

**How to create a toolbox for successful
Open Innovation in your business area
– the WIN way**



Background: water innovation is needed

- A strong urbanisation: 190 000 new citizens per day (70 milj per year until 2050)
- Global industrial water investments 2015-2018 appr. US \$ 128 billions
- And global municipal water investments US \$ 987 billions
- Most to asset management and pipes



Background



- The Leeuwarden Declaration: Why and how to drive water innovation in Europe
- <http://www.eip-water.eu/leeuwarden-declaration-why-and-how-drive-water-innovation-europe#sthash.8WUX6sDd.dpuf>



The circular economy and water innovation

- Re-use and recycling of water
- Addresses challenges of water scarcity
- Full value chain
- European policy-makers need to address the barriers to water re-cycling, re-use and recovery of raw materials and energy in the water cycle.
- High water efficiency
- Saves water, energy and materials
- Keep water as pure as possible
- Tackling pollution at the source of its generation



Regions and cities and water innovation

- Regional and municipal authorities should give water innovation a high priority when planning and implementing various measures
- Smart specialisation strategies
- Operational programmes and cooperation programmes for cohesion policy
- Rural development programmes and projects in climate change adaptation plans.
- Systemic innovative approaches
- Allow for new business models, operational management and smart technologies such as ageing infrastructures and asset management
- Innovative and adaptive nature-based solutions and green infrastructure are always more beneficiary and sustainable than investments in post disaster recovery.



Sustainable Development Goals and water innovation

- The Sustainable Development Goals must be addressed in an integrated way
- European institutions and Member States must ensure access to adequate and equitable sanitation for all, sound and integrated water resources management, continuous improvement of water quality, increasing water-use efficiency, protecting water-related ecosystems.
- International cooperation and capacity-building support to non-European countries equally important
- An EU Action Plan shall be elaborated in 2016 with the involvement of all stakeholders to ensure the achievement of the set of the Sustainable Development Goals and targets by 2030



Regulation and water innovation

- Member States and the European Commission should review and further harmonise water-relevant regulatory domains
- Joint approaches and harmonisation to enable a more rapid and widespread uptake of innovation, smart business models and integrated IT-based water solutions in rural and urban areas, aiming for a single European Union market that supports the uptake of water innovations



Finance for water innovation

- Keep innovation – and the necessity for innovation - in the European water sector high on the agenda
- Maintain access to financial resources, such as from Cohesion Policy funds, EFSI, Horizon 2020 and other public and private sources
- Innovation uptake will require proper resources to be available for the water management bodies, supported by adequate cost recovery and water pricing.
- Suggest a creation of suitable financial and risk-sharing resources, underpinned by support platforms, to overcome the existing innovation barriers and to accelerate innovation and market replication in the European water sector



Public procurement and water innovation

- Enhance innovation in the water and water-dependent sectors through public procurement
- Public procurers in the water sector are asked to make more use of the tools available to increase “public procurement for innovation”.



Partnerships and water innovation

- Public and private sector stakeholders in water innovation are asked to develop and disclose best-practices in partnership approaches
- The European Commission is asked to stimulate partnerships by funding and dissemination of best practices, not only in water innovation but also in intersecting domains such as water and energy, ICT, agriculture and others
- All stakeholders are asked to apply and benefit from best practices and lessons learned in partnerships and to stimulate their uptake, especially in water innovation activities aiming to achieve the objectives of the EU policies



Showcases and demonstration sites and water innovation

- The EU Member States, research institutions and relevant stakeholders should develop showcases and demonstration sites and increase their visibility for replication and adaptation to domestic and international markets and implementation.
- The existing water innovation platforms should actively promote the visibility of such sites at European and global level



WIN



- Water Innovation **Accelerator**
- Started in Nov 2011
- Water is an urgent area in rapid change
- The water market faces special challenges
- Mission; to bring new water products to the market
- Project at Ideon Open
- Area of interest to investors



WIN today

- 21 partner companies
- 17 innovation companies
- Ideon Open is growing and represents a fruitful arena for WIN
- Support from "Tillväxtverket"
- International collaborations, e.g. with TAG



The purpose of WIN

- Doing business
- Creates new businesses from innovation
- Inspires to new thoughts and mindsets
- Arena for new products and new businesses
- Creates alliances
- Adds new energy to processes
- Increases the speed of change in the water area
- Push new ideas into the market



PARTNERS:



WIN innovation companies

- Orbital Systems AB
- Fuel Pellets Technology
- Nano Track AB_
- Smaksatt vatten
- Toxicitetsmätaren
- OneWell
- Serstech AB
- Adept Water Technologies
- Anolytech AB
- Watersprint
- Flocell AB
- Nanosep
- Chromafora AB



Sansox.fi (Helsinki)



SansOx provides optimal oxygenation solutions for several branches of water treatment such as drinking water production, fish farming and industrial water processing. Our innovative products offer solutions for fast and efficient oxygenation with minimal energy consumption, energy efficiency, more controlled solids separation, and decreased need of added chemicals into water processing. We have also applications for adding or decreasing the amount of other gases and solids in water.

Sofifiltration.com (Esboo)

sofi
FILTRATION

Sofi Filter is a true technological innovation: an automatically self-cleaning cross-flow filtration system, that is easy to install and economic to operate. Sofi Filter ensures that the operator has clean process water by separating even the finest solid particles from the liquid without requiring chemicals, manual filter changes nor any other operator attention.



The drivers for partners and innovative companies

- Common area of interest
- Market in fast change - innovation an important success factor
- Inspiration through cooperation across borders
- Easier and faster way to market
- Need for new products in the business area
- Interaction between innovation companies and partners
- Time to try new approaches!



Terms for innovation companies

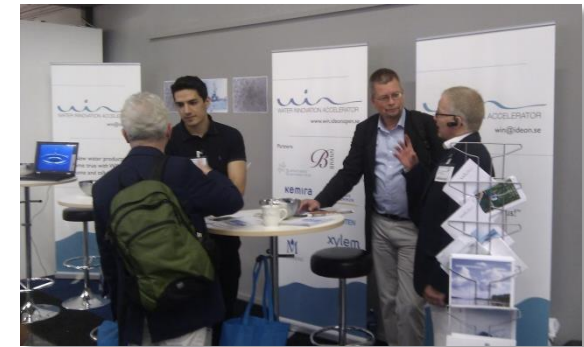


- 1+1 year (or shorter if possible)
- Hands on business development + partner support
- Direct access to market know how and networking
- Very early feedback from, and collaboration with, the market and customers
- International focus and connections to Venture Capital

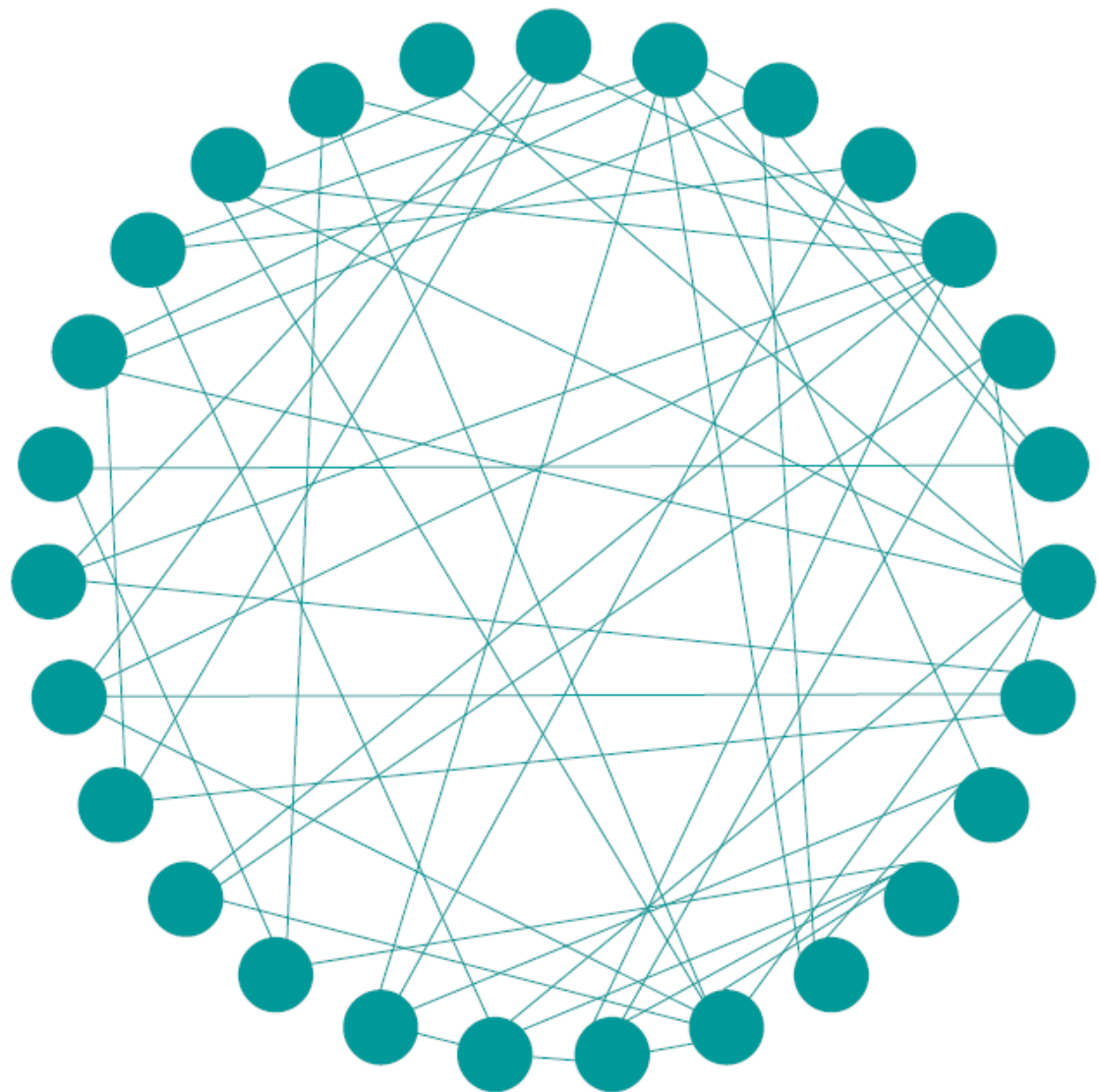


Activities

- Meetings
 - Presentations+ needs and wants from innovation companies
 - Discussions about the new possibilities
 - Plenty of time for networking
- Seminars
- Test bed meetings
- Joint exhibitions at relevant fairs and meetings
- Study tours
- Speed mingling



Mingel-map



Novago and WIN



Collaboration for business
in Western Uusimaa
(including Hanko, Ingå,
Lohja, Raseborg and
Siuntio)

WIN Nordic (BSR)
Innovation Express



WATER INNOVATION ACCELERATOR

