

# **SWMED**

## **Sustainable domestic Water Use in Mediterranean Regions**

**LOBBYING FOR SWMED:** how to exploit the  
SWMED potentials for the EU programming 2014-2020

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Lazio Region

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# Exploiting channels towards the EU institutions

**Networking:** Participation to European thematic networks, creation of permanent contact with other EU funded projects focused on similar topics, following newly created thematic partnerships.

**Public relations:** participation to national, European and international thematic conference, enter in contact with regional, national and European politicians (EU Parliament)

**Direct involvement in EC activities:** register to middle and long term initiatives launched by the EC which are focused upon water issues



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# Direct involvement in EC activities: **EIP**

European Innovation Partnerships  
(EIPs)



proposed in the **Europe 2020 Flagship Initiative** "Innovation Union" provides for a strategic approach and framework to address the weaknesses in the **European research** and **innovation system** to speed up innovations that make a significant contribution to solving societal challenges



Enhance competitiveness +  
contributing to job creation  
and economic growth



EIPs are a means to pool expertise and resources on key political priorities by mobilising and linking up all relevant **stakeholders** across policies, sectors and borders to bring the benefits of breakthroughs and innovation to people more quickly.



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**swmed**  
a better future through smarter water usage



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# European Innovation Partnership on **WATER**

On June 21st 2011, the Council of the European Union invited the EC to *'investigate an innovation partnership on water in close cooperation with the Member States, with a view to achieving sustainable and efficient use of water'*

## **INTEGRATED APPROACH**

Protecting water resources and promoting sustainable economic growth are interlinked

The EIP will facilitate the search for innovative solutions in support of an effective EU water policy as well as unlocking business and industry potential to innovate and gain competitive advantage

EU R&D  
Funding for  
innovation supply



demand side actions and  
measures and policies  
necessary to foster innovations



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# EIP WATER - Objectives and targets

The strategic objectives of the EIP are **by 2020**:

- *To provide safe, available and affordable water for all, while ensuring sufficient water for the environment*
- *To achieve the relative decoupling of the depletion of water resources from the level of economic activity in key EU sectors (including energy, farming and chemicals)*
- *To maintain and enhance the good status of waters in all EU river basins – in terms of quality, quantity*

The targets have been elaborated in the **Strategic Implementation Plan** drafted in December 2012 and are closely inter-related with the Blueprint for Europe's waters.

# EIP WATER – Focus area for innovation

**Urban water management:** integrated approach with the urban water cycle at the core, involving all stakeholders that have an impact on, or have to deal with, water challenges: professional stakeholders, citizens and local governments to guarantee acceptance and uptake of innovations

**Rural water management:** The interface between water management at the farm level and the allocation of water resources to agriculture at the catchment and water body level and the permissible pressures on water quality

**Industrial water management:** Innovations in industrial processes, ICT applications and new technologies for more efficient treatment capable to reduce costs and energy needs and decrease pollution. The focus on facilitating the possibility for industry and SME's to disseminate these innovations



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# EIP WATER – Implementation

## Strategic Implementation Plan (SIP)



- Bottom-up approach;
- set out priorities;
- optimise the impact of funding and contribute to the EIP objectives

## OUTPUTS

- Innovation sites
  - Dissemination of innovative solutions
  - Addressing water innovation barriers
    - Water innovation 'Market Place'

# EIP WATER – OUTPUTS

**INNOVATION SITES** - A first set of Innovation Sites will be launched by 2013 to identify barriers to innovation, develop, test and demonstrate concrete activities, actions, prototypes and solutions in line with the SIP, in relation to a particular water challenge. They can range from physical demonstration sites to cooperation projects or development of networks. The Innovation Sites will play a key role in the implementation of the EIP.

**DISSEMINATION OF INNOVATIVE SOLUTIONS** - The EIP will facilitate the development of strategies to disseminate breakthroughs and innovative solutions for the major water related challenges, accelerating their market uptake.

**ADDRESSING WATER INNOVATION BARRIERS** –The EIP will identify major barriers to innovation. The EIP will undertake a mapping of the measures and actions needed to overcome the bottlenecks and define opportunities for speeding-up breakthroughs and innovation for every step of the value chain from research to market.



# EIP WATER – OUTPUTS

**WATER INNOVATION ‘MARKET PLACE’** - A web-based Market Place will be developed and established by 2013. The Market place will allow those who own the problems and those who can provide the solutions to interact regardless of their geographical location. The Market Place will be monitored through the governance structure of the EIP and will be connected to the other areas of output.

## FUNDING

The EIP will identify how different funding programmes at EU, national and regional level as well as private sources can best interact in order to accelerate the development of innovative solutions, for example through making use of the network of eco-innovation financiers, established under the Eco-Innovation Action Plan. The EC will consider relevant support for the activities under the EIP through the 7th Framework Programme. Member States are encouraged to include relevant investments in the future programmes under the Structural Funds 2014-2020.



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# EIP WATER – GOVERNANCE



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# EIP WATER – GOVERNANCE

## STEERING GROUP

Provides strategic guidance and decision making and will make recommendations to the relevant European Commissioners on policy and implementation. Responsible for amending the Strategic Implementation Plan, evaluating and monitoring of progress and ensuring the result driven approach of the EIP Water. Mandates the Task Force to coordinate and disseminate the activities of the EIP Water.

## TASK FORCE

The Task Force will allow stakeholder groups and enablers for water and innovation to meet and discuss the strategic agenda for water and innovation, to prepare the strategic decision making by the Steering Group. In addition, the Task Force will guide the process of establishing Action Groups and provide a platform for feedback on their experiences and findings. Develop the necessary background analysis and input for decision making and can create smaller expert groups, supported by co-opted experts. Will work on identifying best practices and barriers to innovation, developing policy recommendations, promotion of project portfolios and dissemination strategies.

# EIP WATER – GOVERNANCE

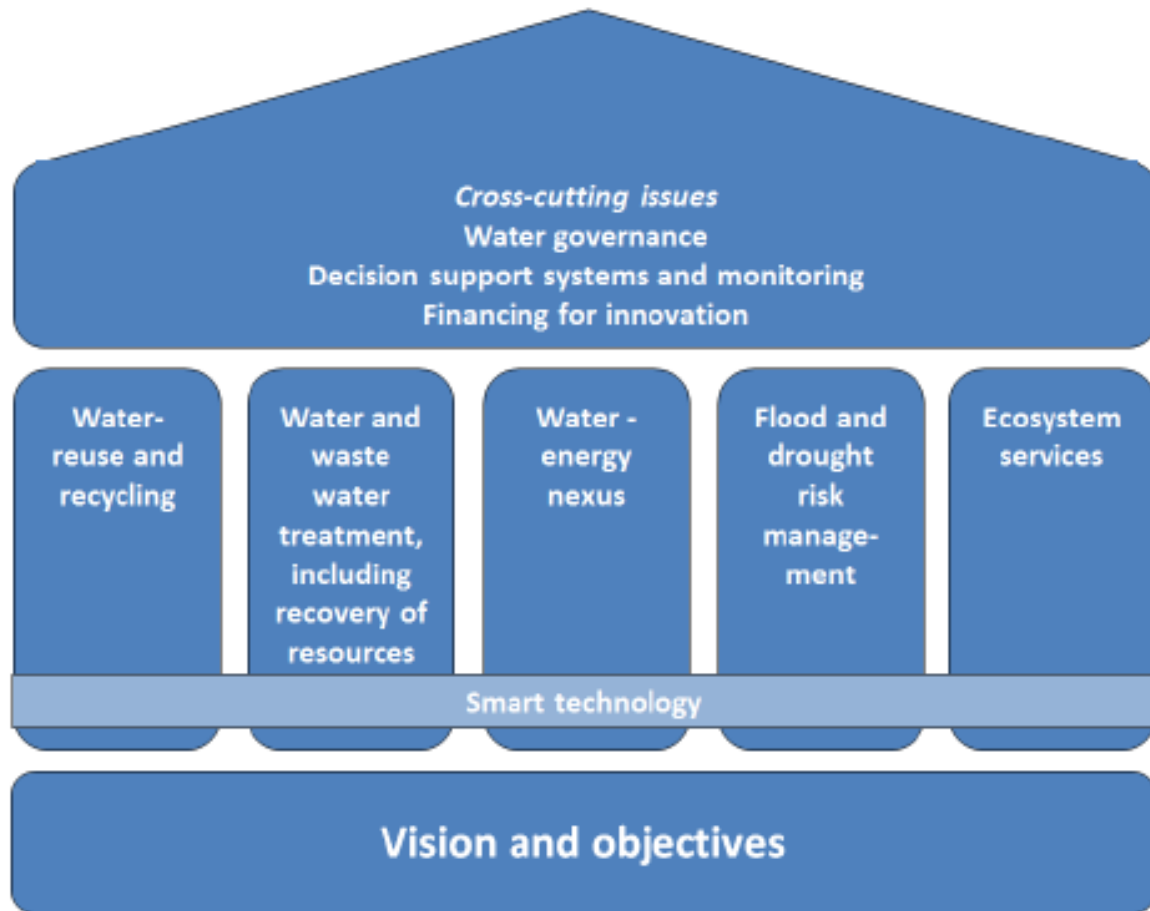
## ACTION GROUPS

The Action Groups will be the core of the implementation of the EIP Water. Action Groups are invited to commit to work on one, or more, actions as described under the EIP Water priorities in this SIP. They are expected to report on an annual basis on their progress and on the bottlenecks/barriers they encounter in their activity and which solutions they propose to overcome them.

Action Groups should be formed along the rationale of the EIP Water, including various disciplines for innovation (e.g. research, industry, finance, NGO, ICT, etc.), as well as the demand and supply sides of innovation. Where possible, an international composition will be encouraged.

There will be a call for expression of commitments to form Action Groups twice a year to keep the possibility to start new Action Groups and integrate upcoming initiatives in the EIP Water over time and to respond to potential adjustment of the SIP.

# EIP WATER – PRIORITY AREAS OF WORK



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# EIP WATER – Water reuse and recycling

## Challenges

Water recycling and reuse should be considered as the core of an **integrated water management approach** to save costs, recover materials and demonstrate environmental stewardship. The use of non-conventional water resources through recycling and reuse can support the provision of safe, available and affordable water, while decreasing energy needs, reclamation costs and environmental impacts. Hence, it is an essential component in a sustainable water management.

## Bottlenecks

Not only from technical barriers, but also limited institutional capacity to formulate and institutionalize recycling and reuse measures, a lack of financial incentives and public perceptions towards water recycling, reclamation and reuse. Further barriers are sub-optimal markets for recovered nutrients and a lack of well-developed and robust industrial processes using different qualities of water and the absence of EU harmonized safety and quality standards for reused water.



# EIP WATER – Water reuse and recycling

## Market opportunities

The potential market for innovations in water reuse and recycling, through implementing technological solutions and adoption of policy and legislative measures, is expected to grow and develop significantly within and outside Europe, particularly in highly water stressed regions.

## Objective

An effective policy framework is in place and Fit for Purpose/Symbiotic approaches are applied, gaining efficiency of water use by better integrating urban, industrial, agricultural and environmental uses. Innovative solutions provide different water qualities for several cross cutting applications and allow for achieving a balance between the natural water needs in the environment and the growing demands for human and economic activities. Public participation processes are in place for promoting risk awareness and behavioral change in water recycling and reuse.



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# EIP WATER – Water reuse and recycling

## INITIAL ACTIONS

The Steering Group of the EIP Water invites Action Groups to develop and test:

- 1. Fit for Purpose/Symbiotic approaches based on technical, economic, social and environmental criteria, where cost-effective treatment meets intended use and quality.*
- 2. Innovative solutions and/or treatment options, producing and testing recycled/reclaimed water for residential, urban, industrial and agricultural uses, with consideration of ecosystems and involving multiple stakeholders.*
- 3. Systems capable of determining the quality of recycled and reclaimed water to improve management and public acceptance according to health requirements.*
- 4. Innovative separation- and extraction technology pilot projects in industrial zones to harvest resources from waste- and re-used water.*



# EIP WATER – A EUROPEAN CHALLENGE

*The development of successful innovations requires an enabling policy framework that addresses existing barriers. The European Commission aims to achieve this through the **Flagship Initiative on the Innovation Union**. The EIP on Water with its Strategic Implementation Plan is an important component of this.*

***Innovative solutions** also require a change in thinking from involved stakeholders. Often what is needed is **not something new**, but rather using existing tools in a different or more efficient manner, or approaching a challenge from a different perspective together with others.*

*We need innovative solutions to tackle water challenges and those same solutions will help us to seize **market opportunities**, in Europe and outside. In times of economic crisis, tackling our water challenges is not so much a cost as **an investment**.*

**Janez Potocnik**  
**European Commissioner for Environment**



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