

# World Water Congress & Exhibition 2014, Lisbon

LISBON CONGRESS CENTRE, 21 – 26 SEPTEMBER 2014





Portuguese Water  
Partnership



## **WATER INNOVATION SUPPORT FOR SME** *LEVERAGING THE NETWORK OF NATIONAL WATER PARTNERSHIPS*



*Francisco Nunes Correia*  
President  
Portuguese Water Partnership

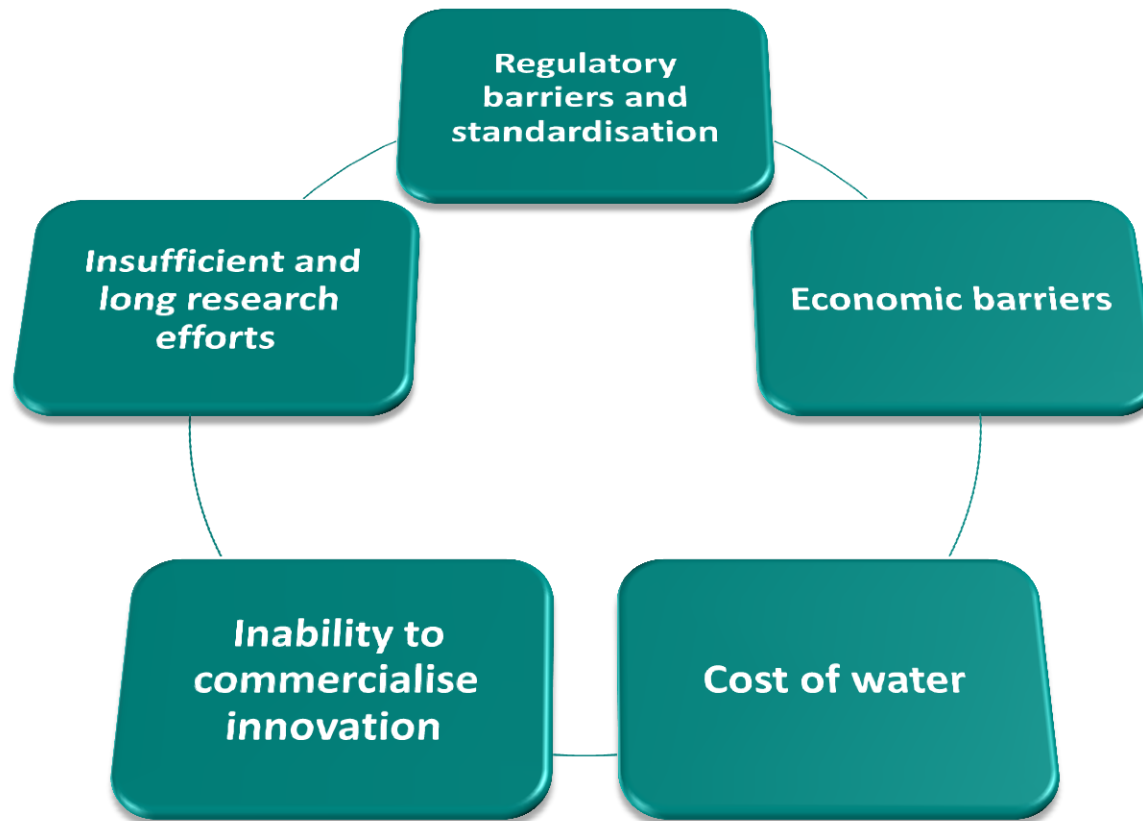
*Barriers to the uptake and wider use of innovative  
environmental technologies*

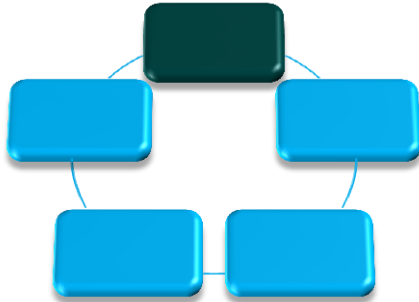
**EIP Water** Action Group  
Pooling resources – Innovating water

Lisbon, September 25th, 2014

- **Market uptake of innovative solutions is especially crucial for SME's:**
  - 99% of all businesses in Europe
  - 85% of all new jobs in the EU (2002 - 2010).
- **The water sector, especially wastewater and water efficiency in industry, are an important part of eco-innovation:**
  - “the production, assimilation or exploitation of a novelty in products, production processes or in management and business methods, which aims, throughout its life cycle, to prevent or substantially reduce environmental risk, pollution and other negative impacts of resource use (including energy use)”* Environmental Technology Action Plan (ETAP)

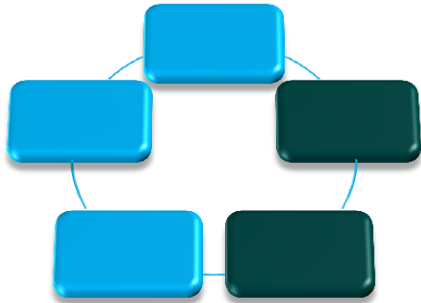
- **Key barriers to the uptake and wider use of innovative environmental technologies**





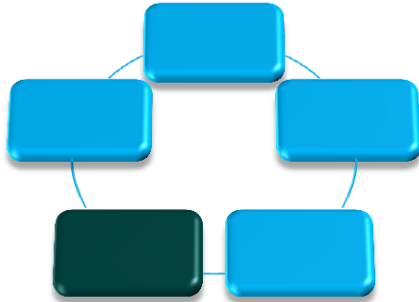
## Regulatory barriers and standardisation

- In the water sector, regulation is an important driver for the application of more advanced technologies.
- Lack of regulation or regional standards is frequently a barrier.
- For example, due to the lack of a European standard for wastewater re-use, investments in water re-use technologies are lagging behind despite the very high pressure on water resources in several areas of the EU.



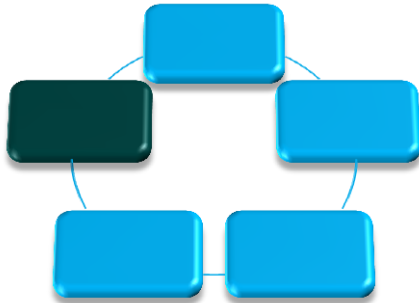
## Economic barriers and cost of water

- On the one hand, there are market prices which do not reflect the external costs of product or services;
- On the other hand there are higher costs of investment in water technologies due to high upfront costs, perceived risk, perceived financial return, or complexity of switching from traditional technologies;
- For example, the high costs of membrane modules, represent a major barrier for the market uptake of membrane bioreactors;



## Inability to commercialise innovation

- Research institutes or SME's focused on technological innovation often find it hard to commercialise their inventions.
- The commercialisation process is an important expertise that requires a good business model and value proposition.
- In this process different decisions have to be made about the commercial potential, market segment, target market, competitive strategy and the cost structure.



## Insufficient and long research efforts

- There is a long time needed to pass innovative technologies from laboratory research to full-scale implementation.
- This problem is particularly relevant considering that the great majority of water technology providers in Europe are SME's which lack the financial resources to sustain the extended periods before market penetration.



## The Challenge:

- Globalisation and the concomitant need to innovate, open up new domains to define and set-up new cooperation and innovation activities in order to gain, retain and strengthen the competitive position of SMEs.
- To successfully promote innovation, it is crucial that the whole innovation chain is addressed and ‘innovation knowledge brokers’ are in place to facilitate cooperation, the exchange of know-how and access to (first) users.
- Taking innovation knowledge brokerage to a European level will result in a large number of new opportunities.



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תודה  
Dankie Gracias  
Спасибо شكراً  
Merci Takk  
Köszönjük Terima kasih  
Grazie Dziękujemy Děkojame  
Ďakujeme Vielen Dank Paldies  
Kiitos Täname teid 谢谢  
**Thank You** Tak  
感謝您 Teşekkür Ederiz  
Obrigado 감사합니다  
Σας ευχαριστούμε  
Bedankt ඔබට  
Děkujeme vám  
ありがとうございます  
Tack