



## Associated partners :

In order to develop close relationships with both the research side and the practitioners side, a

**Liaison Committee** (advisory body) is settled:

- the Water Supply and Sanitation Technology Platform,
- INBO the network of districts managers,
- Spanish Water Technology Platform
- Institute of Meteorology and Water Management, Poland,
- Romanian Water Association, Romania
- the Languedoc-Roussillon "Cluster EAU" (Pôle de compétitivité)
- Enterprise Europe Network,

To help the practitioners and the researchers to prepare innovation projects, **WaterRtoM** will benefit from the Enterprise Europe Network (EEN), a network of 70 local consortiums, gathering about 600 partner organisations in more than 40 countries, promoting competitiveness and innovation at the local level in Europe and beyond.

More information:  
[www.waterrtom.eu](http://www.waterrtom.eu)

## Partners

### France



#### International Office for Water,

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### Poland



#### GdanskWater Foundation

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### Spain



Amphos21

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### Romania



#### Romanian Water Association (Training Centre)

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## Water Research to Market

to speed up the transfer of water  
related research outputs

For

Public and private Practitioners,  
Researchers and the research funding bodies



LIFE project,  
Contract : LIFE09 ENV/FR/000593

Start date: 01/09/2010

End date: 31/08/2013

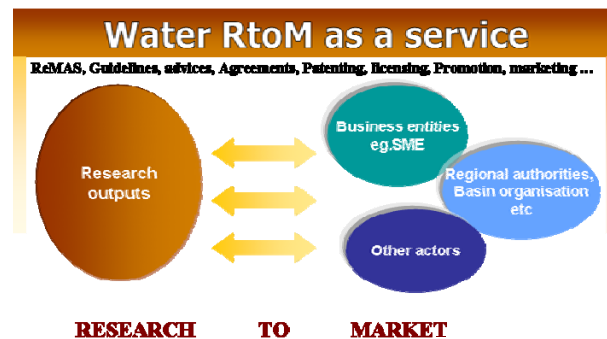
## Context

- Less than 40% of water bodies will meet the Good Ecological Status in 2015.
- Needs to create new knowledge and innovative solutions.
- Needs to transfer research/pilot outputs quicker than ever before (<10 years).

### ... The usual practices

- Practitioners (SMEs), focused on their objectives and financial health have weak relation to research
- Very often, research outputs are not ready-to-use,
- Innovation could mean: problem of patent, Intellectual Property Rights (IPR), risks, additional costs,

### The finality of the project:



## Principle

### Why Water RtoM ?

The general objective of the project is to speed-up the transfer of research outputs to practitioners, with a targeted time lag down to 3 - 5 years by adding a step between research and the existing technology transfer schemes to SME by pro-actively digging, assessing and promoting the research outputs.

### How?

- Analyse research projects and market needs
- Select 20 up to 30 promising research projects from the permanent watching of the research projects in the sector,, to assess in depth their research outputs.
- Prepare a business case for 8 - 12 outputs per year (according to their quality), which can be seen as innovation precursors. .
- Increase visibility of the water innovations and promote the precursors ready to take over the innovations.
- Develop a service for the innovators at the end of the LIFE project.

## To Whom?

- **Practitioners**
  - The basin and sub-basin authorities,
  - The urban planners and municipalities,
  - The water users (agriculture, industries), and the “doers”, namely the suppliers of technologies,
  - The consultancies, the operators (public or private),
- **Researchers and the research funding bodies**

## Actions

### The permanent watching of the sector:

- On the research side, identification of current projects at EU level (both FP and Member-states), continuous survey and listing of outputs, upstream discussions with research performers on their outputs, first ranking of the outputs in term of distance-to-the-market.
- on the practices side, permanent survey of bottom-up rising questions and demand for tools by practitioners, including links with forum run by others

### The ReMAS, Research market Assessment strategy

Development of a standardized method for an in-depth assessment of the potential benefits of emerging tools / methods to assess research outputs in term of their distance-to-market. For those research outputs ranked “close-to-implementation”, an individualized strategy for implementation (a **business case**) will be developed in close negotiation with the selected research teams for preparing the steps further. It has to be seen as a process and a roadmap, which describe the steps to be performed

### The promotion of Innovation Precursors

It will be organized during brokerage events, to identify both sites for implementation, and SMEs / companies ready to take over the innovation (ie Pollutec, IFAT in Germany WODKAN in Poland,, annual World Water Week in Sweden, EXPOAPA in Romania, Euro-INBO...) It will also developed an active community of practices in involving the targeted stakeholders in social networking.