



The **INNOWATER** partnership

A Public-Private Innovation Partnership for Better Innovation Support Tools and Delivery Mechanisms in the Water Sector

Arjan de Bruin
debruin@innovation.nl

www.innowater.eu



The **INNOWATER** Partnership

Current **Global Challenges** in the Water Sector



Need for **Innovative Solutions**



Opportunities for SMEs





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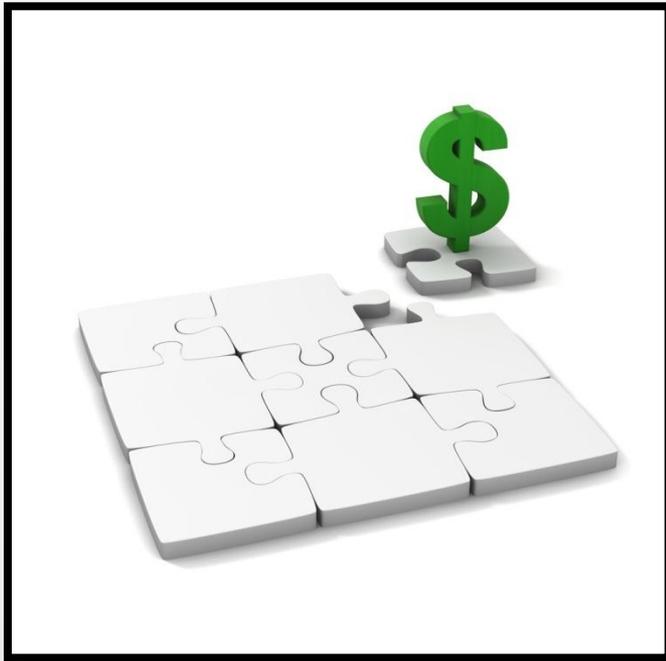
There is a huge potential for SMEs to develop **Innovative Solutions** to solve (future) challenges in the water sector..

..but the development of new technologies is not enough:
they need to **penetrate the market!**



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The **Process** to Bring Water Technologies to the Market



Adaptation



Validation



Implementation



Demonstration at Industrial Scale



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Timeline: February 2010 - July 2013

- ❑ **Public-private** Partnership:
 - ✓ **15** Partners from **6** European Countries

- ❑ The **INNOWATER Consortium** includes:
 - ✓ Public Innovation Agencies
 - ✓ Water Associations
 - ✓ Technology Specialists
 - ✓ Innovation Experts
 - ✓ Eco-innovative Cluster Organizations





The **INNOWATER** Partnership

- Identification of **Key Institutions**, and **Support Programmes**
- Identification, development and testing promising methods and tools to **Facilitate Technology** and **Knowledge Transfer**
- Providing **Practical Business Support Tools** for SMEs
- Promoting innovative water technologies with **First-Users**



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Barriers relating to the lack of understanding of end user needs (commercial, technical and operational) and procurement behaviour

Barriers relating to lack of access to available innovations, difficulty in articulating the economic justification, and risk to the end user.



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❑ **Bridges the Gap** between research, innovators in the (international) market and potential users of innovative technologies



❑ Provides **Sustainable Water Management Support** to water-using industries to support them in identifying and addressing their water consumption challenges

✓ *Water Innovation Quick Scan (WIQS)* → **NOW ONLINE!**

✓ *European Water Stewardship (EWS)*

✓ *Water Audits*



The **INNOWATER** Partnership

- ❑ Provides **Matchmaking Opportunities** for SMEs
 - ✓ Water Technology Road Shows
 - ✓ International Scouting Missions (Mexico, China, South Africa)

- ❑ Provides **Business Support** to innovative SMEs to successfully bring their water technologies to the market

✓ *INNOWATER Questionnaire* → **NOW ONLINE!**

✓ *Business Proposition Toolkit (BPT)*





The **INNOWATER** Partnership

1. SME BUSINESS SUPPORT

2. SME INTERNATIONALISATION SUPPORT

3. UNDERSTANDING END USER INNOVATION NEEDS

4. Market Intelligence



The Business Proposition Toolkit (BPT)

Why the BPT?

To support SMEs in creating **The Most Appropriate Business Model** which reflects the needs of the end user and local market conditions





The Business Proposition Toolkit (BPT)

❑ What is the BPT?

❑ The BPT provides a free of charge, extended **Business Support Framework**

❑ The BPT supports SMEs in articulating a robust **Value Proposition** and an appropriate **Business Model** for SMEs that are in the **Early Stages of Commercializing** a new product or service



The Business Proposition Toolkit (BPT)

□ How does the BPT work?

The BPT consists of three **Modules**:

- Concept Validation
- Business Model Development
- Commercialization



The Business Proposition Toolkit (BPT)

- ❑ How does the BPT work?
 - ❑ Improving by an **Expert-led** process
 - ❑ Addressing **Gaps** or **Weaknesses** in the existing business proposition
 - ❑ Providing **Guidance and Support** in creating and/or improving a credible business model
 - ❑ Validation of the business model with **State-of-the-Art Market Insights** and feedback

The **Innowater Audit** (IWA)

- ❑ Tested in Navarra, Spain in combination with a **voucher system**
- ❑ Technical focus – need for a more **technological approach** instead of sustainable water management
- ❑ Comprehensive **checklist** to assess the technological aspects of water usage

The **Innowater Audit** (IWA)

Covered by voucher

INNOWATER audit

Evaluating the Company

- Technological checklist
- Management checklist

Discussing Improvements

- Improvement plan

The European Water Stewardship (EWS)

The EWS is a **Standard Certification Method** to help water using industries implementing Sustainable Water Management Practices:

- ❑ EWS offers an **Integrative System** for business and agriculture to assess, verify and communicate Sustainable Water Management Practices
- ❑ EWS is supported by the **Relevant Stakeholders** namely business, agriculture and civil society

The European Water Stewardship (EWS)

How does the EWS work?

European Water Stewardship (EWS)

**European Water
Stewardship
Standard**

+ Glossary
+ Guideline

**Inspection
and
Certification
Scheme**

**Communication
Guidelines**

The European Water Stewardship (EWS)

The European Water Stewardship provides a prime example of how to create **Voluntary Systems** that contribute to sustainable water management in Europe by providing standardization



Facilitating the Market Access of Innovative Water Technologies

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