

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

"EUROPE-INBO 2011"



AMPHOS²¹





AIMS

- to **speed-up the transfer** of research outputs to practitioners for a better implementation of the WFD (Water Framework Directive)
- to **connect** policy, science and practice
- to **promote** national (PL, FR, RO, ES) and international **outputs** of projects (LIFE, Interreg, etc.) – **selection** of more than 60 research projects and analyze their results



HOW THE AIMS WILL BE ACHIEVED – ACTIVITIES AND TOOLS

PERMANENT WATCHING TO THE SECTOR

RESEARCH MARKET ASSESSMENT STRATEGY

- **Business cases** will be developed in close negotiation with the researchers for the implementation (roadmap)

THE PROMOTION OF INNOVATION PRECURSORS

- Brokerages (1 or 2 days long each)
- Seminars (1 day long each)
- E- seminars (2-hour web conferences)
- E - Fairs (permanent)

HOW THE AIMS WILL BE ACHIEVED – ACTIVITIES AND TOOLS

- Providing Special Project website – www.waterrtom.eu
- Edition of publications
- Support of Liaison Committee
- Collecting Questionnaires' (information from target groups regarding their needs)
- Creating e-tool ReMAS (The **R**esearch to **M**arket **A**ssessment **S**trategy)
 - a solid e-tool providing fast and efficiently reviewing and estimating of chosen products (outputs)



WHY THE REMAS E-TOOL SHOULD INTEREST YOU?

Special criteria of choosing and analyzing the outputs for ReMAS:

1. Potential public interest
2. Further efforts to make (legal, research, etc.)
3. Economic risk
4. Market competences (is the output unique?)
5. Understanding of process (related to technologies, software)



PROJECT MATRIX CHARACTERIZATION - each project should be characterised systematically through this form						
PROJECT OVERALL DESCRIPTION						
PROJECT	n°	LIFE06/ENV/F/000132	Project funding body	EC & French water Agency	Project summary	
	ACRONYM	CONCERT'EAU	Programme	LIFE06	1- main objective is to demonstrate the feasibility of a collaborative technological platform (CTP). 2- The CTP includes a high-tech toolbox to simulate and evaluate mitigation measures through a web-based and multi-institutional collaborative management system. 3- The project should result in significant decreases of nitrate and pesticide concentrations in surface water Results: a web-platform, evaluation of transferability	
	TITLE	Collaborative Technological Platform for implementation for WDF within agricultural context	Water directive related	WFD Nitrates Directive (Directive 91/676/EEC)		
COUNTRY/countries	France, Spain	Please add more items				
YEARS		01-OCT-2006 to 30-SEP -2009	WEBSITE	http://concerteau.ecobag.org		
MEMBERS <i>(highlighted project coordinator)</i>		ECOBAG-ADERA (FR) CRAN (ES) CNRS (FR), CEMAGREF (FR), INPT (FR), INRA (FR), IRH (FR), SILOGIC (FR), INFOTERRA (FR)	Contact information	Project Manager: Jean RIVENC Tel: +33 5 56151156 Fax: +33 5 56151160 Email: ecobag1@ecobag.org		
PROJECT CHARACTERISATION						
Criteria (for each category it is possible to characterised from 1 to 3 items)	Water topic		Field of Science	Project goals	Target audience	Research organisations involved
	Type of water mass	Water problem dealt with				
	Aquatic Ecosystem	Agricultural pollution	Participatory process	promoting sustainable	Key stakeholders (admin	Research centre (public body)
	Groundwater	Consumption/ drinking water	Agronomy / Agriculture	reducing pollution of gr	Agricultural organisation	University
	Surface water					Privat centre:consultancy
COMMENT of the analyst						
The web platform is not available on internet. To have more information, contact the project manager. Difficult to know if the project succeed or not, and it is indicated that after ended, there were meetings to evaluate the transferability in other countries On the paper, Relevant project for water RtoM, to disseminate this tool of governance and change of practices						



OUTPUTS CHARACTERISATION									
NEEDS -Status of the output in the market	Typology of outputs								
	Immaterial						Material		
	Immediate outputs - KNOWLEDGE				Intermediate outputs - TOOLS			Ultimate outcomes - PRODUCTS	
	Ideas/Theories	Methodologies	Guidelines/Recommendations	Procedure	DSS (Decision support systems)	E-tools	Conceptual models	Prototype	Utility patterns (ready for use)
Any	-	-	-	-	-	-	-	-	-
Publications	-	-	-	-	-	Web-plateform	-	-	-
Further research and tests	-	-	-	-	-	Web-plateform	-	-	-
Few adaptations needed									
Product implementation	-	-	-	-	-	-	-	-	-
Marketing	-	-	-	-	-	-	-	-	-
Permitting	-	-	-	-	-	-	-	-	-
Certification	-	-	-	-	-	-	-	-	-
Regulation of IPRright	-	-	-	-	-	-	-	-	-
Dissemination									
<i>Add another table if needed</i>									
number of produced output	insert number	Knowledge on following status							
E-tools	1	n° of requirements on related knowle							
		requirements on additional test							
		involvement in other similar research							
		add more							
		add more							
		add more							
Comments -extra remarks									



How to evaluate forest management impact on water resource?

Project partners:

Volvic Mineral Water Society, Saint Etienne City, Vals-les bains thermal city

Outputs of the project:

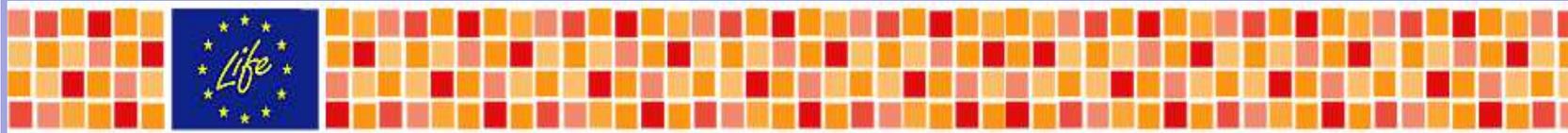
Method to apply surface water and groundwater modelling tool in mountainous context, integrating forest impact.

Good practices guide to manage forest land cover regarding the protection of water resource.

Potential users:

Watershed management organizations, basin agencies, forest management decision-makers, research institutes





THE MOST EXPECTED RESULT

Present connection btw. Policy and Science is not effective (FUNDETEC, 2007)

DEVELOPMENT AND FACILITATION OF A METHODOLOGY TO ASSESS THE TRANSFER OF RESEARCH OUTPUTS INTO THE MARKET

**You need to
INNOVATE**

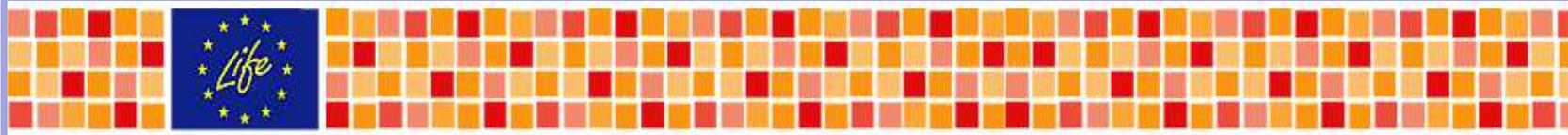
Public authorities, industries, SME's,
water utilities, farmers...

**You have interesting
RESULTS**

Scientific community, universities,
research centres, enterprises, ...

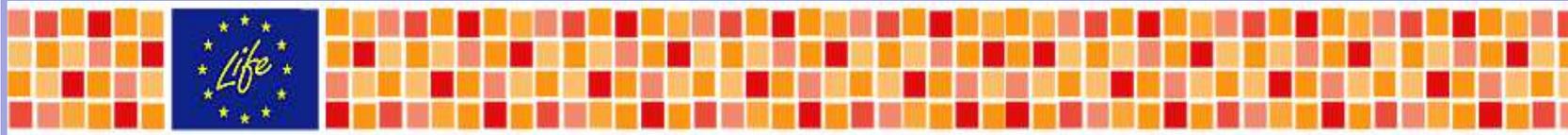
Water RtoM speeds up the TRANSFER

Permanent Watching of the Offer & Demand
Transfer of innovations
Promotion of innovation precursors
and innovations



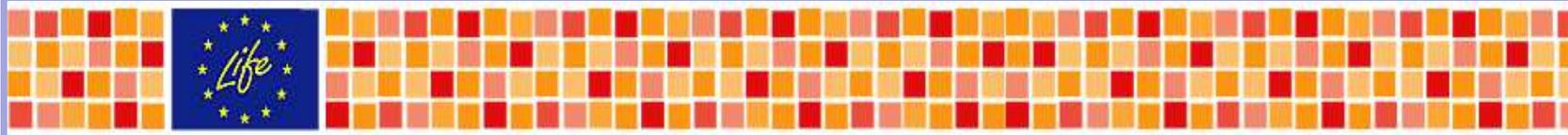
TARGET GROUPS

- the basin and sub-basin authorities
- the urban planners and municipalities
- the water users - agriculture, industries
- the “doers” - suppliers of technologies, the consultancies, the operators (public or private)
- the researchers and the research funding bodies



PARTNERS

- International Office for Water, OIEAU, **France**
(Natacha Jacquin, Gilles Neveau)
- Amphos 21, **Spain**
(Beatriz Medina, Ester Vilanova)
- Gdanska Fundacja Wody, GFW, **Poland**
(Zbigniew Sobociński)
- Fundatia Centrul de Formare si perfectionare profesionala in domeniul apei
Romania (Silviu Lacatusu)



LIAISON COMMITTEE

- SUPPORT
- DEVELOPMENT
- EXPERT KNOWLEGDE
- CONSULTATIONS
- ...

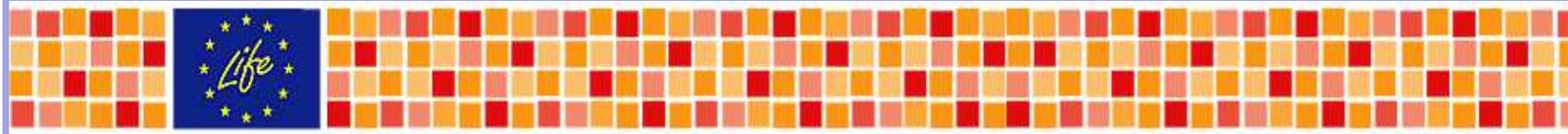


Brokerage Event Water RtoM

Porto, September 29th, 2011

Programme:

- Presentation of products (outputs) ready to analyzing
(eg. software 2D - modelling of flood areas)
- Presentations of choosen products (outputs) on request
- Identification of needs and obstacles in innovating for the water administrations

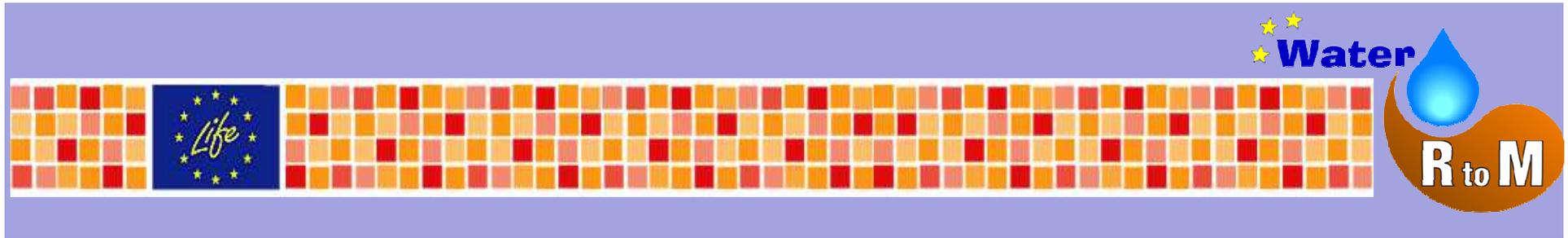


Brokerage Event Water RtoM

Porto, September 29th, 2011

Programme:

- Contacts and new partnership interested to use these innovations
- More contacts to look for new appropriate innovations (after Porto Event)
- Face-to-face discussion on implementation of presented innovations
- ...



Thank you for your attention

Please, spend 2 minutes with Water RtoM questionnaire