

FIRST BROKERAGE EVENT, PORTO, SEPT 2011

Communication Action: <i>Brokerage event</i>	Type of the communication action: Promote the innovative projects
<p>1. Objective of the action: <i>To inform water sub-basin authorities about Water RtoM as a service And CATCH two water administrations to develop the REMAS and to test the research outputs as an innovation</i></p> <p>Brokerage event will be organized within the frame of the Euro-INBO meeting held in Porto, Portugal, Sept 27-29th 2011. Program of the brokerage event predict two parts of the undertaking – first, consist in a general presentation of the project WaterRtoM and of the objective of the brokerage event. 2nd part: bilateral talks (this session is a face-to-face discussion with the interested participants and the owners). Planned time for the event: 1 day.</p>	
<p>2. Targets of the event: Water administrations (basin and sub-basin authorities, municipalities)</p>	
<p>3. Expected behavior of the targets Active discussion regarding possibilities of use in practice presented outputs by suitable organizations in different countries, collecting advantages and disadvantages of proposed solution by project outputs, needs and obstacles in implementing the solutions (for taking into consideration during the ReMAS improving), invitation for cooperation in implementation or developing the presented outputs.</p>	
<p>4. Message to deliver (simple, clear, concise, single) Water RtoM aims to be as a service, to speed up the transfer of innovation between researchers and end-users (water providers and stakeholders); The consortium needs innovators to improve the strategy drafted during the first year of the project. If you are interested, join us !</p> <p style="text-align: right;">.../...</p>	

5. Means & Resources to implement to reach the objective

Draft agenda of the event:

- The Event during 1 day, will be held in English
- Face-to-face “owner / practitioners” during the open day (no schedule, except for the online presentations); participants will come few minutes (few minutes sessions) when they could come and go as they please.

Documents to be done for the event:

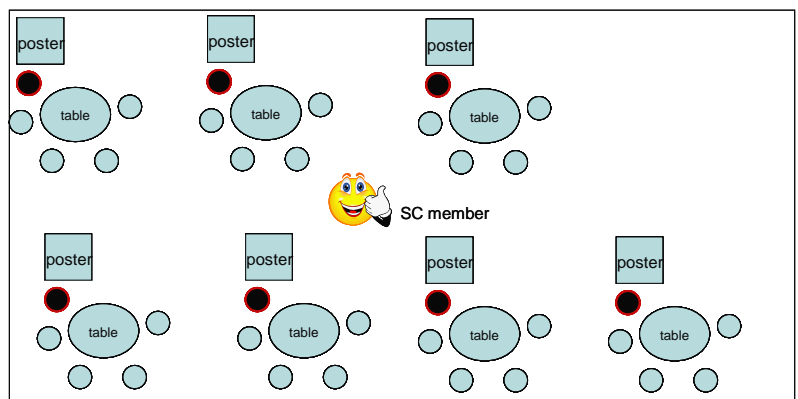
- A template of Factsheet to be completed by the “owner” of the innovative project;
- The 8 factsheets of the presented innovations, they will be at the disposal of the attendants (in color), x 100 copies each
- Leaflet of the Water RtoM project (EN, FR, SP version) x 200 copies
- Poster dedicated to the event (EN version at minimum) x 5 copies
- Questionnaire of needs (EN, FR version) x 50 copies
- The invitation and the brokerage event program to be distribute to the participants of the large event
- a Register sheet (name, address, interesting in...)

Products: SC will contact the 8 research owners to invite them to participate to the brokerage event to “sell” their innovation; they prepare a factsheet for the event:

- Water Change (LIFE project)
- Concert’eau (LIFE project)
- SEMEAU (LIFE project)
- Aguaflash (Interreg project)
- Genesis (FP7, the polish and French outputs ready to use on the market)
- Aquatool (National Spanish project)
- SMAA (National Spanish project)
- deWELopment (National Polish project)

- Means:

- WIFI connexion for online presentations
- **Stand** near the general assembly of the INBO, open the day before the brokerage event, for lobbying (open discussion with the INBO participants during their breaks, lunch etc...), poster in place, factsheets of the products and leaflets (EN, FR, SP languages), and questionnaires of needs at their disposal.
- **A room** with 8 tables + 4 chairs each in front of the general assembly of INBO. The brokerage event space presents the poster of water RtoM and the products posters.



6. Agenda & planning

In July:

- To Select 1-3 research output per partner in link with the basin organizations, water administration
- To Analyse the research output through the REMAS **(1)** (description of the output and the opportunity for the market, the risks and difficulties to implement it (if possible). Then each of us has to contact the coordinator or the representative of the research output team (we need their agreement for using their production and their potential intervention during EURO-RIOB (at distance via a visio conference or face to face)
- We have to decide who will come to Porto (nevertheless not all them will come because it is not sure that they venue is suitable and because of the budget). Water RtoM aims to be “a service” and in this frame of mind we have to make the connection between the researchers and the end-users). So, We could play this role from Porto.
- **Webmeeting with the partners, ZS, SL, BM, NJ at the latest July 25th.**

August:

- To Finalise the analysis, together and with the owner of the “Product”
- To Organize the event (logistic, coffee break, lunch, room, stand, web-conference), date of the event during the euro-riob
- To Book the flights and the accommodations for SC members

September:

- Finalization of the preparation
- Participation for 2-4 SC members during 2 days (28 to 29 of sept), depending of the organization and the budget available.
- Each owner has to complete a factsheet of their innovation, sent by Water RtoM team; they have to prepare a one slide of their project to integrate it in the general presentation.

7. Budget (€)

Direct personal costs, External Assistance costs (printing, etc...), Travel and subsistence costs...

Budget for proposed undertaking is based on the WaterRtoM project financial resources.

After speaking with the EU coordinator, we could use the form3 of the budget (Assistance for organizing brokerage event). If we want to organize more than 2 events (for the OIEau budget, we have to organize Porto meeting with the minimum costs).

For the venue of the SC members, you have to finance yourself from the Bucharest save money.

For the venue of the “Owners”, travel costs are in their responsibility.

For information :

- * **Travel** : France to Portugal in average 300 Euro per flight
- Spain to Portugal in average 150 – 200 Euro per person
- Romania to Portugal in average up to 450 Euro per person
- Poland to Portugal in average up to 450 Euro per person

Travel budget for 4 SC members is average of 1500 euros

* **Subsistence costs**

We can budget 200€/person/night (subsistence cost covering all the expenses in Porto)

Is planned 3 nights/person = 600€/person

Total for 4 persons = 2400€

→ Total Travel+Subsistence for 1 person = 600 (FR/SP) to 900 euros (POL/RO)

*** External assistance cost :**

Layout and printing of the leaflet (made by OIEau) – 300 Euro

Other costs: coffee breaks, renting the hall for the event etc...- Sonia is in charge to have the information and to book the room

Total Expenses for 4 SC members (between 800€ to 1000€/pers)

Travel: 1500€

Subsistence costs (200€/pers/night): 2400€ (for 3 nights)

External costs (rooms, coffee break, WIFI connexion): 550€

Proceeds:

Travel and subsistence costs covered as much as possible by the safe money from LC meeting in

Bucharest and the extra-costs by Form3

External costs: covered by Form3

8. Indicators to evaluate the achievement of the objective

2 basin organisations agreements on taking part in the WATER RTOM project

9. Main constraints

Identifying the constraints, risks, etc. associated with the implementation of action in order to minimize them. Ex le language of the presentation (english, french, spanish etc...)

Participants of the EURO-RIOB meeting are mostly English speaking – so from this point of view no constrain.
Risk which seems to be quite big is selection of the project outputs dedicated to basin organizations and to have a good understanding of the “product” and a good overview of it’s potential implementation as an innovation.

Lack of close cooperation with prospective speakers could create a trouble with preparation.

Peak of touristic season will be finished, but mid September is still “deep” season – so prices for flights (booking) and hotels may be higher than planned

Lack of time to finalize the assessment of the research outputs selected

10. Implementation of the action

State of progress: the brokerage have been organized in Porto during the Euro-INBO Sept 29th 2011. Euro-INBO welcome 300 participants, with 20 attendants for the brokerage event.

Lessons learnt in order to improve the next ones:

- Prepare the event in advance (without vacations in the period)
- Prepare a parallel program to give to the organistors and the participants
- Close contacts with the organisers to have 1-2h (max) for the public presentation
- Brokerage event has to be share into 2 parts:
 - 1st part: public presentation of the goods, (1h total or 10mn/product=max 2h) and presentation of the role of the B Event, and lobbying as possible –
 - 2nd part: direct talk with people "owner" (the next day); Discussion face-to-face is a good concept to promote the innovation
- Questionnaire of the needs with a clear indication on the contact for back when it is completed
- To have an attendance register to keep the address of the participants.
- To have a good evaluation of the language(s) of the meeting (In Porto we have only English version for the questionnaire, when the majority of attendants speak French. Provide presentation into 2 languages eventually.

The Owners came with their own budget without any problem.

11. Photo - Porto



12. Poster Porto

WATER RESEARCH TO MARKET

To speed up the transfer of water related research outputs

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

OBJECTIVES

- To perform a permanent overview of the sector (research and market sectors);
- To make available the current innovations at regional, national and EU level;
- To identify continuously the demand for tools by practitioners;
- To facilitate the transfer by adding an step in between the existing transfer schemes
- To promote the innovations and the innovators

ACTIONS

- To develop a standardized method for an **assessment** of the potential benefits of emerging tools from research (REMAS tool)
- To **support** target groups for developing innovation projects (design of guidelines) in partnership with **Europe Enterprise Network**
- To disseminate innovations and to **promote** the innovators (through a **Marketing Strategy**)

EXPECTED RESULTS

- ▶ DEVELOPMENT OF A METHODOLOGY TO ASSESS THE TRANSFER OF RESEARCH OUTPUTS INTO THE MARKET
 - ▶ A service for practitioners
 - ▶ 30 business cases of innovations
- ▶ Promotion Strategy (e-fair, events, seminars...)

WATER RtoM CONCERNS YOU



JOIN US

SOLUTIONS for WATER ADMINISTRATIONS
 Room "Porto" - Ipanema Park Hotel - 29th SEPT. 2011

Water governance - Water Treatment solutions – Urban water cycle tools - Climate change and extreme event - Assessment of surface waters...

Further information www.waterrtom.eu



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