

This document has been submitted to the WWF6 as a solution in the scope of the Target 10 – “Promote technology innovation, “Science - Policy Interface” and dialogue between researchers and water managers”. The Solution “Water RtoM” will be integrated in the related thematic report.

**Target :** 6<sup>th</sup> World Water Forum Target

**Title of the Solution:** Water Research to Market, to speed up the transfer of water related research outputs



**INNOVATIVE SOLUTION:** the solution is an emerging initiative or idea not fully implemented yet (e.g., still at the Research and Development stage).



**Key words:** water, research outputs, interface science-decision makers, SME, water bodies, transfer

## DESCRIPTION

Description of the solution:

*Category (technical, institutional, legal, policy, financial, communication, others (please specify):\**  
Communication, political and institutional support

*Brief description of the solution\**

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, with the 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 (named ReMAS) and the promotion of innovation precursor (through the Precursor Marketing Strategy, PMS). The solution expected to be sustainable as a service for the practitioners and the researchers.

The project is funding by EC in the frame of the LIFE program.

*Note: Open text entry field – word limit: 300 words*

Location

*Where is the solution expected to be implemented (region, urban/rural, climatic conditions)?\**  
It will be implemented in all areas urban, rural and all European regions. At the pilot phase, the location is mainly in Poland, Romania, Spain and France; then it is expected to extend to other European countries

*Note: Open text entry field – word limit: 50 words*

## Actors

*Who is currently developing this solution?\**

The project is currently developing by International Office for Water in link with the Gdansk water foundation (Poland), the Romanian Association (Romania) and Amphos 21 (Spain).

*Who should initiate the project? Which actors will be strategic in the implementation?\**

Water Research to Market aims to help the practitioners and the researchers to prepare innovation projects to meet the good ecological status of water. 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.

*Who should ensure follow-up of the solution at the local level?\**

The organizations involved in the consortium of Water RtoM in link with the members of the liaison committee.

*Note: Open text entry field – word limit: 150 words*

## State of progress

*What is the current development status of the solution (if relevant, please describe the steps already taken and on-going/planned activities leading to the full development and preliminary testing of the solution)?\**

- **Permanente watching of the sector:** Identification of current projects at national and European level by the consortium; Identification of Market needs: in progress; to be completed with the LC members in the next weeks; Operation of the LC committee.
- **Research assessment strategy (ReMAS):** the draft version v1.0 will be submitted to the LC members and some practitioners for improvement in June 2011. The Selection & Ranking of research outputs is planned before 01/09/11 and 8 Business cases will be done before 01/10/11.
- **Promotion of precursors (PMS):** Development of a strategy (Precursor Marketing Strategy) to identify and convince practitioners to develop innovations: list of events (completed for year 2011-2012) / communication materials (in progress) / e-infrastructure (website available); the first EU event is planned in Sept 2011 (Euro-RIOB) in Porto.

*Note: Open text entry field – word limit: 100 words*

## STRATEGIC FIT & ADDED VALUE

<b>Problem to solve</b>
<p>Key question your solution aims to answer ( i.e. if your Solution is the answer, then what is the question) and how does that fit with the target?*</p> <p>How to meet the good ecological status of water directive in 2015?</p> <p>Why the innovations (research output) in water domains are not implemented?</p> <p>How to speed-up the transfer of the research outputs in the water domain to meet the water directives objectives, in a reasonable deadline?</p> <p>How to answer to the market needs?</p> <p>Why SME don't innovate? What are the conditions to innovate in the water sector?</p> <p><i>How does the solution contribute to the target's effective implementation and attainment?</i></p> <p>Water RtoM aims to be a sustainable service to the practitioners in supporting them (identifying the adequate innovations and give guidelines to reduce obstacles and risks to implement them.</p> <p><i>Note: Open text entry field – word limit: 100 words</i></p>
<b>Added-value</b>
<p><i>What will be the solution's key outputs and how is the solution "innovative" as such?</i></p> <p>The key output is to reduce the 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 for the transfer of innovation.</p> <p>The solution will Increase visibility of the water innovations and promote the precursors ready to take over the innovations.</p> <p>The final output is to develop a service for the innovators at the end of the LIFE project.</p> <p><i>If available, please provide a brief description of the preliminary results yielded by the solution or by any pilot/R&amp;D activities undertaken so far.</i></p> <p><i>Note: Open text entry field – word limit: 150 words</i></p>
<b>Monitoring:</b>
<p><i>What key qualitative and quantitative indicators would you suggest to monitor progress and success over time in the process of effectively implementing this solution (i.e. what would you expect to see change, where and when)?*</i></p> <ul style="list-style-type: none"><li>- <b>Sorted list of pre-selected projects</b></li><li>- <b>ReMAS</b></li><li>- <b>30 Innovation Precursors business cases</b></li><li>- <b>Precursors Marketing Strategy – PMS</b></li><li>- Attendees to the <b>Brokerage events organised by Water RtoM consortium</b></li><li>- <b>number of events to disseminate the results and the strategy, attended by the Consortium members</b></li><li>- business plan for Water RtoM as a service</li><li>- The number of practitioners interested in innovating and their guidelines</li></ul> <p><i>Note: Open text entry field – word limit: 100 words</i></p>

## WIDER APPLICATION

### Implementation potential:

*Given your experience, who would / should be most interested in this Solution and why? How will it help them?\**

*Two categories of actors should be most interested in the solution:*

- *the 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),
- *the Researchers and the research funding bodies*

*In what context do you think this solution could / would work best and why?\**

*What is the minimum investment necessary (in terms of human resources, time, energy, infrastructure, financial resources, political will, etc.) in order to effectively implement this solution?\** It is too early to answer

*What projects/programmes inspired this solution?*

Existing initiatives in EU to boost SPI mainly developed databases to gather and make available information about the recent research projects funded either by EC (WISE-RTD, Eugris) or the Member States (ERA-Net projects) – The huge and impressive number of research projects (more than 1,000 projects launched in the 5 last years), produced outputs potentially useful for water management bodies. However these databases all store raw information about the projects, and nothing about how to use their outputs ; then these tools are of poor use for people on the ground.

As stated by FUNDETEC, a FP6-project, final report in Dec.2007, “*the typical length of time needed to complete the development cycle (in the water sector) is 10 years*” ; it means that research commissioned today will impact water management practices within about 12 years, far after the milestones of the Water Framework Directive (2015, 2021).

Note: Open text entry field – word limit: 500 words

### Securing commitments:

*What organisations / institutions/committees do you think should commit to this solution in priority?\**

SME (private companies and public bodies in water sector).

*Which steps have you already taken to secure these commitments?\**

Agreements have been signed with the European Enterprises Network (South East of France)

*Note: Open text entry field – word limit: 150 words*

## CONTACT

### Key contact institution

*Where can people go for more information, help or advice on this solution?\**

Details of the contact person\* (e.g. name, address, e-mail, or phone number)

- France (project coordinator): **International Office for Water**, Natacha Jacquin, [n.jacquin@oieau.fr](mailto:n.jacquin@oieau.fr)
- Poland: **GdanskWater Foundation**, Zbigniew Sobociński, [zbigniew.s@gfw.pl](mailto:zbigniew.s@gfw.pl)
- Spain: **Amphos21**, Beatriz Medina, [beatriz.medina@amphos21.com](mailto:beatriz.medina@amphos21.com)
- Romania: **Romanian Water Association (Training Centre)**, Silviu Lacatusu, [wide@ara.ro](mailto:wide@ara.ro)

## ADDITIONAL INFORMATION

### Supporting material

*Websites, Video, podcast, report, PowerPoint presentation, photo album, creative support, etc: please do not hesitate to send us as attachment to this template any supporting material to be circulated about your solution!*

- Project website: <http://www.waterrotom.eu>
- Attached document: presentation of the solution (LIFE project).
- Leaflet.

*Your material will be uploaded on the Platform to be consulted by all.*