



World Water Lab

A network of water scientists and labs collaborating to advance water science

What makes the unconventional water research area different from the investigation of other substances is that it so aptly reflects some as yet hidden principles and laws of Nature. Many of them show to be utterly neglected or even banned from the standpoint of conventional (academic) sciences since they do not conform to their mechanistic and reductionist models. These profound features are investigated by unconventional water scientists and demonstrate the hidden order of Nature, its intelligence, and its sensitivity.

Currently, valuable time, money and resources are lost every year on inefficient use of human capital, equipment and available expertise. Lack of collaboration, interaction and absence of coordination cause preventable mistakes. The World Water Lab may not be able to solve all known scientific issues but intends to solve many known issues, optimises available global potential and increases the efficiency of funds.

It is our intent to join forces to fill in this gap of human knowledge about water and related Natural aspects, and to become stronger together. In cooperation, water scientists could turn the new chapter of water science for the benefit of all of humanity and the planet by offering high-quality water science. In such collaboration, the advance of our understanding, development of novel solutions and beneficial water usage would take new levels of speed and depth.

Why is there a need for collaboration?

- Expertise
 - Water science is multidisciplinary, one cannot be expert in all
 - Fundamental and experimental science require different skill sets
 - Different experiments require different equipment and expertise
 - Setting up and following protocols require specific experience and expertise
 - Sharing expertise (flexible workforce) due to access to more people
- Quality/Results
 - Lack of collaboration can lead to wrong conclusions
 - Correct analysis and interpretation requires experience and tools
 - Protocols need to be checked, verified and reproduced
 - Single approaches can lead to errors
- Costs
 - Cost of equipment is significant
 - Steep learning curves for new experiments (time and money)
 - Lab set up take significant amount of money
 - Need to spread currently dispersed funds wisely
 - Better opportunities to attract funds together
 - Sharing human capital brings less costs and risks
- Speed
 - Testing hypotheses from various angles will be faster and bring more insight
 - Patience is required, results don't come instantly, collaboration improves efficiency
 - Less time spent on learning curve
- Credibility



- Water science, especially in its unconventional branches, is controversial; it needs to become stronger, and establish a new scientific field
- Build knowledge base, WaterWiki, publication database
- Preserve history of what we collective know and have built up
 - Keep/collect/preserve what water science has achieved in its long history and the older generation is disappearing, protocols, equipment, set ups (urgency)
- Stability
 - Build a long term vision to bring stability in the field to be able to do fundamental research (without losing the pioneering mindset!!)
 - Preparing a strong fundament for new science
 - A harbour for keeping and storing research lines
 - Becoming less dependent on individuals and individual labs to keep running by having the stability in the network (under the World Water Community Foundation)
 - Building a new way of doing science
- Service/Education/Awareness
 - Need for a collectively developed quality mark (World Water Label) to educate consumers/entrepreneurs, and testing
 - Creating WaterWiki, Water (University) curriculum
 - Need to increase water awareness and to inspire (events, interviews, webinars, stories)

Potential impact

- Understanding water will advance many fields (biology, chemistry, physics, weather/climate, earth sciences, ecology, health, agriculture, nourishment, industry, economy, metaphysics, psychology and consciousness, etc.)
- Water is the key to solutions and revolutions in many applications (energy, health, agriculture, climate, life, nature)

Your benefits upon joining (individual scientist, lab, entrepreneur, inventor)

- Stronger reputation as a group, trust and credibility
- Access to experts from other fields
- Access to other perspectives outside conventional science
- Visibility (for funders and amongst each other, knowing what is happening and what everyone is doing)
- Access to resources (equipment, etc.)
- Shared 'burden' to build your field (together each achieves more)
- Ability to take on and participate in bigger projects (larger than you can start alone)
- Build education together to bring in and interest new and young people
- Raise the quality of your research (reproducing/replicating work, falsification, developing hypotheses and protocols)
- Access to a flexible (scientific) workforce (less human resource risks)
- Reduced expenditure (shared resources, expertise, etc.)
- Increased efficiency (shorter learning curve, use of expertise, etc.)
- Being able to focus on what you are good at
- Less overhead cost and time (shared admin, financials, marketing, etc.) (>50% is often spent on getting funds)
- More peace and funds to do fundamental research
- Being part of a community, more fun



Do's

- Create an open, transparent, harmonious culture with respect, open discussions, positive criticism, and including many perspectives
- Act based upon common drive, intrinsic motivation, shared vision and positive impact (instead of usual focus on intellectual property, contracts, publication pressure)

Why the World Water Community?

- World Water Community is a foundation with a mission to harbour World Water Lab and keep going for years to come, independent of individuals or locations
- Community brings in all perspectives, bridging water guardians, wisdom keepers, consumers, scientists from different disciplines, entrepreneurs, business, organizations, etc.
- Community brings in different expertise outside science (marketing, financing, social media, product manufacturing)
- Community has outreach, visibility (marketing channels, social media)
- Community platform enables discussions amongst all (no borders)
- Open accounting transparency of donations, crowdfunding, (overhead)costs, ...

World Water Community platform has all required functionalities

- Project management system (time tracking, tasks, financials, projects, workspaces, CRM, private chat, and much more)
- Shared knowledge base for creating WaterWikis, publication lists
- Crowdfunding platform
- Member blog posting, groups, discussions, forums
- Marketplace for resources and services and products/solutions
- (Member generated) lab and organization listings
- Member search
- Learning management system for (member generated) courses
- Events calendar and booking system
- Tools for event organizing, video conferencing, etc...

Join us in creating a World Water Lab ~ A new way of doing water science