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## 1. Objective of the event:

This event aims at discussing together about the efficiency of **new knowledge transfer tools** to speed up the uptake of research outputs to practitioners. The objective is to present new experiences and evidence in the existing transfer schemes to speed up innovation in the water market.

Specific objectives (not to make them public):

- To present main outcomes and results from Water RtoM: guidelines, tools, results of each of the partners country, etc.
- To share Researcher's experiences
- To identify End User's benefits
- To work together on identifying the best practice for Water RtoM as a Service
- To disseminate our guidelines
- To identify new inputs for the Business plan

Along to this event Water RtoM will organize the last LC meeting (see red highlighted information about LC meeting)

## 2. Targeted Audience

The event targets Water RtoM audience and other relevant audience that have been involved during project lifetime

As described in the guidelines, those are:

- The research outputs makers (the water scientific community) who might be interested in learning how to better transfer their results to their potential users.
- The research output users (river basin agencies, water utilities, SME's, etc.) who can learn on how to better identify the existing tools and access ways for research results.
- The research output transfer services (technological platforms, innovation departments at industries enterprises, knowledge transfer offices at universities, etc.) who will exchange and gather new experiences in the science-market interface
- The research funders (research programme organisations) who can identify the needs to complete an efficient research programme scheme.

## 3. Expected behavior of the targets

The expected behaviour is to raise interest among the audience in the Water RtoM activities as well as to influence them in the everyday life when communicating research, when promoting research outputs or when looking for new solutions coming from research.

It is also to show that major solutions promoted by the Water Research to Market Projects are already tested in some countries with positive results ( especially the BC category outputs)

A direct behaviour would be to create a communication line between the end-user and the output manager/owner. This way the output is getting one step closer to be applied onto the market.

## 4. Message to deliver (simple, clear, concise, single)

The Water Research to Market experience as a chance to boost the implementation of innovative solutions into the water sector

## 5. Means & Resources to implement to reach the objective

## ORGANISATION AND LOGISTICS: AMPHOS 21

- Room
- Hotel bookings: Excel forms (Barcelo Atenea Mar)
- Coffe breaks, Lunch
- Prints
- Web2.0 session (30min while presenting guidelines)
- Etc.

**SPEAKERS:** SC, LC and other relevant actors

- To prepare our presentations
- To prepare support documents: agenda
- To prepare some private promotion materials?? In most of the cases projects like that have their own leaflets and so on.

## 6. Agenda, planning, date and place

## 6.1 Lc meeting

25<sup>th</sup> June

- 9:00 – 11:00 LC meeting: *Open discussion on the objectives and role of the LC members during final seminar (moderators, validation, documents to read for the 26<sup>th</sup>)*
- 11:00-17:30 Final seminar (see agenda below)
- 19:00-20:30 Walking tour
- 20:30 Social dinner

26<sup>th</sup> June

- **9:30 – 13:30: LC MEETING**
  - *Guidelines validation*
  - *Business plan*
  - *Dissemination plan*
- **13:30- 15:00 (LUNCH, IN Bo restaurant)**

## 6.2 Final seminar

## Agenda 25th June 2013

11:00-11:30	WELCOME COFFEE AND REGISTRATION
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11.30-12:00	Session 1	Introducing Water Research to Market
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12:00-13:30	Session 2 (ROUND TABLE)	The process of speeding up the transfer of water research results	<p>The existing tools and initiatives working at the science/policy/market interface</p> <p>The success stories from research: when research reaches uptake</p>
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**13:30-14:30** LUNCH (FINGER FOOD)

14.30–16:30	Session 3 (WORKING	How to consolidate the <i>water research to market</i>	What are the appropriate channels and methods to enhance visibility of the policy and market demands on water?
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16:30	GROUPS)	step	How can we assess the “readiness to be used” of a water research output?
			How to improve the promotion of the water research results?
16:30-17:00		WRAP- UP SESSION (PLENARY)	
17:00-17:30	Session 4 (BILATERAL MEETINGS)	NETWORKING SESSION	

## 7. Practicalities

### Accommodation:

- Room (night): 90€/night double room with breakfast (special tariff for us) + TOURIST TAXES
  - Each partner pays by themselves
  - OIEAU pays Lc members plus invited speakers

### Social activities:

- Dinner 25th June - covered by Amphos budget
- Lunch 30th June: BO Barcelona – paid by each participant

### Meeting room (by Amphos)

- 25<sup>TH</sup> June - FINAL SEMINAR: Room for 50 people at the Hotel + 2 coffee breaks + 1 lunch
- 26<sup>th</sup> June - LC MEETING: Room for 15 people

## 8. To do's

TYPE	WHAT	WHEN
INSCRIPTIONS/ REGISTRATIONS	<ul style="list-style-type: none"> <li>2nd announcement</li> </ul> Upload web agenda email 2 <sup>nd</sup> announcement	10 June
	<ul style="list-style-type: none"> <li>Reminder + agenda to participants already registered</li> </ul>	10 June
	<ul style="list-style-type: none"> <li>Speakers invitation + confirmation</li> </ul>	Week 03-08/06
	<ul style="list-style-type: none"> <li>Final Registration List</li> </ul>	17 June
ACCOMODATION/ SUBSITENCE	<ul style="list-style-type: none"> <li>Reservation confirmation</li> </ul>	03/06
	<ul style="list-style-type: none"> <li>Coffee and lunch review</li> </ul>	Week 17-21/06
	<ul style="list-style-type: none"> <li>25<sup>TH</sup> Dinner reservation</li> </ul>	Week 03-08/06
MATERIAL	<ul style="list-style-type: none"> <li>A4 posters to indicate, room, lunch etc</li> </ul>	Week 17-21/06
	<ul style="list-style-type: none"> <li>2 Roll-ups</li> </ul>	
	<ul style="list-style-type: none"> <li>PPT Cover</li> </ul>	
	<ul style="list-style-type: none"> <li>Videocamara and Camera</li> </ul>	
	<ul style="list-style-type: none"> <li>Leaflets: Preparation + prints</li> </ul>	
	WELCOMING INFO <ul style="list-style-type: none"> <li>LC MEMBERS / PARTNERS- (15) Folders: guidelines, business plan, agenda, list participants, questionnaire, rules, leaflet, BARCELONA map, practicalities, Badge, agenda meetings)</li> <li>FINAL CONF PARTICIPANTS: Leaflet, Badge, agenda, questionnaire, rules, participant list, agenda meetings</li> </ul>	
	<ul style="list-style-type: none"> <li>Badges</li> </ul>	
	<ul style="list-style-type: none"> <li>Leaflet</li> </ul>	
	<ul style="list-style-type: none"> <li>Rules of participation</li> </ul>	
	NETWORKING SESSION: <ul style="list-style-type: none"> <li>Personal Agenda</li> </ul>	
	DISCUSSION GROUP <ul style="list-style-type: none"> <li>3 FLIP CHARTS</li> <li>POST IT's</li> <li>Moderator instructions</li> <li>rotuladores</li> <li>Pens</li> </ul>	

		<ul style="list-style-type: none"> <li>- Hojas</li> <li>- A3</li> <li>- Cartels mesas de colores</li> </ul>	
	PPT	<ul style="list-style-type: none"> <li>• Agenda and welcoming</li> <li>• Introduction session1 -</li> <li>• Session 2 – Round table</li> <li>• Session 3 – Discussion groups -</li> </ul>	<b>Week 17-21/06</b>
	BUDGET CONTROL	<ul style="list-style-type: none"> <li>•</li> </ul>	<b>Week 03-08/06</b>

## 9. ANNOUNCEMENTS

### 9.1. First announcement (April 2013)



Figure 1 News entailing first announcement of the final seminar.

#### Invitation email

The consortium of the LIFE+ Water Research to Market project kindly invites you to participate in the ***“The Water Research to Market experience as a chance to boost the implementation of innovative solutions into the water sector”***, on 25 June 2013 in Barcelona, Spain, on the premises of the Barceló Atenea Mar Hotel.

The Water RtoM project, funded within the European Union’s LIFE+ Programme, aims to speed up the transfer of water related research results to practitioners by adding a step, complementary to the current innovation transfer scheme between scientists and final users (practitioners, administrations, water services, etc).

The project consortium would like to present the results of the Water RtoM project to a small group of specially selected scientists, decision makers and water managers and to discuss and validate the Water RtoM approach to knowledge transfer between science, policy and practice. This event aims at discussing together about the efficiency of new knowledge transfer tools in the water sector.

Please visit [www.waterrtom.eu](http://www.waterrtom.eu) to learn more about our project and this seminar.

You have been identified by our project consortium as an invaluable contributor to the Water RtoM Final Seminar. Early registration is recommended as participation is limited. To register for the conference, please use the following link: <http://waterrtom.eu/registration> . For more information, please contact us at [waterrtom-seminar@amphos21.com](mailto:waterrtom-seminar@amphos21.com).

We would greatly appreciate your contribution to the Water RtoM project

Best regards,  
The organising team

### 9.2. Second announcement (June 2013)





Figure 2. Newsletter entailing the 2<sup>nd</sup> seminar announcement

### Invitation email

The consortium of the LIFE+ Water Research to Market project kindly invites you to participate in the ***“The Water Research to Market experience as a chance to boost the implementation of innovative solutions into the water sector”***, on 25 June 2013 in Barcelona, Spain, on the premises of the Barceló Atenea Mar Hotel.

Please see attached the flyer of the event with further information and the agenda.

The Brainstorming Day is free to attend but prior registration is required at <http://waterrtom.eu/registration>

Best regards,  
The organising team

## 10. PARTICIPATION LIST

- KB: Knowledge Broker
- KU: Knowledge User
- R: RESEARCHER
- F: funding organisation

	FirstName	LastName	Institution	Role
1	Benoît	Fribourg-Blanc	OIEau (OFFICE INTERNATIONAL DE L'EAU	KB
2	Aleksandra	Jato-Mrozik	Gdansk Water Foundation	KB
3	Francisca	Gomez	SPANISH WATER TECHNOLOGY PLATFORM	KU
4	Tomasz	Walczykiewicz	Institute of Meteorology and Water Management National Research Institute	R
5	Martin	Forst	CCI Limousin (EEN)	KU
6	Zbigniew	Sobociński	Gdańsk Water Foundation	KB
7	Natacha	Jacquin	OIEau	KB
8	Silviu	Lacatusu	Fundatia CFPPDA	KB
9	Yunona	Videdina	Association VERSeau Développement	KU
10	Vacile	Ciomos	ARA	KU
11	Nicole	Zantkuijl	WSSTP	KU

12	Beatriz	Medina	AMPHOS 21	KB
13	Anna	Giménez	AMPHOS 21	KB
14	Ester	Vilanova	AMPHOS 21	R
15	Jordi	Cros	ADASA SISTEMAS	KU
16	Alicia	Navarro	CSIC	R
17	Emanuele	Cimatti	Emilia-Romagna Region	KU
18	Eduard	Pla	CREAF	R
19	Diana	Pascual	CREAF	R
20	Jose Luis	Zabaleta	AIN	KU
21	Josep	Mas	GIRONA UNIVERSITY	R
22	Sergio	de Campos	ADASA SISTEMAS	KU
23	Xavier	Amores	CATALAN WATER PARTNERSHIP	KU
24	Noelia	Ortega	AIN	R
25	Irene	Eslava	AIN	R
26	Enrique	Doblas	CREAF	R
27	Juan Ramón	de la Torre	AIN	KU
28	Laura	Lorenzo	Aqualogy Development Network	KU
29	Teresia	Mucia	KAJIADO WATER OFFICE	KU
31	Armela	Dino	Water JPI	F
32	Marta	Hernández	CETAQUA	R
33	Roy	Neijland	INNOWATER and Netherlands Water Partnership	KB
34	Tomasz	Jurczak	UNIVERSITY OF LODZ	R
35	Natacha	Amorsi	OIEau	KB
36	Athina	Papatheodoulou	Terra Cypria	KU
37	Teresa	Kersting	CETAQUA	R

## 11.PRACTICALITIES

- Two documents were sent to participants with information on practicalities and logistics of the events, one dedicated to the social dinner and a second one with information on the transportation, visit to the city, etc.

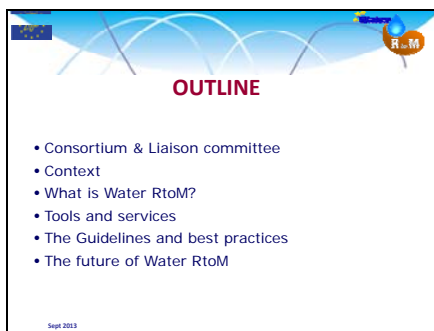
## 12.PHOTOS





### 13. SESSION 1 – Introduction

This session was chaired by Water RtoM partners. Ms Natacha Jacquin gave following lecture:





## The consortium

■ **4 Partners' initiative:** FR – PL – ES - RO

- INTERNATIONAL OFFICE FOR WATER, OIEAU, FRANCE
- AMPHOS 21, SPAIN
- GDANSK WATER FOUNDATION, GFW, POLAND
- CFPPDA ROMANIA

Sept 2013



## Support of the Liaison committee (advices –user's network)



Enterprises network, technological platforms, Researchers, Basin organisations network...


Sept 2013



## The context, justification

- Implementation of the water directives to meet the Good ecological status in 2015
- Less than 40% of the water bodies will meet
- Practitioners need of new knowledge and know-how to respect the water directives
  - Connection between research and policy process is not efficient (10 years for the research output cycle)
  - Research outputs are not ready to use

Sept 2013




## Summary

The project aims to speed up water related research to the market, by improving the communication between the researchers and the end-users

The project has provided two main outputs: a set of tools and 10 best practices in the Guidelines

⇒ Water RtoM consolidates a step in the existing technology transfer scheme


Sept 2013



## Water RtoM to whom?

- Basin and sub-basin authorities
- Urban planners and municipalities
- Water users - agriculture, industries
- "Doers" - suppliers of technologies, consultancies, operators (public or private)
- Researchers and research funding bodies

Sept 2013



## Water RtoM activities

Identifying and selecting the existing research projects (LIFE, Interreg, national programs databases...), in the water domain

Creation of a method for an in-depth assessment in terms of distance to the market and business case (road map)

Promotion of the most "close to the implementation" outputs

Uptake of the outputs

Sept 2013





The slide features a header with the European Union flag on the left and the '8.4M' logo on the right. The background is a light blue gradient with several white, curved lines resembling water droplets or waves. The main title 'Water RtoM results' is centered in a large, bold, black font. Below the title, there are three bullet points, each preceded by a blue square icon. The first bullet point is 'From 200 research projects (EU, PL, ES, RO, FR)' with a sub-list of '80 assessed in terms of distance to the market', '30 business cases', and '12 uptake (success stories)'. The second bullet point is 'Tools: Output profile, ReMas, Business Case, e-fair, e-seminars'. The third bullet point is 'Best practices to facilitate the transfer of research outputs'. At the bottom, there is a fourth bullet point 'A service'. The date 'Sept 2013' is in the bottom left corner.

## Water RtoM results

- **From 200** research projects (EU, PL, ES, RO, FR)
  - 80 assessed in terms of distance to the market
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Sept 2013

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Sept 2013

# The Tools and services WaterRtoM



Objective: To promote UPTAKE of research outputs  
at European level

GUIDELINES

A SET OF TOOLS

10 RECOMMENDATIONS

Sept. 2013

# The Tools and services WaterRtoM

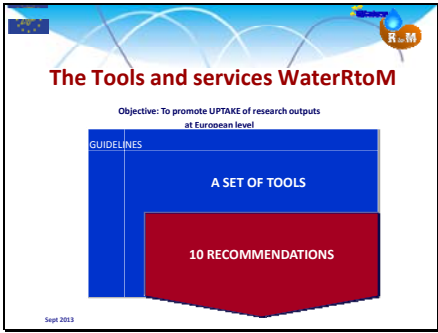
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Sept. 2013



# The Tools and services WaterRtoM

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GUIDELINES

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10 RECOMMENDATIONS

Sept. 2013

Session 2

# The set of tools

**TOOL: PERMANENT WATCHING OF THE WATER SECTOR.**  
Output profile  
*Output is developed, exist*

**ASSESSMENT TOOLS :**  
*Research to Market assessment strategy*  
Output is transferable  
or need further development

**PROMOTION TOOL:**  
E-fair, E-seminar,  
market strategy plan  
*Output need to be promoted*

OUTPUT IDENTIFICATION  
LISTING PROJECTS

REMAS, OUTPUT PROFILE  
BUSINESS CASES

E-FAIR  
E-SEMINARS  
SEMINARS  
BROKERAGE EVENTS  
NEWSLETTERS

Sept 2013



Session 2

# The set of tools

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NEWSLETTERS

Sept 2013

**ReMAS**

## Research to Market Assessment Strategy

**PRE-SELECTED LIST OF PROJECTS**

Background - description of research project

Output Characterization - logic matrix

Identification and estimation of RISKS

Identification of Resources

Steps Ahead

**BUSINESS CASE**

COMPONENT 1  
COMPONENT 2  
COMPONENT 3  
COMPONENT 4  
COMPONENT 5

ReMAS TOOL

EUROPE

R-M

Sept 2013

**ReMAS**

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ReMAS TOOL

EUROPE

R-M

Sept 2013

**ReMAS**

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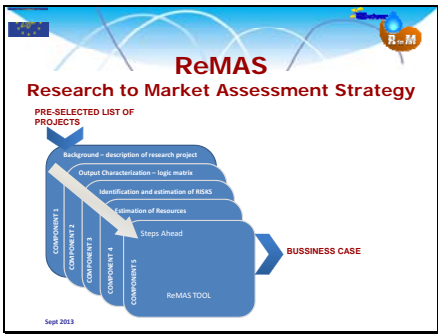
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ReMAS TOOL

EUROPE

R-M

Sept 2013



**ReMAS**

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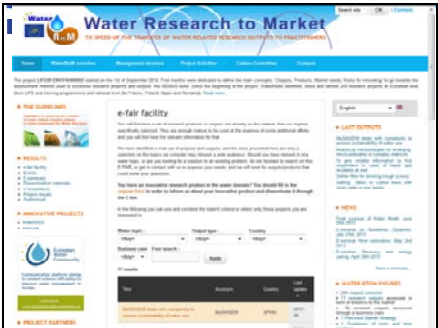
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COMPONENT 1  
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COMPONENT 5

ReMAS TOOL



# 10 RECOMMENDATIONS

**To improve the transfer of innovative research results**

**Section 3**

**life cycle for an innovation need**

**How to achieve the step**

WGS	<b>IDENTIFYING USER NEEDS</b> from research and enhancing their visibility	<ol style="list-style-type: none"> <li>Encouraging networking and clustering of researchers, end users, SMEs (facilitating innovation needs expression and answering market needs)</li> <li>Identifying future needs according to changes in the regulation, social changes, environmental factors, economical considerations, changes in attitudes, etc. ...</li> </ol>
↓	<b>ANSWERS TO THE NEEDS</b>	
↓	<b>IDENTIFYING AND COLLECTING RESEARCH OUTPUTS</b>	<ol style="list-style-type: none"> <li>Enhancing the identification and gathering of innovative results</li> <li>Enhancing visibility for research outputs beside the scientific community</li> </ol>
↓	<b>ASSESSING RESEARCH OUTPUTS IN TERMS OF DISTANCE TO THE MARKET</b>	<ol style="list-style-type: none"> <li>Using a framework for analysis to assess the distance to market of research outputs</li> <li>Facilitating reuse and implementation of research outputs [IPR]</li> <li>Creating steering committees (how do we know if the innovation effort has been relevant according to the addressed needs?)</li> </ol>
↓	<b>PROMOTING RESEARCH OUTPUTS TO USERS</b>	<ol style="list-style-type: none"> <li>Developing effective communication activities in research projects</li> <li>Facilitating outreach activities and outputs (linked to universities and their development structures)...</li> </ol>

Sept 2013

# 10 RECOMMENDATIONS

**To improve the transfer of innovative research results**

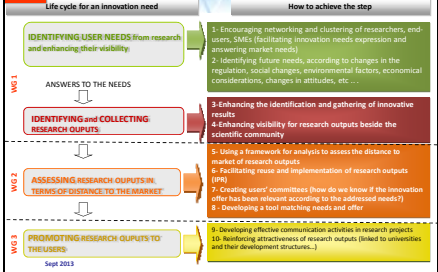
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Sept 2013



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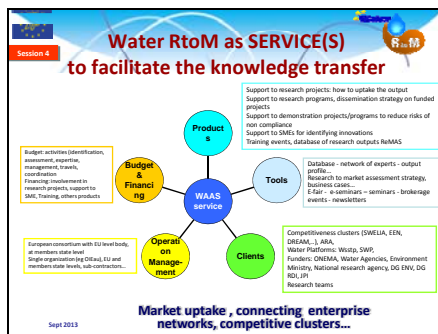
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WGS	<b>IDENTIFYING USER NEEDS</b> from research and enhancing their visibility	<ol style="list-style-type: none"> <li>Encouraging networking and clustering of researchers, end users, SMEs (facilitating innovation needs expression and answering market needs)</li> <li>Identifying future needs, according to changes in the regulation, social changes, environmental factors, economical considerations, changes in attitudes, etc. ...</li> </ol>
↓	<b>ANSWERS TO THE NEEDS</b>	
↓	<b>IDENTIFYING AND COLLECTING RESEARCH OUTPUTS</b>	<ol style="list-style-type: none"> <li>Enhancing the identification and gathering of innovative results</li> <li>Enhancing visibility for research outputs beside the scientific community</li> </ol>
↓	<b>ASSESSING RESEARCH OUTPUTS IN TERMS OF DISTANCE TO THE MARKET</b>	<ol style="list-style-type: none"> <li>Using a framework for analysis to assess the distance to market of research outputs</li> <li>Facilitating reuse and implementation of research outputs (IPR)</li> <li>Creating steering committees (how do we know if the innovation effort has been relevant according to the addressed needs?)</li> </ol>
↓	<b>PROMOTING RESEARCH OUTPUTS TO USERS</b>	<ol style="list-style-type: none"> <li>Developing effective communication activities in research projects</li> <li>Facilitating outreach activities and outputs (linked to universities and their development structures)...</li> </ol>

Sept 2013



The guidelines are available at

[www.waterrtom.eu/waterrtom-guidelines](http://www.waterrtom.eu/waterrtom-guidelines)

Sept 2013

Questions, comment...

Sept 2013

Remarks:

BM: Beatriz Medina

NJA: Natacha jacquin

SL: Silviu Lacatusu

ZS: Zbigniew Sobociński

Introduction by BM of the whole conference and overall organisation

Introduction by NJa: OIEau as coordinator of the project and partners ARA, GWF, and Amphos21

Introduction on the organisation of WaterRtoM, ground idea (long time between research output is available and its uptake by end-users) and its main activities: analyses of the distance to market with some tools, e-fair facility and database, and future of the project.

Some words from ZS: the recent past has seen many projects dedicated to improving the last part of the research cycle that is dissemination and future of research projects. The next tendering round will build on this to require not only problems solving by research but also transfer of the solutions to the end users

## 14. SESSION 2 - THE PROCESS OF SPEEDING UP THE TRANSFER OF WATER RESEARCH RESULTS

### SPEAKERS

- Armela Dino, Senior Project Manager at WATER JPI *Water Challenges for a Changing World Joint Programming Initiative*, Ministry of Economy and Competitiveness (MINECO)
- Natacha Jacquin, OIEAU. Project coordinator of the Water Research to Market project.
- Roy Neijland, Netherlands Water Partnership at Innowater Netherlands Water,.
- Natacha Amorsi, Project Manager, IWRM-Net Coordinator, International Office for Water (OIEAU).
- Nicole Zantujik, Policy Manager at Water Supply and Sanitation Technology Platform (WsSTP)..
- Tomasz Jurczak, University of Lodz – Ecohydrologic rehabilitation of recreational reservoirs “Arturówek” (Łódź) as a model approach to rehabilitation of urban reservoirs (EH-REK LIFE08 ENV/PL/000517).
- Ester Vilanova, Project Manager at Amphos 21 Consulting S.L. MCPHreeqc 2.0 is used for modelling many different types of natural geochemical processes.
- Alicia Navarro, Project Manager at CSIC – SCARCE Assessing and predicting effects on water quantity and quality in Iberian rivers caused by global change.
- Jordi Cros Herrero, Director I+D+i at ADASA Sistemas – Innovation enterprise opinion.
- Tomasz Walczykiewicz, Institute of Meteorology and Water Management National Research Institute – Water Rtom LC member.

### 14.1. SESSION 2.1 THE EXISTING TOOLS AND INITIATIVES WORKING AT THE SCIENCE/POLICY/MARKET INTERFACE

<b>Session moderator:</b>	Beatriz Medina, Amphos21 (BM)
<b>Session objective</b>	Give your experience on existing tools and initiatives improving the science /policy/market interface. How to improve uptake of water research results?
<b>Introduction by the moderator</b>	(2 min,) reason of this round-table in the context of water rtom
<b>Session duration</b>	45 min (12:00 – 12:45)
<b>Colleagues you are sharing the round table with:</b>	<ul style="list-style-type: none"> <li>- WATER JPI (Armela Dino, MINECO) (AD)</li> <li>- Water RtoM (Natacha Jacquin, OIEAU) (NJA)</li> <li>- Innowater (Roy Neijland, Netherlands Water Partnership) (RN)</li> <li>- CIS Water Science Policy Interface Group (Natacha Amorsi) (NA)</li> <li>- Wsstp (Nicole Zantujik) - <i>no participation, replaced by Francisca Gomez from the Spanish Water Technology Platfot (FG)</i></li> </ul>
<b>First round: (3x5=15mn)</b>	3 min each (to present you and your Initiative/ideas: what are you working on and where)
<b>Second round: (4x5 = 20mn)</b>	4 min each (present your tools from the following point of views: <ul style="list-style-type: none"> <li>- How is the uptake of the research accomplished and the barriers you face in this process.</li> <li>- What are the resources and efforts needed.</li> <li>- Who do you think should be involved and at which stage of the process (knowledge makers, as researchers, knowledge users as policy makers, industry, utilities; knowledge brokers; funding organizations)</li> </ul>
<b>Third round: 10-15mn</b>	15 min (Questions) form participants

### Remarks:



Introduction and moderation by BM: the first round table is discussing about projects that have been or are running on activities and projects with activities in the same field of action than WaterRtoM. The four speakers will detail projects

- NA on CIS SPI : different steps lead to a research project and  
The CIS SPI has for objective to gather together thematic aspects and have a transversal approach to share research needs and state of the art of available research funded at national and EU level. Gaps in research were identified and shared. Now the new mandate released and includes SPI activity.  
It gathers national water platform involving private sector, research centre and universities with different size and providing support to the members in technology transfer and promoting participation of Spanish partners in European projects and participating also to the European china water platform on desalination and water quantity.
- BM adds the Spanish Water Platform is also member of LC of WaterRtoM.
- RN lead by Spanish and NL partners, European project under the CIP, involving a set of partners to decrease the timing of transfer from 10 to 3, by bringing together research and end users, through support on business plans, definition of research topics...
- AD from the Ministry of innovation on water joint programming initiative, 18 partner countries and 5 observers, a first coordinated call in autumn on water (investment in water in EU countries is 370million, and EU 150million: if this is coordinated better, the efforts can be joined and allow better results).

*Question: from speakers experience what are the main difficulties in developing their activities?*

- Answer: NJa, the first barrier is to find relevant information, in all countries scanned it was the case, it is a bit easier with EU projects as EU imposes some rules for dissemination. Second aspect is to understand and assess the users' needs to provide them with the relevant information and results.  
Some possible solutions would be to ask for a contact point maintained for a longer period, an harmonised format for summary information on the project.
- EWP/NL: problem also with confidentiality were results can not be disclosed and only summary information can be disseminated but is of low use to end users
- CIS SPI: an other point is to translate to the different communities the needs and results and the interface is crucial: knowledge breaking to allow common understanding.  
An additional problem is the timeframe with a different perspective between policy needs and research projects.  
All the changes need also to be taken into account by the hierarchy of priorities to allow for a real
- FG: in coordination with EWP and JRC  
Two worlds: research and enterprises, and they are not used to regular communications and contacts.  
In the last few years, the shift in EU and national calls has lead to more contacts, towards projects involving more end users needs. Administration needs also to have innovation to promote towards the thematic sectors, as support to the shift of budgets from infrastructure to innovation.
- RJ: barriers between research and market are numerous, three main barriers can be mentioned: small Prove performance paradox: proved in lab but not on industrial size, how to convince the first user to use it.  
Push paradigm: develop of a good technology and then go to the market to see who could use, instead of analysing the needs and work this out.
- AD: coordinate national research plan, EIP on water, water is a societal challenge, there is a momentum now and for water JPI the challenge is how to make possible to have some kind of alignment, at least at EU level to have a virtual common pot for common problems.

Question (participant): as Ukrainian in origin, this kind of common approach is the usual way but how this can be done except in English: the language barrier is a key point.

Answer: a barrier also from regional to national level, and no fully satisfactory solution exists.

*What is/are the messages to deliver related to the respective experiences from projects presented on how to cope with barriers?*

- AD: we living a momentum for water research and innovation, and we need to take it and build on.
- RJ: uptake of research results should go hand in hand between transfer technology actors and end users, getting the end users involve allow the concrete issues to be tackled by research projects.

*Question: cooperation between eastern and western part of Europe: how this could be improved as eastern part of Europe is better prepared to these transfers but currently less*

RN: need to shift from a transfer technology towards eastern part of Europe to a more balanced approach also taking advantage of the innovations developed in eastern part of Europe.

FG: highlight the increased participation of Spanish partners in EU projects and innovation transfer approaches, that is a good sign in improvement of the transfer time.

- NA: one key message is there is a need to get the actors better communicate with each others, starting by understanding research will need to be taken by end users, and policy makers will need to understand researchers are not final sellers and need to focus on research. COM is changing, and DG R&I is also changing: they have published a guide for applicants to research projects fundings including dissemination and transfer aspects. They also change their way to provide funds as proved by the 41m€ they have dedicated to demonstration projects in the last FP, which is also a good message in this transfer activities work.
- NJa: our role is also to highlight and promote the projects and results and assess their situation as regards the market, the research and what is their respective future. For the end users, it is not so easy to capture how to reach them

BM summary: actors' willingness to promote the results and to the users to better express their needs are key point for the success.

## 14.2. SESSION 2.2 THE SUCCESS STORIES FROM RESEARCH: WHEN RESEARCH REACH UPTAKE

<b>Session moderator:</b>	Vacile Ciomos (Romanian Water Association)
<b>Session objective</b>	Share with the audience how your outputs reached the market efficiently and/or how the Water Rtom has provided support in this
<b>Session duration</b>	45 mins. (12:45 – 13:30)
<b>Colleagues you are sharing the round table with:</b>	<ul style="list-style-type: none"> <li>- Tomasz Jurczak, University of Lodz – Output EHREK</li> <li>- Ester Vilanova, Amphos 21- Output Phreeq + SME opinion</li> <li>- Alicia Navarro, CSIC – SCARCE project</li> <li>- Jordi Cros, ADASA SISTEMAS – Innovation enterprise opinion</li> <li>- Tomasz Walczykiewicz, Institute of Meteorology and Water Management National Research Institute – Water Rtom LC member opinion</li> </ul>
<b>First round: 10mn</b>	2 min each present yourself, introduce the research output you represent and the target user)
<b>Second round: 20mn</b>	5 min each develop briefly: <ul style="list-style-type: none"> <li>- Explain how Water RtoM has supported your work</li> <li>- How your output has reached the market or how have you planned to reach the uptake of your research</li> <li>- Share the lessons learned from this process</li> </ul>
<b>Third round:</b>	10 mins. (Questions)

**Some concluding remarks:**

**Jordi Cros – research development**

- Need of a real time monitoring instruments

**Tomasz Walczykiewicz**

- Water R to M provides important tools to evaluate projects
- Many projects involve directly the administration
- (limits: agreements on property rights between public/private)
- take times to explain assumption and results

**Tomasz Jurczak.**

- Money's missing to support research on cyanobacteria.

**Alicia Navarro**

- Target: authorities managing river basins including the project
- Key success: to go to their agency to explain what can be used from their outputs
- Key: involve target, explain what they can use, go to them

**Ester Vilanova**

- Offers solutions to actual and complex problems
- Research to implement our solutions (using European funds; national programme, internal budget)
- To reach client: scientific public, conferences, e-seminars, workshops
- To know the needs of their client because they've been working with most of them over the last 20 years

**Round table 2:**

- Store information (standardized data) into database but what about its sustainability
- Coach researchers to support uptake
- Market analysis has to be filled by expertise as well.
- Question: how do you identify your own needs to invest on pressing needs? Based on the internal expertise and the absence of existing tools to solve this, and with history with clients of 20y or more.

Conclusion: the diverse panel showed us the wide diversity of projects that can use waterRtoM tools. All together we can seat and share views and ideas to better cooperate. There are some platforms already around us able to promote the results to the market and need to be developed further.

- Intro by Silviu: in the afternoon session we will ask the audience input and work to feed the process. Rules are detailed in the leaflet in dossier.

## **15. SESSION 3**

### **15.1. GENERAL RULES OF PARTICIPATION SESSION 3 – WORKING GROUPS - HOW TO CONSOLIDATE A WATER RESEARCH TO MARKET STEP**

In the frame of Water RtoM Final Workshop, the session 3 aims to discuss about the consolidation of the Science-Policy-Market interface. Taking the opportunity that participants come from a diversity of professional sectors on the water field: scientists, practitioners and public administrations, this session brings the opportunity to discuss on their opinions and experiences in working in the water sector.

The session will take place in the format of working groups. This is a workshop method which provides a creative environment for collaborative dialogue, sharing knowledge and creating possibilities.

There are 3 working groups each of them based on different discussions, each group will have 30minutes to discuss on each of the discussion topics (see table below). Groups will be organised so that a mixture of experts from different organisations and fields will be gathered. Thus, all participants will discuss and interact with the others throughout this methodology. The achieved ideas will be collected in a visual format for all the round tables.

Please check in your badge your routine of the discussion groups according to the colours order.

14.30– 16:30	Session 3  How to consolidate the water research to market step (WORKING GROUPS)	DISCUSSION 1- What are the appropriate channels and methods to enhance visibility of the policy and market demands on water?
		DISCUSSION 2- How can we assess the “readiness to be used” of a water research output?
		DISCUSSION 3 How to improve the promotion of the water research results?
16:30-17:00	Session 4  (PLENARY)	WRAP- UP SESSION  Vision of the future of WATER RTOM

#### **GENERAL PROCEDURE**

The methodology is to set the discussion up like a working group:

- One table/chairs group for each thematic group planned. Pens, coloured cards and pin boards are provided for each table.
- Each table is dedicated to one topic and is chaired by a moderator and a reporter.
- The topic of each table will be made well visible for all participants.
- There are a total of 3 rounds, one at each of the tables, with 30min each (to be fine-tuned).
- Participants should briefly present themselves (name, institution) at each round.
- Last round will be used to validate and select the most important conclusions.
- Outcomes of each table will be presented at the end of the workshop in a plenary session at the end of the three rounds.

## 15.2. SESSION 3 - RULES FOR MODERATOR AND REPORTER

Moderator role	<ul style="list-style-type: none"><li>• Welcome and introduce newcomers to the group</li><li>• Introduce the theme, with the support of the A3 document,</li><li>• Share the essence of that discussion group's conversation</li><li>• Guides the discussion to be efficient and facilitate the expression of all the participants (do not let individuals domination)</li><li>• Time keeper,</li><li>• Responsible for closing each discussion round and opening the new round on time.</li><li>• Each thematic will be incremented by the following rounds (capitalization):<ol style="list-style-type: none"><li>1. First round: provision of first ideas</li><li>2. Second round: validation of previous ideas + new ones</li><li>3. Third round, the moderator will ask "how wrtom could fit the 3 main ideas in the future" and participants have to choose the 2 more voted conclusions.</li></ol></li></ul>
Reporter role	<ul style="list-style-type: none"><li>• Give the rules of the discussion: respect, no monopolize the words,</li><li>• Introduces results of previous working groups</li><li>• Takes notes on the paperboard,</li><li>• Ask for clarification if needed</li><li>• After finishing all working sessions, synthesises results of all rounds</li></ul>

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### END OF THE WORKING GROUP

Each Reporter+moderator will give the 2-3 main ideas to **Natacha Jacquin**, general speaker for the wrap-up session. She will present the main messages in the plenary session.

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## DISCUSSION 1- What are the appropriate channels and methods to enhance visibility of the policy and market demands on water?

Martin Forst (EEN) – MODERATOR

Natacha Amorsi (CIS-SPI) - REPORTER

### DISCUSSION 1

What are the appropriate channels and methods to enhance visibility of the policy and market demands on water?

Is it needed a permanent service identifying those demands?

Some food for discussion from Water RtoM guidelines:



### INTRODUCTION (5mn)

Regulations change as well as the social environment, and obligations are regularly imposed to achieve a better status of water ecosystems. Thus, practitioners are frequently changing / adapting their needs and looking for being innovative in order to become competitive at market level. This innovation need by SME's requires products and technologies ready to be brought to the market. Is it possible to better identify the users' demand for new solutions and the changes coming from the market?

This step is focusing at the level of identification of the demand for new research results coming from the market. To improve this identification of the users' needs, two best practices are provided:

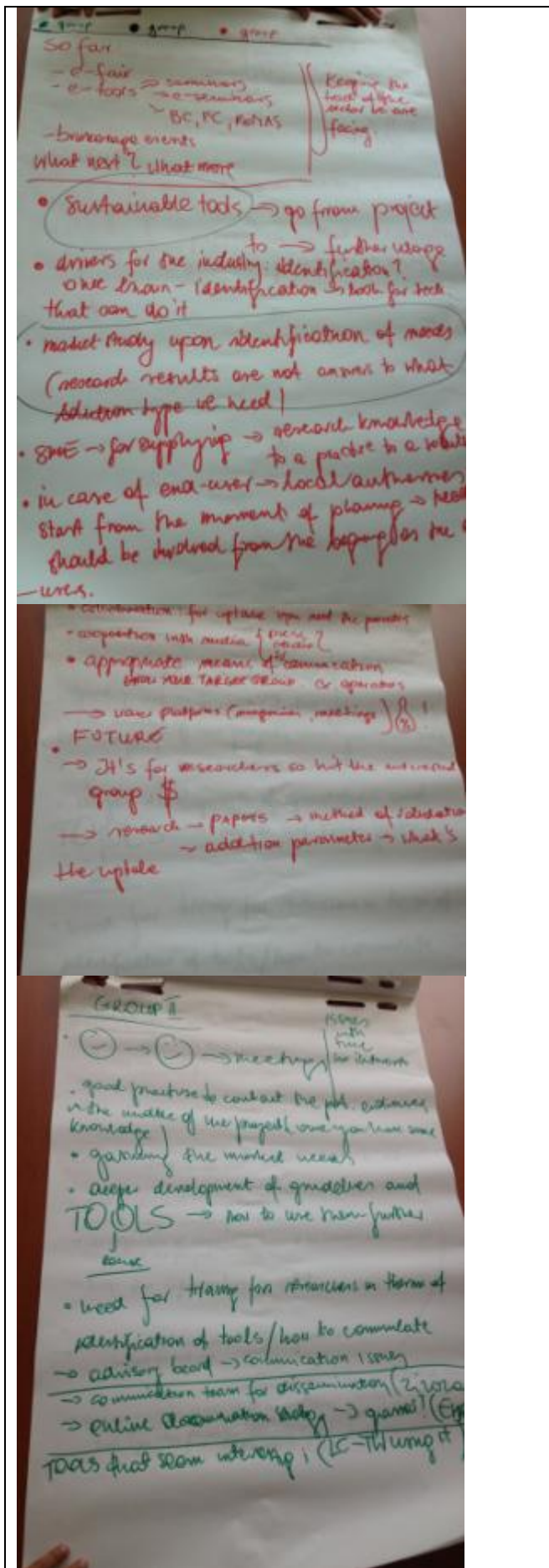
- 1) Encouraging networking and clustering of researchers, end-users, SMEs (facilitating innovation needs expression and answering market needs)
- 2) Identifying future needs, related to changes in the regulation, social changes, environmental factors, economical considerations, changes in attitudes.

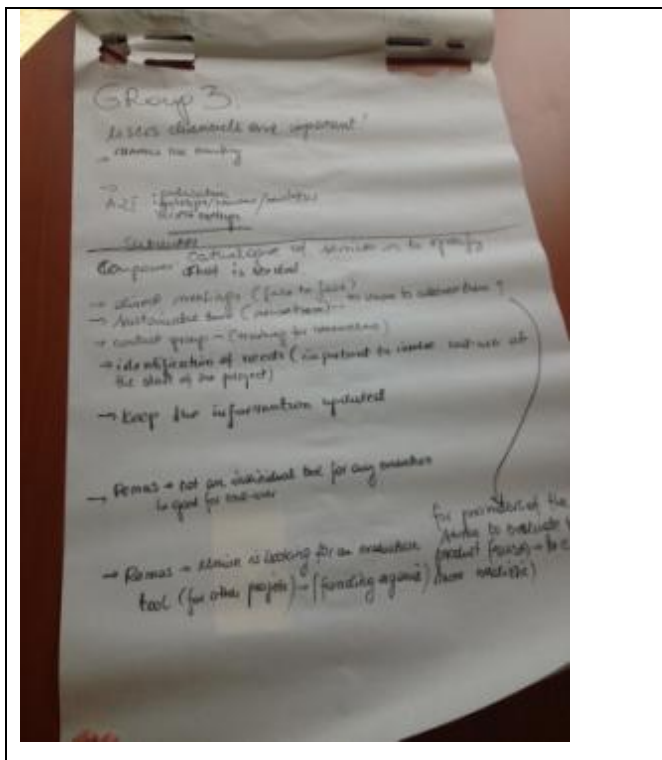
### DISCUSSION: The moderator will try to have concrete actions/ideas...

What do you think about these ideas? Are they relevant? Are they not relevant? What is missing? How to Improve?

**Last round:** How develop the most important actions/tools in the future Water RtoM?

### RESULTS FROM DISCUSSION 1







## DISCUSSION 2- How can we assess the “readiness to be used” of a water research output?

MODERATOR: Francisca Gómez (SWTP)

REPORTER - : Anna Giménez (Amphos 21)

### DISCUSSION 2

How can we assess the “readiness to be used” of a water research output?

Who is the appropriate actor to undertake this assessment?

Some food for discussion from Water RtoM guidelines:

IDENTIFYING and  
COLLECTING RESEARCH

3 - Enhancing the identification and gathering of innovative results  
4 - Enhancing visibility of information about research

ASSESSING RESEARCH  
OUTPUTS IN TERMS OF

5 - Using a framework for analysis to assess the distance to market of research outputs  
6 - Facilitating reuse and implementation of research outputs (IPR)  
7 - Creating users' committees (how do we know if the innovation offer has been relevant according to the addressed needs?)  
8 - Developing a tool matching needs and offer

### INTRODUCTION

European funding programmes have proven to be more effective in the collection of information about research projects, but they are still facing difficulties in collecting transferable outputs outside the scientific community. At the national level this situation becomes even more difficult with very limited research project databases showing research projects and rarely can one identify the market transferable outputs.

Best practices to improve the identification and collection of research outputs and to improve the assessment, knowledge, understanding and promotion of research outputs:

→ read the picture above

### DISCUSSION

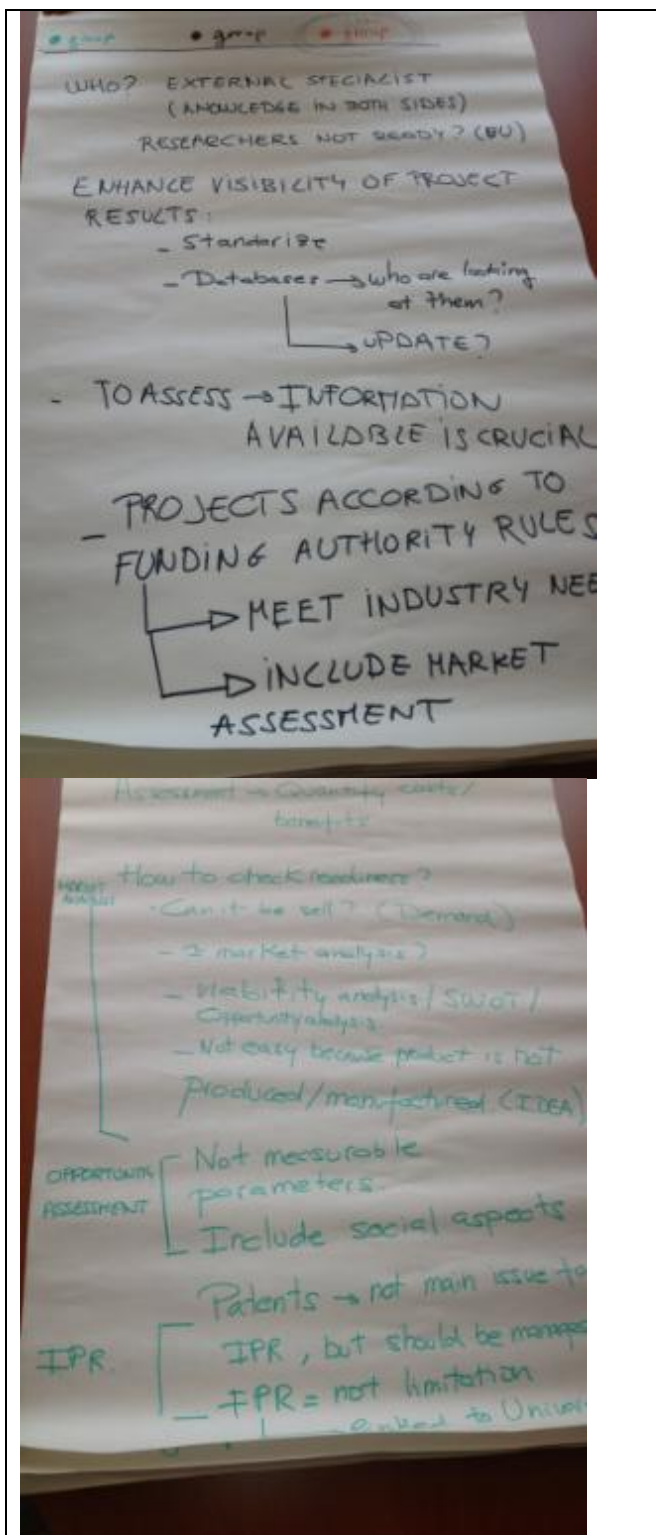
**The moderator will try to have concrete actions/ideas...**

What do you think about these propositions? Are they relevant? Are they not relevant? What is missing? How to Improve?

*(How to assess and analyse the status of the outputs with regards to its uptake? How to establish what is needed to do after research? )*

- Last round: How develop the most important actions/tools in the future Water RtoM?

### Results from DISCUSSION 2



Enhance communication between  
research and market.

- Knowledge Transfer Agency is useful?  
Technology → Application

• Example of Technological Centres,  
more focused on industry needs

↳ Applied research.

↳ More Private projects

- Need: office to link outputs of  
research with the market / promote  
research knowledge among industry
- Market need  $\Rightarrow$  industry does not  
know where find the proper research  
group

# 2

① EACI: play the role to  
discriminate research outputs

Label information projects:

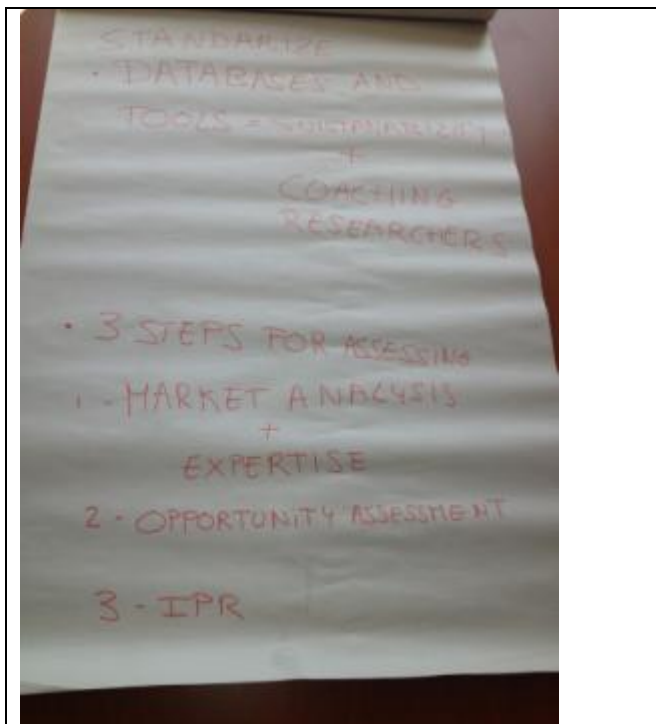
- Environmental
- Financial

② INFO PROCESS model - 3 STAGES

- Technology push
- Market need
- Commercialization

Application for WETON

- Tool has future if research institutes find it  
interesting.



### DISCUSSION 3- How can we assess the “readiness to be used” of a water research output?

MODERATOR : Yunona Videdina (Association VERSeau Développement)

REPORTER : Aleksandra Jato (GWF)

#### DISCUSSION 3

What are the best communication activities to promote research results? How to reinforce its attractiveness to users?

Is it needed special actors or a service to undertake these activities?

#### Some food for discussion from Water RtoM guidelines

PROMOTING RESEARCH OUTPUTS  
TO THE USERS

9 - Developing effective communication activities in research projects  
10 - Reinforcing attractiveness of research outputs (linked to universities and their development structures...)

#### INTRODUCTION

Once outputs are ready to be implemented there are a variety of mechanisms to promote and communicate them to the potential users. Water RtoM has experienced different dissemination activities (seminars, brokerage events, e-seminars, online tools, etc.). The gathered experience results in the following two best practices:

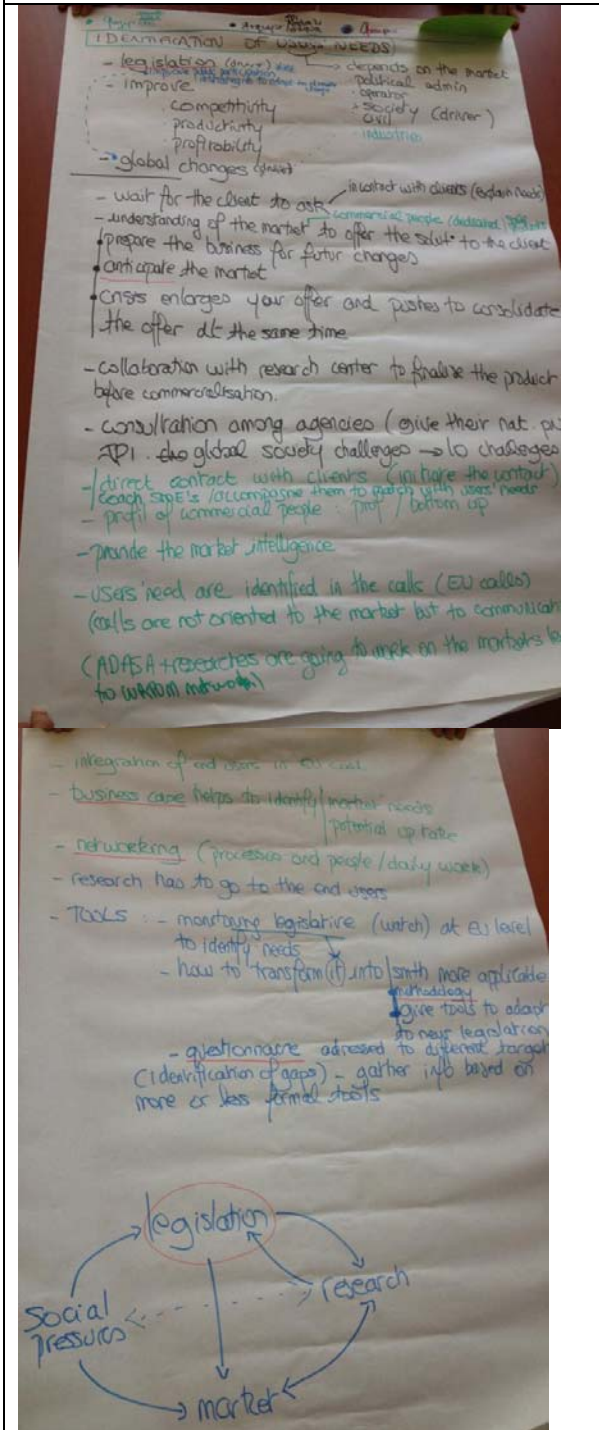
- Developing communication activities in research projects
- Reinforcing attractiveness of research outputs.

#### DISCUSSION: The moderator will try to have concrete actions/ideas...

What do you think about these propositions? Are they relevant? Are they not relevant? What is missing? How to Improve?)

Last round: How develop the most important actions/tools in the future Water RtoM?

## RESULTS FROM DISCUSSION 3



### Minutes and conclusions

#### Who are the our targets? Our stakeholders?

- Combination of end users, researchers and transfer people in this process
- Target: identifying needs and then reallocate research results.
- What are key grounds for needing research results?  
New legislation, money savings, improvement of the competitiveness, profitability, productivity, quality.
- Who is the end user? Depends on the market it can be the client who opens the tap, the operators, the public administration.
- Global changes and civil society/citizens are a driver.
- But in the real life, the target is more a clearly delineated actor.

### *How do you go about identifying the needs?*

Either we wait until new driver or demand from clients occurs (close contact with client) or analyse and understand the market to offer the solution, or prepare the business for future and anticipate,

- With the crisis, enlargement of offer occurs and pushes to consolidate the offer. Monopoly is challenged by outsiders
- Some stakeholders try to do a reduction of timing: how ADASA could reach 3-4 years? Is more from research result to marketing, but still rather short. Patents coming from universities are not usable in general as the transfer from lab to practical field needs many changes, so prefer collaboration with universities rather than making the transition to the field.
- Having already in mind the target of being on the market from the start is a core to allow success of the transfer.
- The approach is to be pragmatic by asking the uni what they have on the shelves and in the pipes

### *Research needs identification: how did it work?(question to the Water JPI)*

- Consultation process among agencies to identify research needs (national priorities).
- (overall the JPIs were established to tackle society challenges, and 10 were identified)
- Very top down approach whereas everyone recognise the need to involve ground needs. In the pilot phase each national agency collected needs from the ground in a different way and this was gathered together to build the common strategy.

### *2<sup>nd</sup> roundtable*

#### *Who are the our targets? Our stakeholders?*

- Understanding the market is done by commercial people (20-30 commercial sales or tendered applicant people), they initiate the contact.
- Every solution provider has direct contact with clients and is able to understand their needs, in Adasa most often technicians that progressively went to commercial activities, in Amphos 21 they are high level experts that match the client needs with the research possible or needed.

#### *How do you go about identifying the needs?*

- (INNOWATER) the approach was done with a coach able to connect the SME to the researchers and apply for funding.
- To provide the market intelligence to research community.
- Reinforcing the offer and Users' needs can be already identified in the call (EU calls).

#### *Research needs identification: how did it work?*

- Calls are now imposing communication but not market itself.
- Key solution can be to involve a real end user of the result for applied research (EU calls, national calls?).
- Business cases help identify the potential uptake and profitability
- Networking is a key point and success factor.
- Most of this is more people and daily work than tools and devices.

### *3<sup>rd</sup> roundtable*

- Researchers have not only to be passive, but go to the end user and be active (only way it works, end users will not go to research).
- Legislation is a key driver and filter of the rest of the needs. Watching of EU legislation is therefore key factor and tool to identify user needs. How to transform it into something more applicable: best practice is to give tools to authorities to adapt to new legislation.
- Public participation in developing the legislation is important to develop pragmatic approaches to adapt to global changes.
- Without testing it is not possible to answer
- Identification of users needs can be also be made via questionnaires (formal or informal via contacts but guided via set of questions) to participants with different audience and target the key points of each audience (identification of gaps).

*In summary:*

- One of the best/key approach is networking
- Legislation watching to have early signs of new developments coming
- Need of questionnaire to extract comprehensive information
- Business cases to identify marketable things
- Ongoing circular process between social pressures, legislation, research, market.

## 16. WRAP UP SESSION (Zbigniew Sobociński)

### Remarks:

#### Open questions for Water RtoM

- Will our work be useful to others?
- Is it worth to think about prospective activities?

#### Validation by participants:

- Impression that it is really worth to think about the second life we are about to discuss
- REMAS as a tool to evaluate internally your projects might be useful for next years
- Guidelines have to be updated according to real life, especially in situation when REMAS will be in use after the project ends / standardized according to different outputs
- Our website should be updated and information kept about outputs useful for everybody
- Standardization of activities on one side, expectations from EU funding on the other side should be kept in a form to use our individual experience and prepare information in the most objective way.

#### Contacts proposed by participants for future steps:

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Allenvi: Nathalie dorfliger [n.dorfliger@brgm.fr](mailto:n.dorfliger@brgm.fr)

[Octavi.quintana@ec.europa.eu](mailto:Octavi.quintana@ec.europa.eu): directeur European research area

Market and society uptake

[Armela.Dino@mineco.es](mailto:Armela.Dino@mineco.es), +34 91 60 377 52

## 17. SESSION 5 - NETWORKING SESSION

### EMAIL INVITATION

Last session of the event is a **NETWORKING SESSION** (17:00-17:30). It consists in pre-booked bilateral meetings with a maximum of six, where you can discuss individually with the participant institutions during 10 minutes.

Should you want to participate in the networking session, please send an email to us as soon as possible with the subject: **PARTICIPATION TO THE NETWORKING SESSION** and we will come back to you with the participant list of this session in order to let you book bilateral meeting, the final agenda of your bilateral meeting will be delivered to you at the registration.

Best regards,

The organising team

Following are all scheduled meetings:

TIME	OIEau (OFFICE INTERNATIONAL DE L'EAU)
17:00-17:10	WATER JPI
17:10 – 17:20	INNOWATER and NETHERLANDS WATER PARTNERSHIP
17:20 – 17:30	CREAF (Centre for Ecological Research and Forestry Application)



17:30 – 17:40	SPANISH WATER TECHNOLOGY PLATFORM
	Association VERSeau Développement – PENDING
	ARA (Romanian Water Association) - PENDING

TIME	Gdansk Water Foundation
17:20-17:30	SPANISH WATER TECHNOLOGY PLATFORM

TIME	SPANISH WATER TECHNOLOGY PLATFORM
17:00-17:10	INNOWATER and Netherlands Water Partnership
17:10 – 17:20	ARA (Romanian Water Association)
17:20 – 17:30	Gdansk Water Foundation
17:30 – 17:40	OIEau (OFFICE INTERNATIONAL DE L'EAU)

TIME	Institute of Meteorology and Water Management National Research Institute
17:00-17:10	CREAF (Centre for Ecological Research and Forestry Application)

TIME	Association VERSeau Développement
17:00-17:10	CSIC (Spanish Council for Research)
17:10 – 17:20	AIN (Industry Association of Navarre)
17:20 – 17:30	WSSTP (Water Supply and Sanitation Technology Platform)
17:30 – 17:40	Terra Cypria

17:40 – 17:50	CREAF (Centre for Ecological Research and Forestry Application)
17:50 -18:00	INNOWATER and Netherlands Water Partnership
Pending request	OIEau (OFFICE INTERNATIONAL DE L'EAU)

TIME	ARA (Romanian Water Association)
17:00-17:10	CATALAN WATER PARTNERSHIP
17:10 – 17:20	WSSTP (Water Supply and Sanitation Technology Platform)
17:20 – 17:30	SPANISH WATER TECHNOLOGY PLATFORM
17:30 – 17:40	INNOWATER and Netherlands Water Partnership
17:40 – 17:50	CCI Limousin (Enterprise Europe Network)
17:50 -18:00	CREAF (Centre for Ecological Research and Forestry Application)
	OIEau (OFFICE INTERNATIONAL DE L'EAU) - PENDING

TIME	CCI Limousin (Enterprise Europe Network)
17:40 – 17:50	ARA (Romanian Water Association)

TIME	WSSTP (Water Supply and Sanitation Technology Platform)
17:20 – 17:30	Association VERSeau Développement
17:30 – 17:40	ARA (Romanian Water Association)

TIME	CSIC (Spanish Council for Research)
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17:00-17:10	Institute of Meteorology and Water Management National Research Institute
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TIME	CATALAN WATER PARTNERSHIP
17:00-17:10	ARA (Romanian Water Association)
17:10 – 17:20	CREAF (Centre for Ecological Research and Forestry Application)

TIME	Water JPI
17:00-17:10	OIEau (OFFICE INTERNATIONAL DE L'EAU)

TIME	INNOWATER and Netherlands Water Partnership
17:00-17:10	SPANISH WATER TECHNOLOGY PLATFORM
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TIME	Terra Cypria
17:30 – 17:40	Association VERSeau Développement

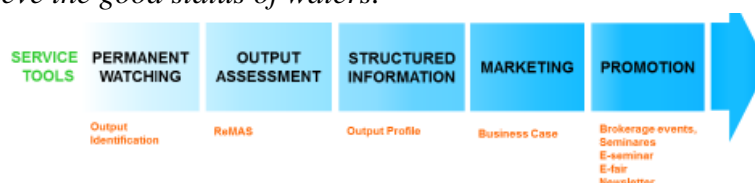
## 18. QUESTIONNAIRES

### 18.1. Questionnaire template

#### MARKET SURVEY « Water RtoM as a service »

Water RtoM aims *to provide a service* adding a step in the existing transfer scheme, in order to bring on the market new solutions to achieve the good status of waters.

The service and tools are



You are: ☐ researcher ☐ funding institution ☐ user(market) ☐ policy maker ☐ other (specify).....

#### 1. In general, was this seminar useful for your daily work?

☐ Very useful ☐ Average ☐ Not very useful ☐ Not useful at all

#### 2. Are you interested in WaterRtoM service as tool for dissemination of knowledge

☐ Very useful ☐ Average ☐ Not very useful ☐ Not useful at all

#### 3. What tools are you interested in to speed up the transfer of research outputs to the market? (more choices are acceptable)

☐ Output Identification tool ☐ Assessment tool in term of distance to the market

- ☐ Promotion tool (E-fair, E-seminars)      ☐ No interest

**4. What service proposed by WaterRtoM you might be interested in... (more choices are acceptable)**

- ☐ Permanent watching  
☐ Output assessment (defining the next developments to be ready to use)  
☐ Marketing/ Promoting/disseminating the outputs

**5. Do you think, that service proposed by WaterRtoM responds to the market needs?**

- ☐ No, there is no demand  
☐ No, the service is not attractive  
☐ Yes but it is not ready to use and need further development  
☐ Yes, it is ready to use but not fit to be on the market (difficult to find resources)  
☐ Yes it does fit to be on the market

**6. Would you be willing to pay for the service?**

- ☐ Yes      ☐ Yes with support from public grant (☐ 100% - ☐ 50% ☐ specify if other.....)  
☐ Not      ☐ Not at this moment (explain shortly)

**7. What are your suggestions for the future of Water RtoM as a service?**

Please leave us your details below if you'd like us to contact you for further information

Name, surname:

Company:

Address mail

Country:

I'm interested in

.....  
.....

Thank you !

## **18.2. Results**

Market survey results are provided in the Business Plan deliverable

## 19.PROMOTION MATERIAL

### 19.1. FLYER

#### OBJECTIVES

This event aims to discuss together about the efficiency of new knowledge transfer tools to speed up the uptake of research outputs to practitioners. The objective is to present best experiences and evidence in the existing transfer schemes to speed up innovation in the water sector.

Water RtoM project assistance for selecting more than 200 research outputs from Europe, assessing them in terms of relevance to market, setting up more than 50 outputs to an initial and promising of several events.



Water RtoM, January 2013  
Funding Source: FP7, H2020 & European Union

#### PARTNERS OF WRtoM



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Web: [www.europa.eu](http://www.europa.eu)



Flemish Water Association  
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Web: [www.vaw.be](http://www.vaw.be)

Water research to market project



#### WATER RESEARCH TO MARKET

##### FINAL SEMINAR

25<sup>th</sup> JUNE, 2013  
BARCELONA, SPAIN

The Water Research to Market experience as a chance to boost the implementation of innovative solutions into the water sector

[www.wrtom.org](http://www.wrtom.org)  
Email: [water@wrtom.org](mailto:water@wrtom.org)  
Telephone: +34 932 11 47 30

#### AGENDA

TIME	TOPIC	MODERATOR
10:00-10:30	WELCOME, OPENING AND NETWORKING	
10:30-11:00	Session 1: <b>Water Research to Market</b>	
11:00-11:30	Session 2: <b>Water Research to Market</b>	
11:30-12:00	LUNCH BREAK	
12:00-12:30	Session 3: <b>Water Research to Market</b>	
12:30-13:00	Session 4: <b>Water Research to Market</b>	
13:00-13:30	Session 5: <b>Water Research to Market</b>	
13:30-14:00	Session 6: <b>Water Research to Market</b>	
14:00-14:30	Session 7: <b>Water Research to Market</b>	
14:30-15:00	Session 8: <b>Water Research to Market</b>	
15:00-15:30	Session 9: <b>Water Research to Market</b>	
15:30-16:00	Session 10: <b>Water Research to Market</b>	
16:00-16:30	Session 11: <b>Water Research to Market</b>	
16:30-17:00	Session 12: <b>Water Research to Market</b>	
17:00-17:30	Session 13: <b>Water Research to Market</b>	
17:30-18:00	Session 14: <b>Water Research to Market</b>	
18:00-18:30	Session 15: <b>Water Research to Market</b>	
18:30-19:00	Session 16: <b>Water Research to Market</b>	
19:00-19:30	Session 17: <b>Water Research to Market</b>	
19:30-20:00	Session 18: <b>Water Research to Market</b>	
20:00-20:30	Session 19: <b>Water Research to Market</b>	
20:30-21:00	Session 20: <b>Water Research to Market</b>	
21:00-21:30	Session 21: <b>Water Research to Market</b>	
21:30-22:00	Session 22: <b>Water Research to Market</b>	
22:00-22:30	Session 23: <b>Water Research to Market</b>	
22:30-23:00	Session 24: <b>Water Research to Market</b>	
23:00-23:30	Session 25: <b>Water Research to Market</b>	
23:30-24:00	Session 26: <b>Water Research to Market</b>	
24:00-24:30	Session 27: <b>Water Research to Market</b>	
24:30-25:00	Session 28: <b>Water Research to Market</b>	
25:00-25:30	Session 29: <b>Water Research to Market</b>	
25:30-26:00	Session 30: <b>Water Research to Market</b>	
26:00-26:30	Session 31: <b>Water Research to Market</b>	
26:30-27:00	Session 32: <b>Water Research to Market</b>	
27:00-27:30	Session 33: <b>Water Research to Market</b>	
27:30-28:00	Session 34: <b>Water Research to Market</b>	
28:00-28:30	Session 35: <b>Water Research to Market</b>	
28:30-29:00	Session 36: <b>Water Research to Market</b>	
29:00-29:30	Session 37: <b>Water Research to Market</b>	
29:30-30:00	Session 38: <b>Water Research to Market</b>	
30:00-30:30	Session 39: <b>Water Research to Market</b>	
30:30-31:00	Session 40: <b>Water Research to Market</b>	
31:00-31:30	Session 41: <b>Water Research to Market</b>	
31:30-32:00	Session 42: <b>Water Research to Market</b>	
32:00-32:30	Session 43: <b>Water Research to Market</b>	
32:30-33:00	Session 44: <b>Water Research to Market</b>	
33:00-33:30	Session 45: <b>Water Research to Market</b>	
33:30-34:00	Session 46: <b>Water Research to Market</b>	
34:00-34:30	Session 47: <b>Water Research to Market</b>	
34:30-35:00	Session 48: <b>Water Research to Market</b>	
35:00-35:30	Session 49: <b>Water Research to Market</b>	
35:30-36:00	Session 50: <b>Water Research to Market</b>	
36:00-36:30	Session 51: <b>Water Research to Market</b>	
36:30-37:00	Session 52: <b>Water Research to Market</b>	
37:00-37:30	Session 53: <b>Water Research to Market</b>	
37:30-38:00	Session 54: <b>Water Research to Market</b>	
38:00-38:30	Session 55: <b>Water Research to Market</b>	
38:30-39:00	Session 56: <b>Water Research to Market</b>	
39:00-39:30	Session 57: <b>Water Research to Market</b>	
39:30-40:00	Session 58: <b>Water Research to Market</b>	
40:00-40:30	Session 59: <b>Water Research to Market</b>	
40:30-41:00	Session 60: <b>Water Research to Market</b>	
41:00-41:30	Session 61: <b>Water Research to Market</b>	
41:30-42:00	Session 62: <b>Water Research to Market</b>	
42:00-42:30	Session 63: <b>Water Research to Market</b>	
42:30-43:00	Session 64: <b>Water Research to Market</b>	
43:00-43:30	Session 65: <b>Water Research to Market</b>	
43:30-44:00	Session 66: <b>Water Research to Market</b>	
44:00-44:30	Session 67: <b>Water Research to Market</b>	
44:30-45:00	Session 68: <b>Water Research to Market</b>	
45:00-45:30	Session 69: <b>Water Research to Market</b>	
45:30-46:00	Session 70: <b>Water Research to Market</b>	
46:00-46:30	Session 71: <b>Water Research to Market</b>	
46:30-47:00	Session 72: <b>Water Research to Market</b>	
47:00-47:30	Session 73: <b>Water Research to Market</b>	
47:30-48:00	Session 74: <b>Water Research to Market</b>	
48:00-48:30	Session 75: <b>Water Research to Market</b>	
48:30-49:00	Session 76: <b>Water Research to Market</b>	
49:00-49:30	Session 77: <b>Water Research to Market</b>	
49:30-50:00	Session 78: <b>Water Research to Market</b>	
50:00-50:30	Session 79: <b>Water Research to Market</b>	
50:30-51:00	Session 80: <b>Water Research to Market</b>	
51:00-51:30	Session 81: <b>Water Research to Market</b>	
51:30-52:00	Session 82: <b>Water Research to Market</b>	
52:00-52:30	Session 83: <b>Water Research to Market</b>	
52:30-53:00	Session 84: <b>Water Research to Market</b>	
53:00-53:30	Session 85: <b>Water Research to Market</b>	
53:30-54:00	Session 86: <b>Water Research to Market</b>	
54:00-54:30	Session 87: <b>Water Research to Market</b>	
54:30-55:00	Session 88: <b>Water Research to Market</b>	
55:00-55:30	Session 89: <b>Water Research to Market</b>	
55:30-56:00	Session 90: <b>Water Research to Market</b>	
56:00-56:30	Session 91: <b>Water Research to Market</b>	
56:30-57:00	Session 92: <b>Water Research to Market</b>	
57:00-57:30	Session 93: <b>Water Research to Market</b>	
57:30-58:00	Session 94: <b>Water Research to Market</b>	
58:00-58:30	Session 95: <b>Water Research to Market</b>	
58:30-59:00	Session 96: <b>Water Research to Market</b>	
59:00-59:30	Session 97: <b>Water Research to Market</b>	
59:30-60:00	Session 98: <b>Water Research to Market</b>	
60:00-60:30	Session 99: <b>Water Research to Market</b>	
60:30-61:00	Session 100: <b>Water Research to Market</b>	


#### GUIDELINES

Water RtoM provides best practices to speed-up the transfer of water-related research outputs to practitioners based on project partners' experience gained during the project. The guide offers the perspective of members of national markets of water in which the four partners have implemented the project.

The specific objectives of these Guidelines are:

- To introduce a set of tools that supports the dissemination and the promotion of the research outputs to the market, all of them developed during Water RtoM project.
- To provide best practices for the water knowledge transfer starting from lessons learnt from the Water RtoM project.
- To recommend on how to better achieve the water knowledge transfer.

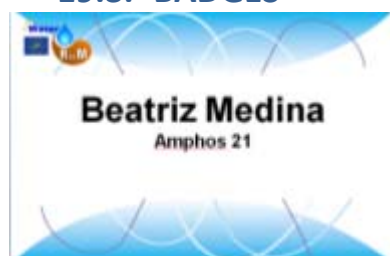
The tools and best practice are meant for water practitioners, being mostly water utilities, water utilities, suppliers of technologies, as well as researchers, research funding bodies and knowledge transfer institutions who are all involved in the water management process.



## 19.2. ROLL- UP



## 19.3. BADGES



## 19.4. COVER FOR THE GENERAL PROJECTION

