

EIP Water DIS-SME

DIS-SME ACTION GROUP

Demand-driven innovation support for SME's

*Tom Vereijken,
25th September 2014*



The 2012 Blueprint

- The European Commission launched the Blueprint on the 14th of November 2012 as a *strategy to ensure that a sufficient quantity of good quality water is available to meet the needs of people, the economy and the environment*
- The Blueprint aims to tackle the obstacles which hamper action to safeguard Europe's water resources





Blueprint Implementation

- **European Innovation Partnerships: Water**, Agriculture, Sustainability
- JRC Hydro-economical model added to River Basin Management Plans
- WISE: Water Information System for Europe
- Legislation & Country-specific recommendations
- Scoreboard for WFD



Current EIP Water headline target

"The EIP Water aims to achieve the following headline target by 2020:

Identify, test, scale up, disseminate and stimulate the uptake of innovative solutions by the market and society for 10 major water related challenges."

(Quoted from SIP)

Two observations

- World Economic Forum (Sept. 2014):

Water is the 3rd biggest business risk

- The central overlooked theme is IMPLEMENTATION and to find the way to ACT.

European Innovation Partnership



EIP Water DIS-SME's

The National Water Partnerships have joined forces to support SME's

- A functional SME supporting system
- Spinning wheel
- Find partners and end-users
- Create opportunities to bring technology to market
- Provide market intelligence
- Develop unique selling points and convincing value propositions
- Help choosing right business models
- Fill gaps
- Promote growth agenda, develop recommendations

EIP Water DIS-SME's

National Water Partnerships:

- Link commercial enterprises, public bodies, scientific institutions, water related associations
- Create network platforms
- Cover all fields, incl. water and wastewater treatment, water resources management and protection, energy/water issues, etc.
- Demand driven, bottom up
- Experienced in umbrella branding, working groups, delegation trips, international exhibitions, etc.

EIP Water DIS-SME's

The action group on DIS-SME's addresses questions like:

- How can business support tools be scaled up?
- What services can the network of NWP's provide?
- How can the business support tools of Innower be used effectively?
- How can smart and innovative technologies be continuously promoted?

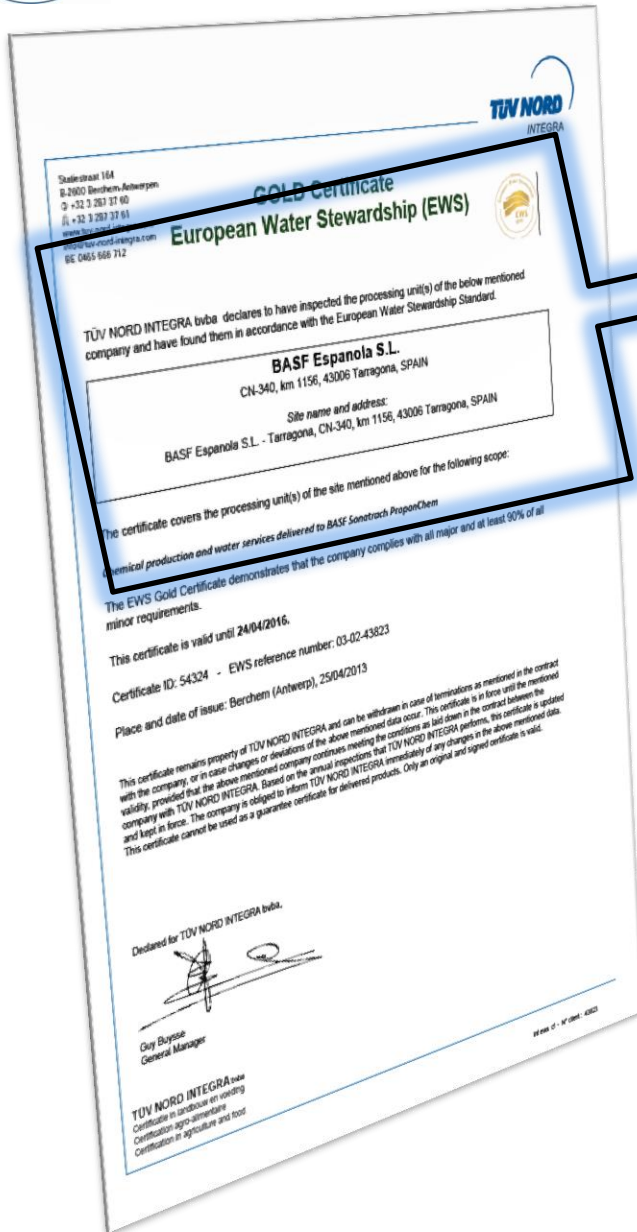
EIP Water DIS-SME's

- Cross national matchmaking
 - Roadshows
 - Export round tables
 - Brokerage events
 - Interactive (online) meetings
 - Thematic focus
 - Use of EIP Market place
- Cooperate with other Action Groups like Finnowater
- Cooperate with water organisations and networks



Example:
Demand creation with
Water Stewardship

Implementation



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GOLD Certificate **European Water Stewardship (EWS)**



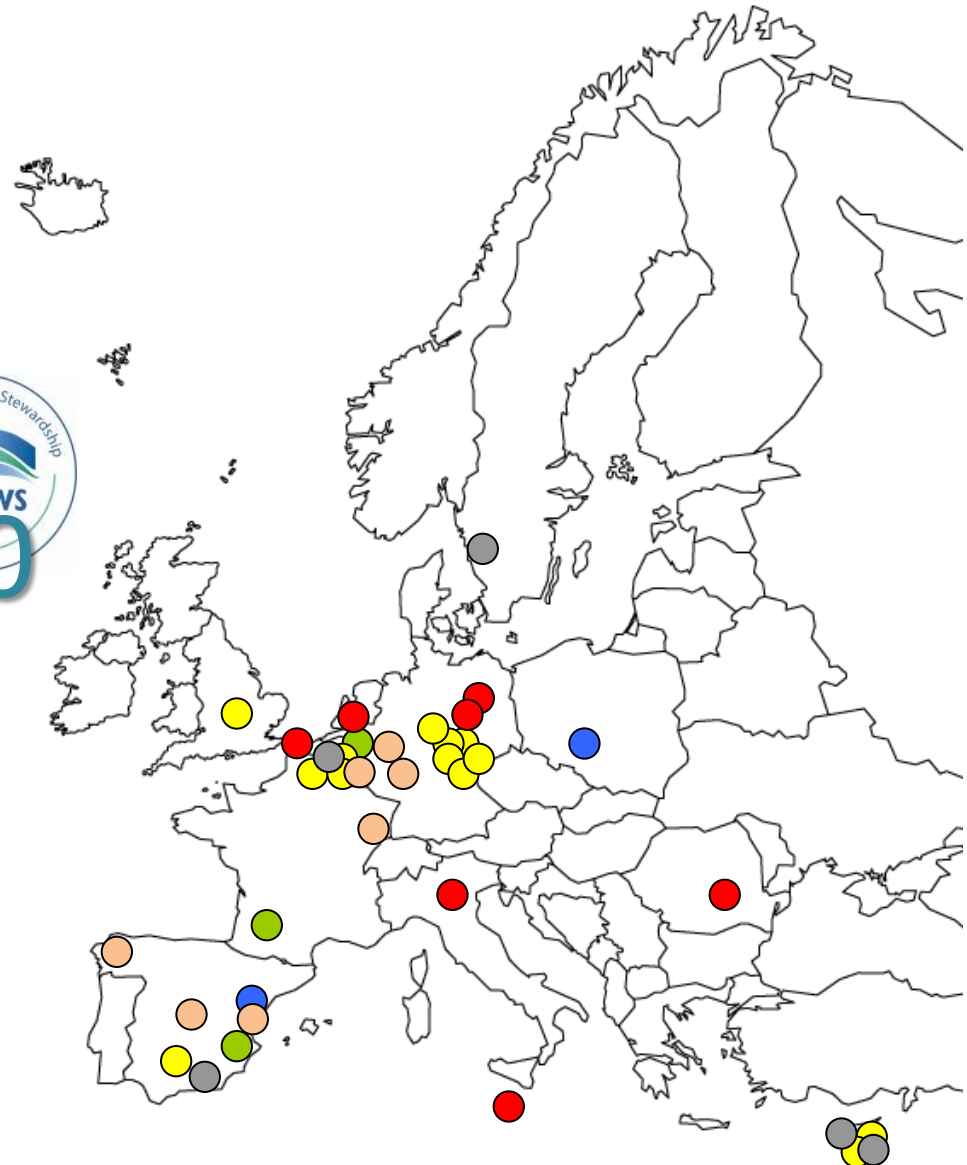
TÜV NORD INTEGRA bvba declares to have inspected the processing unit(s) of the below mentioned company and have found them in accordance with the European Water Stewardship Standard.

BASF Espanola S.L.
CN-340, km 1156, 43006 Tarragona, SPAIN

Site name and address:
BASF Espanola S.L. - Tarragona, CN-340, km 1156, 43006 Tarragona, SPAIN



- Industry (chemical & paper)
- Food and beverage industry
- Agriculture
- Golf
- Urban Areas
- Airports



Dongen, The Netherlands. Beverage industry.



Ploesti, Romania, Beverage industry.



Tarragona, Spain. Chemical Industry.



Chaudfontaine, Belgium. Beverage Industry.

Thank you for your attention!

