

1. Objective of the event:

The major objective of this event is to disseminate the service of Water RtoM project can offer both to researchers and to potential users.

Secondary objectives are:

- To develop face-to face interviews with both types of targets to identify new promising outputs and make the description with factsheets. To ask end-users for their needs and approach the list of outputs as well as our e-Fair.
- To present Water RtoM during a SPI meeting along with other projects
- To disseminate Water RtoM with promotion material.

Note: The event was framed as a brokerage event by organisers but due to the main national nature of the event, it has been considered as a seminar.

2. Targeted Audience

Field of work: Water Management

The target audience of this event are units connected with water management and supply. To specify: local and national authorities, private and public companies, private investors, universities, researchers.

3. Expected effects

The expected effect of the event on participants is to increase the transfer of knowledge and theory into practise. We would like to enhance the information dissemination between the output owners and the end users. To do that we try to question out the potential area of interest of a person to guide him to the output/outputs of interest. For each of participants we have prepared a whole pack of information including gadgets, contact details and factsheets, we have also prepared list of contacts to disseminate the information further.

Our major goal in influencing the behaviour of targets is to enable them the use of output through creating a direct net of communication between him/her and the output owner. Our goal is to make sure that the outputs we find are in any use in the future and this might be accessed through their interest and contact.

4. Message to deliver

The possibilities and objectives of Water Research to Market project, dissemination of information about water directives and innovative technologies that would help in achieving the regulations stated by the UE framework.

5. Agenda, planning, date and place

- **First day (21/01/2012) – Brokerage event**



Agenda for BEATRIZ MEDINA

Water Research to Market

Note: This is the preliminary meeting schedule!

The final meeting schedule (including last minute changes) you will receive at the event reception desk!

Morning Session (11:30 - 14:00)

TIME	TABLE	ORGANISATION / CONTACT PERSON	
11:30	1	ABEINSA – Antonio Linares	<i>Own Booking</i>
12:00	1	ADESVIA Agrofood Technological Center – RAFAEL MUÑOZ	<i>Own Booking</i>
12:30	1	Adevice Solutions SL – Jesús Viguera Offer: adeMETER: Automated Meter Reading solution	<i>Own Booking</i>
13:00	1	AGUESA agua y energía – David Amat Pinilla Offer: Saving water in urban, agricultural and industrial fields.	<i>Own Booking</i>
13:30	1	ASOCIACION FERAGUA DE COMUNIDADES DE REGANTES DE ANDALUCIA – PEDRO PARIAS FERNANDEZ DE HEREDIA	<i>Own Booking</i>

Afternoon Session (15:30 - 18:30)

TIME	TABLE	ORGANISATION / CONTACT PERSON	
15:30	1	Atlantis Consulting Cyprus Ltd – Charalambos Panayiotou	<i>Own Booking</i>
16:00	1	Secretaría General de Medio Ambiente y Agua – Teresa García Azcárate Request: Integral Water Management	<i>Own Booking</i>
16:30	1	QUICKSENS – Juan Jose Giraldo Mora Offer: QuickSens: Sistema de monitorización de bajo coste y rápida implantación (Low Cost and faster sensor monitoring system)	<i>Own Booking</i>
17:00	1	CIDTA-UNIVERSIDAD DE SALAMANCA – Manuel Garcia Roig Offer: BIOACCUMULATION/BIOSORPTION OF HEAVY METALS FROM INDUSTRIAL WASTE-WATERS	<i>Own Booking</i>
18:00	1	Bioazul S.L – Jose Luis Bribian Fisac Offer: BIOAZUL- Sludge reducer for wastewater treatment plants	<i>Own Booking</i>

NOVIWAM Final Conference

Date	Begin	End	Title
21.01.2013	09:00	11:30	DAY 1: Monday, 21st January 2013
22.01.2013	09:00	14:00	DAY 2: Tuesday, 22nd January 2013

- **Second day (22/01/2012) - “Facilitating linkages between research and communication European initiatives”**

Working session with NOVIWAM partners and other associations (EIP Water, Joint Programme

Initiative on Water, SPI Water Cluster) to discuss following questions:

1. WHAT is your initiative about? (i) field of knowledge (ii) type of activities (iii) lifespan (iv) your role in that initiative
2. CONNECTIONS that the initiative maintain with other projects/initiatives around the table or other relevant institutions/initiatives/projects?
3. HOW do you decide about generating linkages or collaboration agreements?

6. Indicators to evaluate the achievement of the objective

- Dissemination of over 50 folders with complete information set
- Dissemination of around 15 business WaterRtoM cards
- 15 new contact for further information dissemination
- Over 200 people involved in discussion about projects possibilities
- Opportunity to present Water RtoM as a Service
- 10 interviews of 30 minutes each with all Water RtoM targets
- Creation of synergies with similar initiatives dealing at the same field of work: Water Science-Society interface

7. Implementation of the action (see minutes below)

8. Additional comments

FEEDBACK OF BILATERAL MEETINGS/BROKERAGE EVENT

This methodology is good to establish contacts with the interviewees and set specific actions and agreements with them. It allowed Water RtoM to identify new outputs from research, new needs from the “users” side.

In addition, it was possible to address specific questions on how they are using knowledge, accessing to new outputs and solutions for the huge available information.

The web-based system to organize these workshops resulted very effective and logic: b2match
The role during this session of water RtoM is resulted very effective as even if they cannot reach many participants, the ones that reached have been done very efficiently. This kind of methodology is very useful when the topic of the event is very wide (water management), there are many typologies of experts. In this case, it is considered this option much more useful rather than an stand or a presentation.

Water RtoM **WATER RESEARCH TO MARKET**
 To speed up the transfer of water related research outputs

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The demonstrative **Water RtoM** project aims to speed-up the transfer of research outputs to implementers, with a targeted time of 3 - 5 years by filling the gap between the research and existing technology transfer schemes by pro-actively searching, assessing and promoting research outputs.

PROJECT ACTIVITIES

- **The permanent monitoring of the sector:** On the **research side**, identification of current projects at EU and national level, 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 **implementation side**, permanent survey of rising questions and demand for tools by practitioners.
- **The REMAS, Research Market Assessment methodology:** 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 (**business cases**) will be developed in close negotiation with the selected research teams to define further steps.
- **The promotion of Innovation Processes:** It will be organized during events, to identify both ideas for implementation, and implementers ready to take over the output. It will also develop an active community of practices in involving the targeted stakeholders in social networking.

GENERAL METHODOLOGY

EXPECTED RESULTS

- A methodology to assess the transfer of research outputs into the market - REMAS
- A service for practitioners
- 30 business cases for selected innovations (outputs from the research)
- 5 fair with innovators **www.water-to-market.eu/fair**, locally

Water RtoM concerns YOU

Our targets are:

Project consortium:

In partnership with:

www.waterrtom.eu