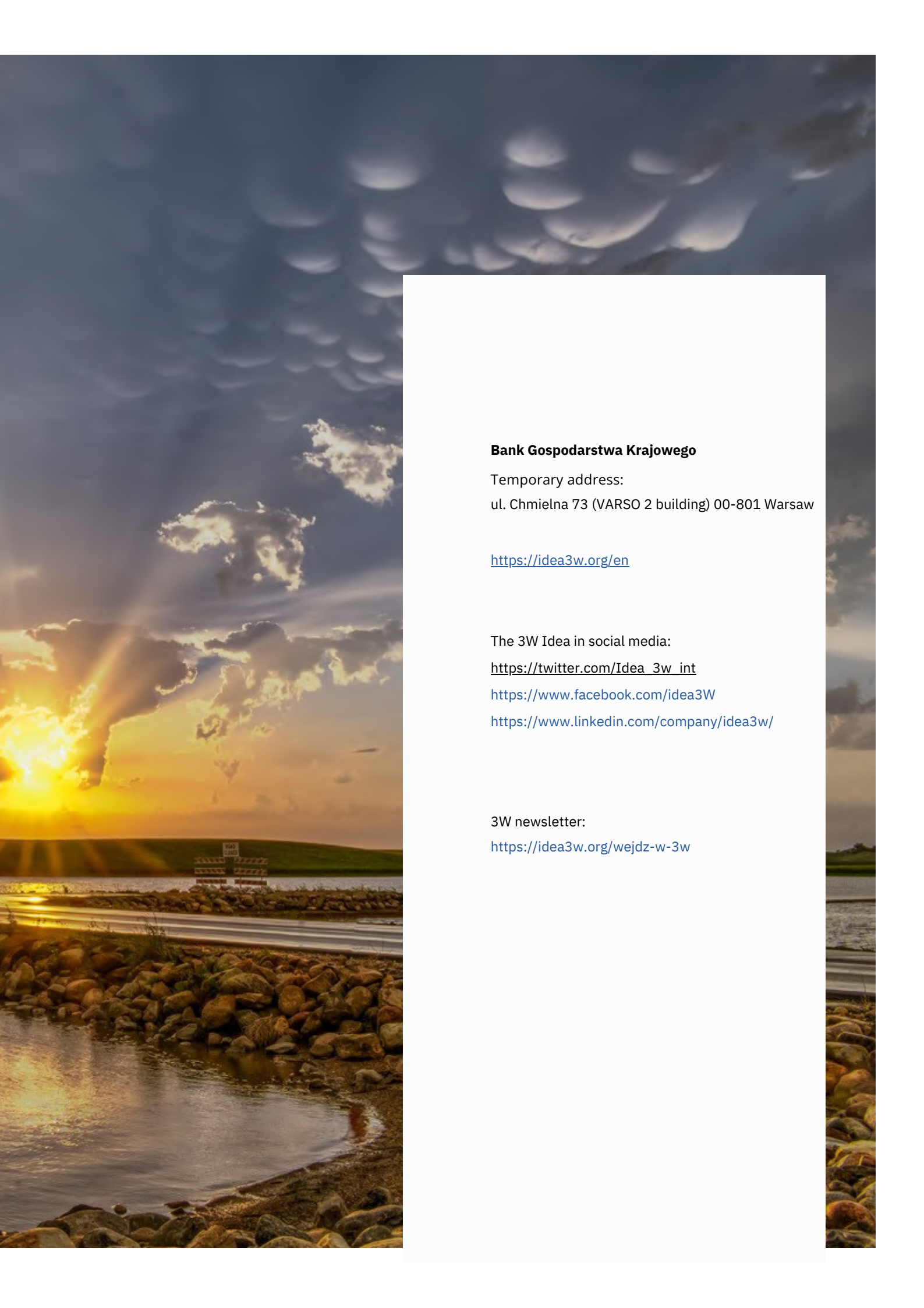
Central topics included quality of life, water challenges, energy transformation, and future technology investments. The 3W potential is the key to a brighter future.



III 3W Congress: Don't Miss Out!

This third edition promises unparalleled experiences with over 1,500 visionaries, scientists, and social change leaders converging on one venue. Explore the nexus of water, hydrogen, and carbon technologies.

Meet startup pioneers and global company leaders. Unique formats, from networking breakfasts to fishbowl to speed-dating sessions, guarantee valuable business connections and memorable moments.



Bank Gospodarstwa Krajowego

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<https://idea3w.org/en>

The 3W Idea in social media:

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