

WATER RESEARCH TO MARKET

to speed-up the transfer of water related research output
to better implement the water directives

WATER RtoM project
LIFE09 ENV/FR/000593
(sept 2010 – Aug. 2013)



AMPHOS²¹


Gdańska Fundacja Wody



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CONTEXT

Less than 40% of water bodies will meet the good ecological status in 2015 (WFD and daughter directives)

- ↪ Need of innovative solutions and new knowledge
- ↪ Lack of time of practitioners and often research outputs not ready-to-use are an obstacle to transfer the innovative tools to the end-users in a short delay (<10 years)

THE IDEA

To speed-up the transfer of water related research outputs to better implement the WFD in **adding a step** between research and existing technology transfer scheme (time lag down to 3 - 5 years)



OUR PARTNERSHIPS

- *INTERNATIONAL OFFICE FOR WATER, OIEAU, FRANCE* (Project manager) – French Service for Information on Water, National training center, Institutional and international expertise on IWRM
- *AMPHOS 21, SPAIN* – Strategic and environmental consultancy in IWRM and environmental topics
- *GDANSK WATER FOUNDATION, GFW, POLAND* – Training center and interface research centers to end-users
- *FOUNDATION PROFESSIONAL TRAINING CENTER IN WATER PUBLIC SECTORS (FUNDATIA CENTRUL DE FORMARE SI PERFECTIIONARE PROFESIONALA IN DOMENIUL APEI) ROMANIA* – Training and expertise center, specialized body of the Romanian Water Association

AMBITION OF WATER RTOM

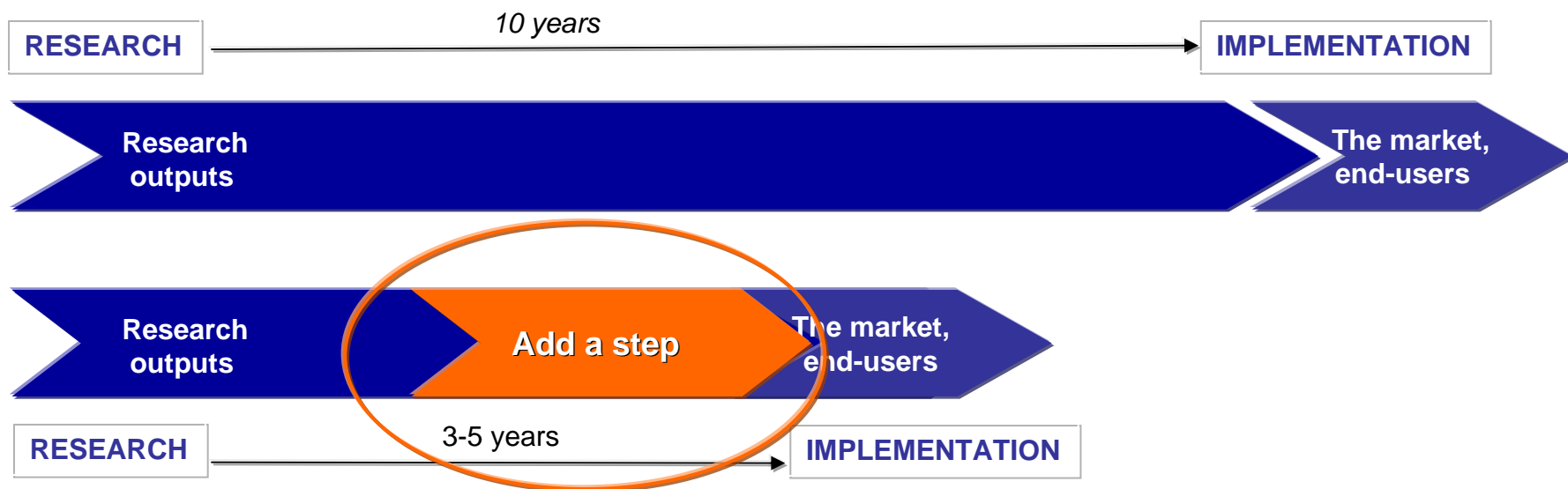
- To make the current innovations **available** to a regional, a national and an EU level*
- To identify **the needs of tools** for the practitioners
- To boost the transfer by **adding a step** in between the existing transfer schemes
- ↪ ***To offer a service for practitioners and to promote the innovation via e-fair, events...***

*to facilitate the reaching of the good ecological status of water bodies in 2021



Sept 2010-Aug 2013

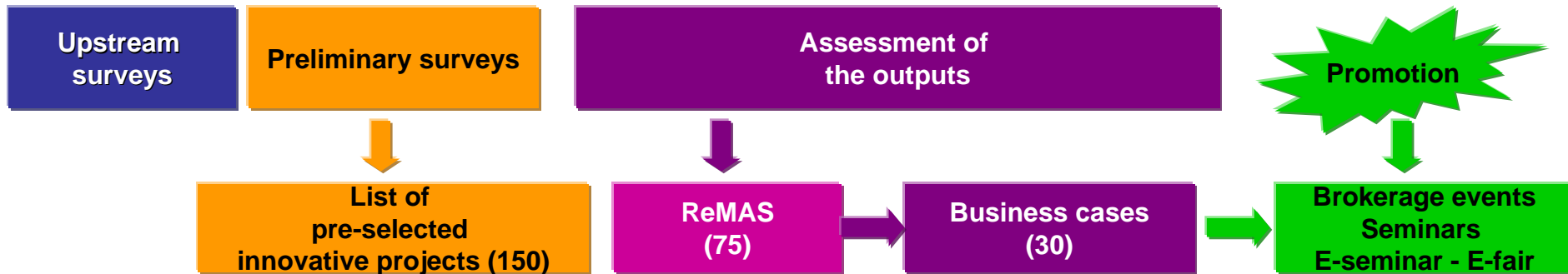
OUR AIMS





Sept 2010-Aug 2013

OUR STRATEGY





WHO IS WRTOM FOR ?

- 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

LIAISON COMMITTEE = 8 ASSOCIATED PARTNERS

ROLE

- To link the project to the needs of different stakeholders
- To help in market value evaluation of selected outputs
- To support the project consortium in creation of good relation between researchers and potential “end users”

TASKS

- To validate the methodologies developed
- To promote the dissemination of the project activities
- To advise about how to do better and how to design a sustainable initiative for the future
- To consult utility and reasonableness of chosen outputs



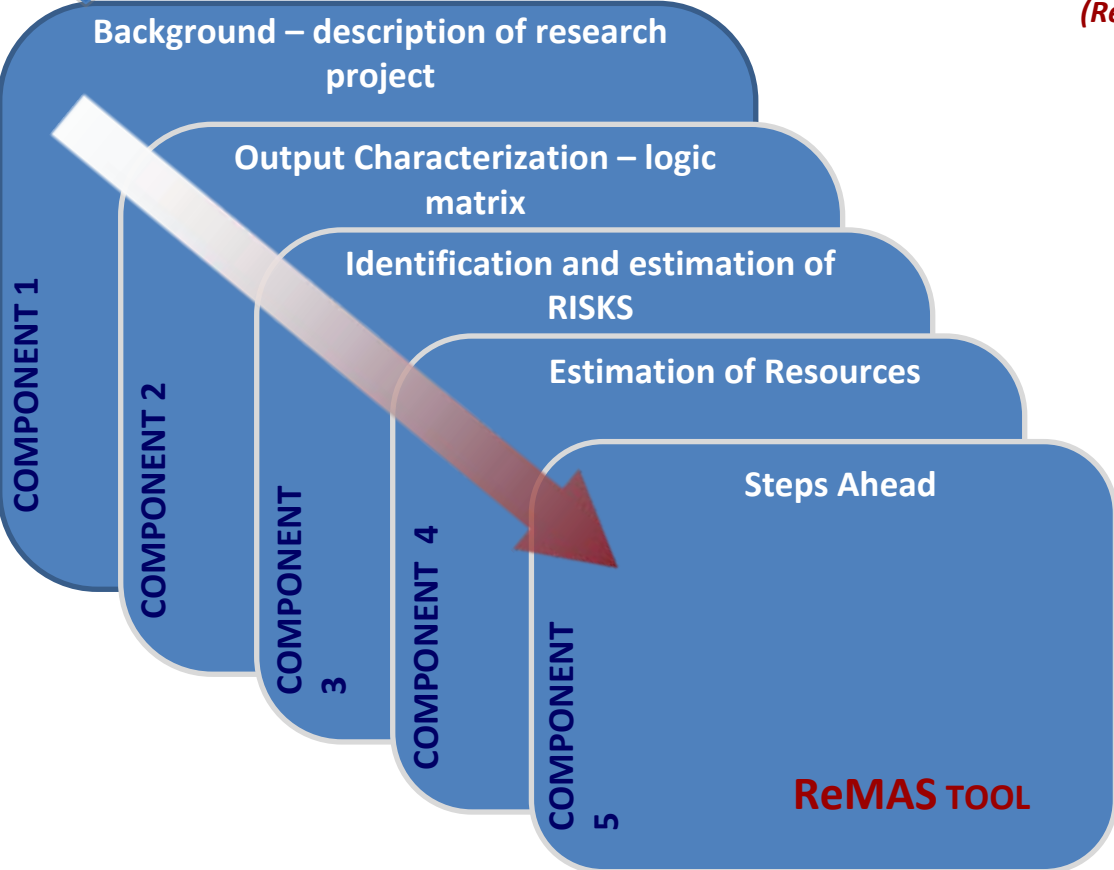


ACTIVITIES

- **Permanent watching** of the research outputs
- **Assessment in terms of distance to the market**
- **Promotion/dissemination** of innovations
 - Information factsheets for dissemination during events
 - E-tools (e-fair, e-seminar)
- A website with the innovation www.waterrtom.eu
- Toward a sustainable service **Water RtoM** after the LIFE project



PRE-SELECTED LIST OF PROJECTS



ReMAS

(Research to Market Assessment Strategy)

PRECURSOR BUSSINESS CASE

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BUSINESS CASE (1)

- A common part with ReMAS
- A detailed part
 - Functioning
 - Availability of the output
 - Market situation
 - Market Activities to achieve the « ready to use » status
 - Legal achievements
 - Technical Activities to achieve the « ready to use » status
 - Economical analysis
 - Weakness of the output
 - Permission of the owner to disseminate the business case



BUSINESS CASE (2)

- An action plan : concrete actions to get output in the “ready to use” status
 - Research actions (*e.g further test*)
 - Marketing actions – promotion of the output (*e.g demo session, translation, interface user*)
 - Legal action (*e.g copyright acquisition*)
 - Training and capacity building actions (*e.g user guide, training modules*)
 - Actions post-implementation (*e.g phone service*)

IN SUMMARY, WATER RTOM TO MAKE CONNECTIONS BTW. SCIENCE AND POLICY



- Permanent Watching of **OFFER & NEEDS**
- **ASSESSMENT** of the distance to the market and **ROAD MAPPING**
- **PROMOTION** of innovation precursors