

# network enterprise europe

## **Internationalization of players in the water market – Experience of the Enterprise Europe Network**



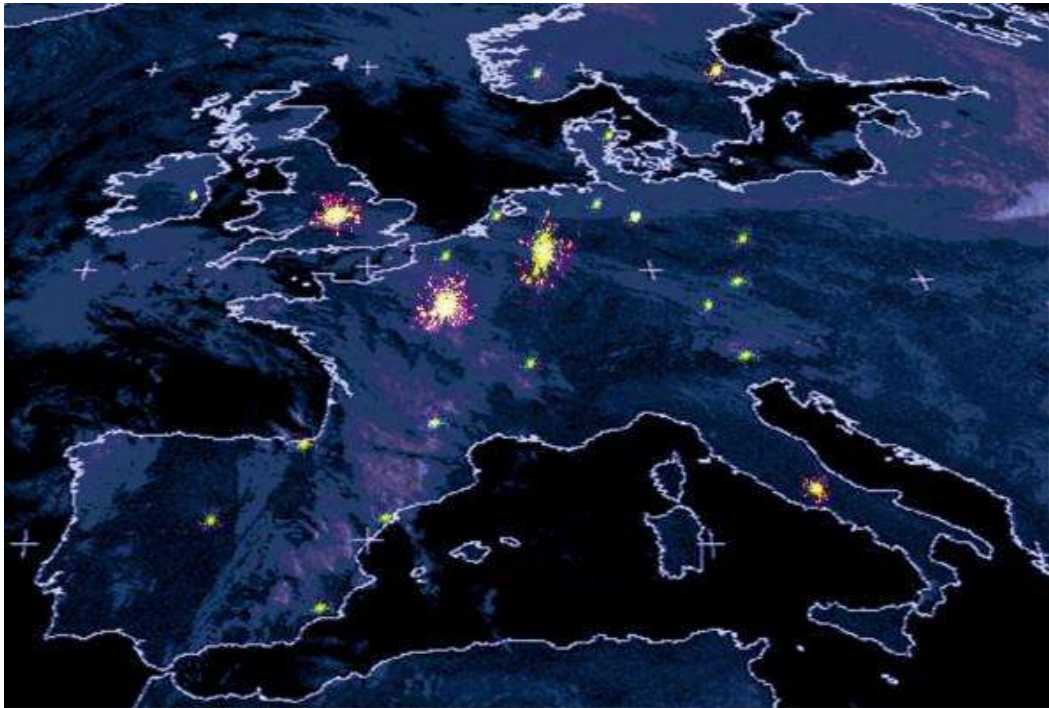
Peter Wolfmeyer, Managing Director, ZENIT GmbH  
*ATWARM International Conference, Dublin 14-16 May 2013*



# Contents

1. North Rhine-Westphalia
2. ZENIT GmbH
3. Environment / Water / Markets
4. FP 7
5. Enterprise Europe Network
6. Sector Group Environment

# North Rhine-Westphalia in a nutshell



Satellite picture with light emitted by London, Paris and Ruhr region, courtesy of RUHR.2010

## NRW

Area	34,092 km
Population	17.8 million
Population density	523/km <sup>2</sup>
GDP	569 billion €
GDP per capita	31,893 €
Private consumption	322 bill. €
FDI	189.9 bill. €
No. of SMEs	754,000

Figures for 2012 and as of 31.12.2012

Sources: NRW.INVEST GmbH, IT.NRW,  
Deutsche Bundesbank

# ZENIT GmbH - Key facts

## Mission

Support of innovation and technology, above all in SMEs, in North Rhine-Westphalia

## Shareholders

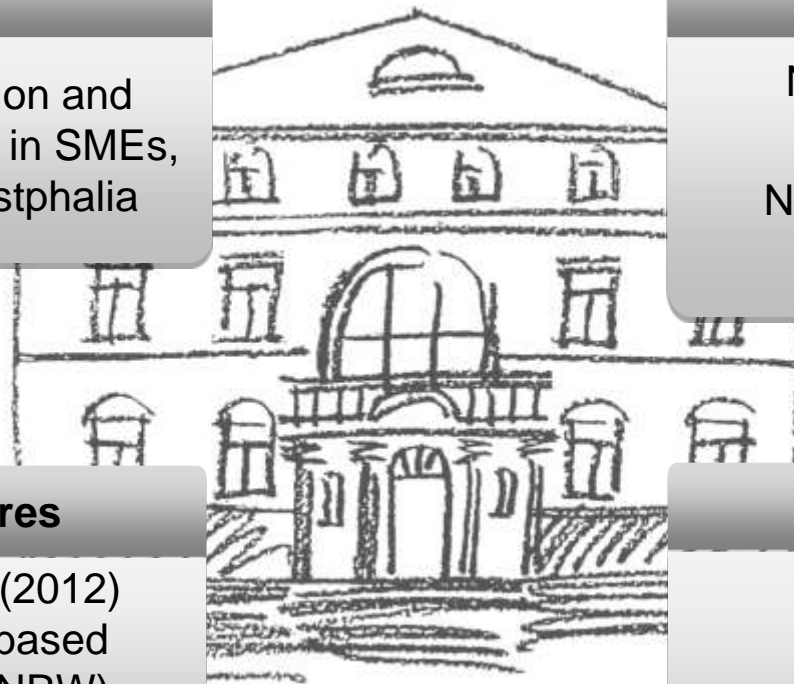
Netzwerk ZENIT e. V.  
German State of North Rhine-Westphalia  
Consortium of banks

## Facts and figures

€ 5 million turnover (2012)  
Non-profit, project-based business, regional (NRW), nationwide and EU clients

## Personnel

50 employees  
Interdisciplinary team



# Consulting fields

## Priorities and areas of expertise

### Europe

EU information  
Internationalisation strategies  
Cooperation partner search



### Funding

Information on funding  
Evaluation of project ideas  
Choice of programme  
Application support

 **Funding Hotline (0208 30004-39)**

### Innovation

International  
technology transfer,  
innovation management,  
technology searches and  
appraisals

# Global environment sector

- Global market for environmental technology and resource efficiency has grown since 2007 by an average of 11.8% to currently over € 2 thousand billion
- Rising energy costs and ever scarcer raw materials will stimulate further growth to € 4.4 thousand billion by 2025
- The share of German firms in the global market will see an increase by 2025 from € 300 to 674 billion, equivalent to 15%



# German environment sector

- German green tech firms contribute 11% to GDP
- 1.4 million people work in this sector in Germany  
(460.000 in energy efficiency, 360.000 in renewable energies, 230.000 in sustainable water management and 200.000 in environmentally friendly mobility)
- Sector is dominated by medium-sized firms (on average 300 staff and an average annual turnover of € 27 million)
- Growth till 2025 means potentially 1 million new jobs in Germany

# The water sector in Germany

- Water supply and disposal system for over 150 years – today with almost 100% mains connection
- Traditionally very highly specialized and decentralized with divided responsibilities amongst operators at municipal level
- High level of expertise in education, research and development
- One of the strongest sectors in Germany
- Well equipped for international projects







## German Water Partnership

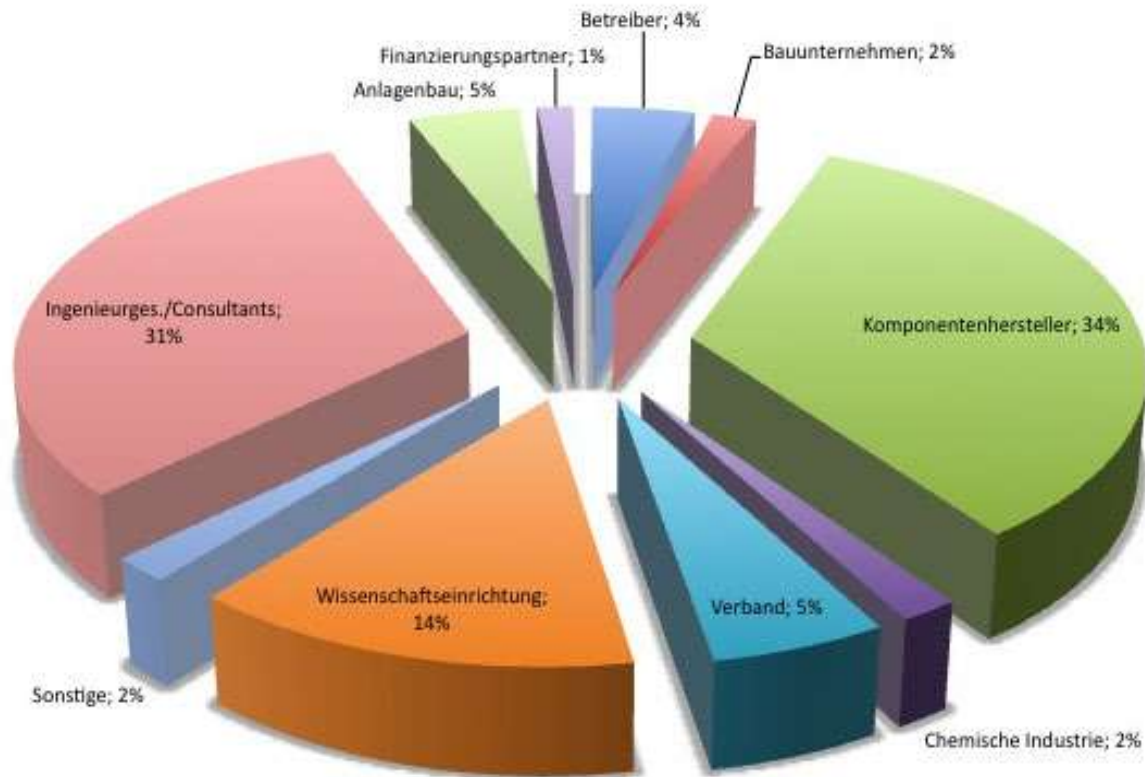
Solutions you can trust.

337 members cover the full spectrum of the German water sector, as well as research:

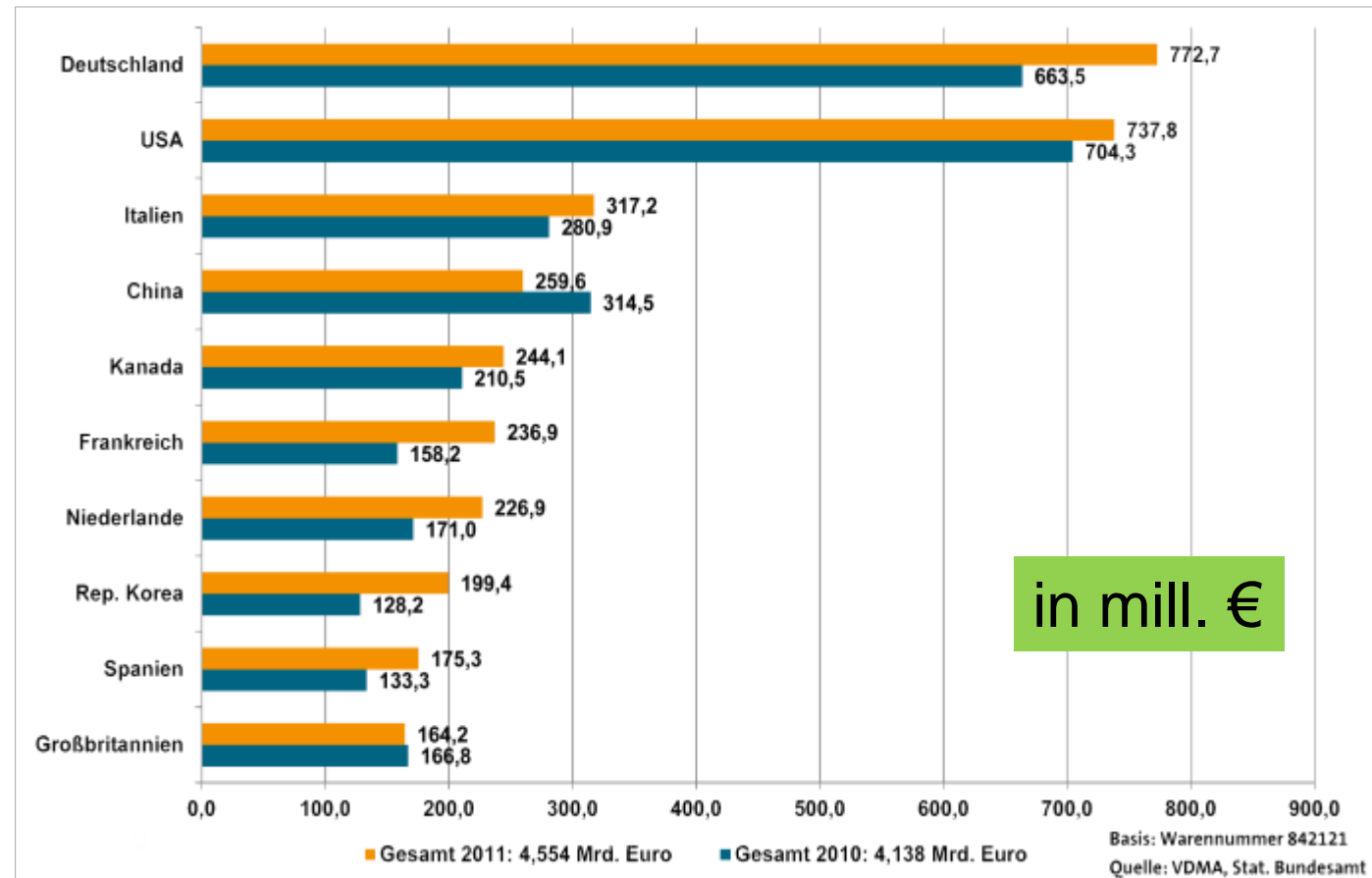
- Research institutes and universities
- Plant engineers, construction firms, component manufacturers
- Consultants and engineers
- Operators and financial service providers
- Development aid organizations



# Members' fields of operation

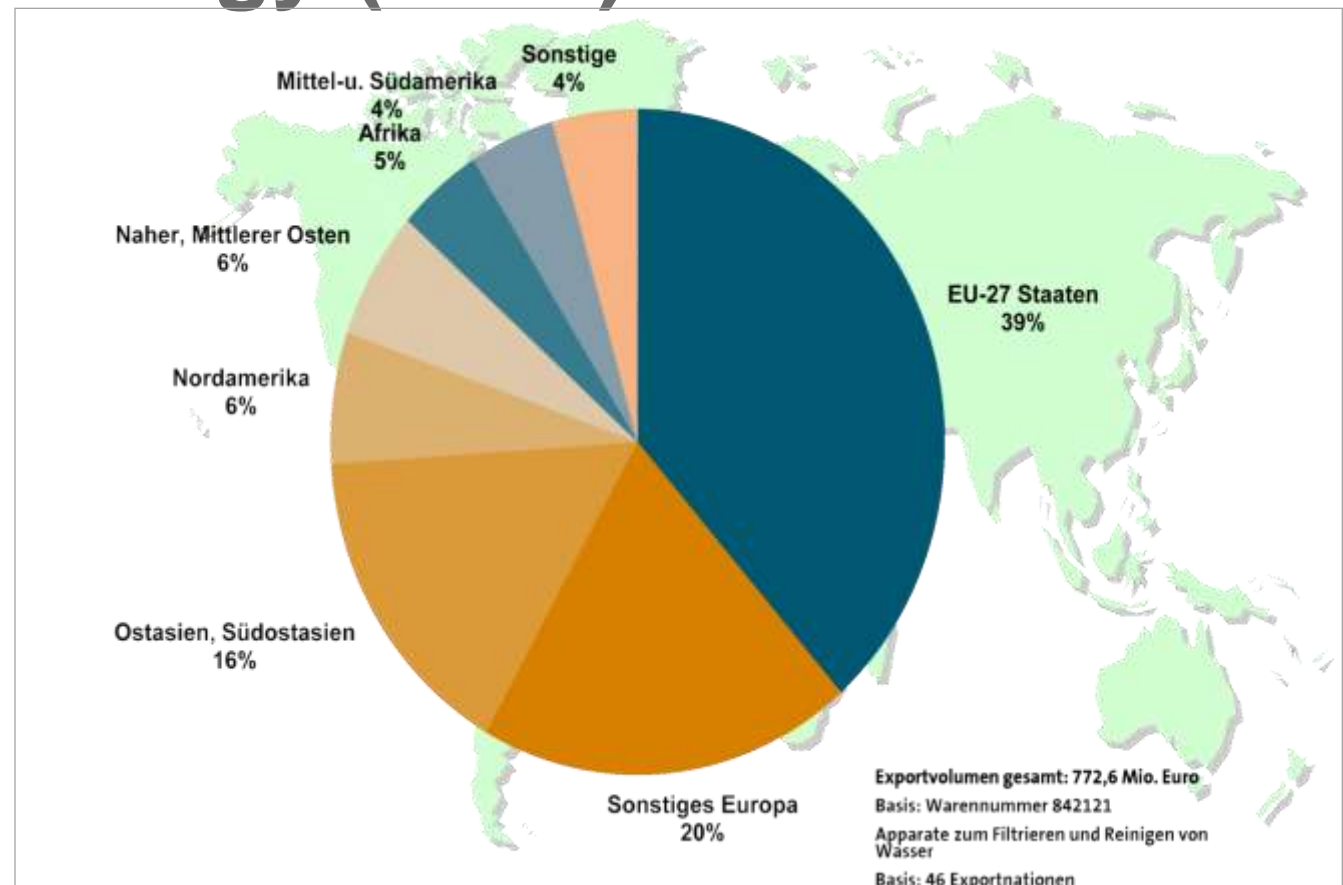


# Ten most important export nations worldwide in water and waste water technology



Quelle: VDMA, Daten, Fakten zur Wasser- und Abwassertechnik, 2012

# German exports in water and waste water technology (2011)



Quelle: VDMA, Daten, Fakten zur Wasser- und Abwassertechnik, 2012

# European Water Partnership

- Mission: The EWP mission is to initiate, support and enforce all actions and projects that will help to achieve the objectives of the Water Vision for Europe.
- Structure: The Partnership comprises members, strategic partners, project partners and institutional partners
- Activities: Awareness raising, events, publications, lobbying
- Coverage: Countries currently represented are Germany, Belgium, The Netherlands, France, Sweden, Denmark, Spain, Italy and the UK
- Web: [www.ewp.eu](http://www.ewp.eu)

# FP 7 structure and funding



**Cooperation**  
**€ 32,413 bill.**

**Ideas**  
**€ 7,510 bill.**



**People**  
**€ 4,750 bill.**

**Capacities**  
**€ 4,097 bill.**



**GSF/ Euratom 4,502 bill. €**



# Water in FP7 – Germany + Eire (1)

## Key facts (status eCORDA April 2013)

- Total number of participations = 988
- Of which joint German and Irish participations = 137
- Most projects under *Environment & Climate Change, Research for the benefit of SMEs and Food, agriculture, fisheries and biotechnology*
- Total EU funding for water projects for Germany and Eire = € 287,5 million (Germany = € 260 million (2<sup>nd</sup> place after UK), Eire = € 27.5 million)

# Water in FP7 – Germany + Eire (2)

## Examples

- ATWARM (of course!), including IWW and University of Duisburg/Essen
- AQUAVALENS - *Protecting the health of Europeans by improving methods for the detection of pathogens in drinking water and water used in food preparation*, an € 11 mill. KBBE project coordinated by the University of East Anglia (UK) with 39 (!) partners, including DVGW Deutscher Verein des Gas- und Wasserfaches – Technisch-Wissenschaftlicher Verein e.V., Bonn, TEAGASC, Carlow and City Analysts Ltd. , Dublin
- CANTOGETHER - *Towards land management of tomorrow - Innovative forms of mixed farming for optimized use of energy and nutrients*, a € 4 mill. KBBE project coordinated by the Institut National de la Recherche Agronomique (FR) with 28 partners, including Jülich Research Centre, TEAGASC, Carlow and CLW Environmental Planners Ltd., Calvan

# Enterprise Europe Network in a nutshell

- Central contact point for all EU-related information (one-stop shop)
- Early news about current EU topics and funding opportunities
- Short and fast routes to contacts
- Local access to specialist know-how
- Competent advice from experts experienced in SME and EU issues
- Use of international network of contacts
- Sound decision making through customised support

600 organizations in  
over 50 countries with  
more than 3000 experts



# Sector Groups

- Aeronautics and Space
- Agrofood
- Automotive, Transport and Logistics
- BioChemTech
- Creative Industries
- Environment
- Healthcare
- ICT Industry and Services
- Intelligent Energy
- Maritime Industry and Services
- Materials
- Nano and Microtechnologies
- Services and Retail
- Sustainable Construction
- Textile and Fashion
- Tourism and Cultural Heritage
- Woman Entrepreneurship

# Sector Group Environment

- Founded in summer 2008 as successor project of the successful Thematic Group Environment of the predecessor IRC project (since 1997)
- Currently about 55-60 members
- 22 countries represented
  - From Norway and Sweden in the North, to Turkey and Malta in the South
  - From Portugal and Spain in the West, to Hungary and Poland in the East
- Chaired by NRW.Europa/ZENIT GmbH



# SGE - Objectives

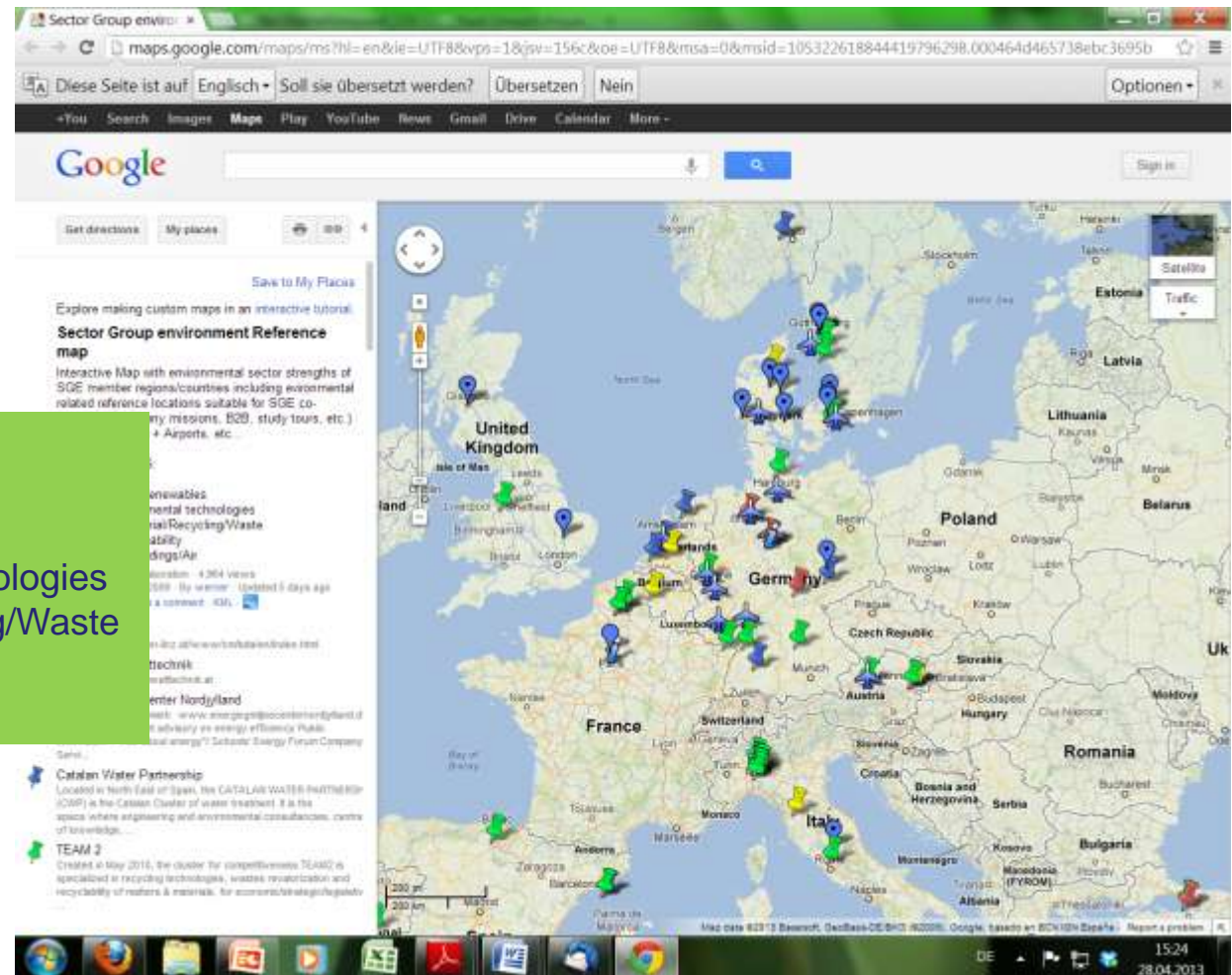
- To link players in the areas of environment and eco-innovation
- To bring together enterprises, universities, research institutes, clusters and stakeholders for cooperation and exchange in the field of environmental topics
- To unite supply and demand in the area of environmental technology
- To provide of information on European funding schemes related to environment
- To provide information on EU legislation and directives related to environment



# SGE – Activities and events

- Brokerage events at environmental trade exhibitions
- Delegation visits including BRIC countries and other prospective markets
- Compilation of catalogues with cooperation profiles related to environmental topics, e.g. “Water”
- Survey of environmental clusters, mediation of inter-cluster cooperation
- Information seminars for enterprises and institutes
- Exchange of experience with other networks, institutions, initiatives and players (e.g. NCPs)
- Awareness raising for eco-innovation (e.g. on World Environment Day)
- Bridge function between European Commission and enterprises
- Active participation in workshops and other events organized by the European Commission

# SGE Reference Map



## FLAG COLOURS:

Blue = Water

Red = Energy/ Renewables

Green = Environmental technologies

Turquoise =Material/Recycling/Waste

Yellow = Sustainability

Purple-red = Buildings/Air



# SGE

## “Water Catalogue”



Business Support on Your Doorstep

**Water technology profiles**  
Sector Group Environment  
Water Catalogue 2013 - 01



Enterprise and Industry

[www.enterprise-europe-network.ec.europa.eu](http://www.enterprise-europe-network.ec.europa.eu)



Business Support on Your Doorstep  
NRW.Europa

# SGE – Benefits for the target groups

- Strong sectoral focus on all environment-related topics
- Support by experts experienced in SME *and* environment issues
- Help in *all* areas (commerce, technology transfer, R&D, legislation, funding...)
- Initiation of contacts and partnerships
- Tailored instruments to aid access to other markets (e.g. partner mediation events at environmental trade exhibitions; 60 PAs in 2012))
- Affordable (or even free) services
- SME input to Commission policies via feedback through SGE

# SGE – 2013 Calendar of Events

- “Energy Match”, 23.-25.05.2013, Copenhagen  
[www.b2match.eu/energymatch2013](http://www.b2match.eu/energymatch2013)
- B2B at ENVIROnord, Lille, 04.-05.06.2013
- International Business Meetings at REW, Istanbul, 14.06.2013
- B2B Sustainable & Smart City, Nice, 18.-19-06.2013
- Brokerage Event at Ökoindustria, Budapest, 25.-27.09.2013
- Brokerage Event on Energy & Environment, Austria (November, venue/exact dateTBA)
- Brokerage Event “Green Business” at Pollutec, Paris, 03.-06.12.2013
- “AquaMatch”, 05.-06.11.2013, Amsterdam  
[www.b2match.eu/aquamatch2013](http://www.b2match.eu/aquamatch2013)

# Technology Offers

## BBS database of the Enterprise Europe Network

- Currently 220 projects in the database with the keywords “Water treatment” or “Water pollution”
- Of which 30 from Germany and 3 from Eire (Spain = 24, Netherlands = 19, UK = 16, Israel = 15, France = 14, Poland = 10, Czech Republic = 10)

- Example:

Sediment management solutions for rivers and reservoirs

(Ref: 13 DE 0855 3S5Y )

*German company offers a patented ecologically sound solution for sediment management in rivers and reservoirs. Reservoir operators or river authorities are sought for licensing or commercial agreements with technical assistance.*



# So how can the EEN be put to good use?

- As a source of information about EU programmes and calls
- To find partners for new research projects
- As support for the commercialization of results (IPR, search for business partners, demonstration projects)
- General search for suitable and open-minded SMEs for innovation purposes and as end users
- New SME instrument (search for coaching experts)
- Regional and national financing and funding

# INNOVATIONSEEDS



## INNOVATIONSEEDS:

- Aims to maximize the value of environmental research through an innovative interactive platform
- Allows research teams, policy makers and technology providers and users to access and communicate about new eco-innovative technologies and knowledge
- Lets users benefit from a virtual library of about 120 R&D results with details of promising FP6, FP7 and CIP environmental research projects
- Repackages the results and highlight how they might be used by a wide range of market players
- Determines the most suitable mix of promotional activities for each R&D result to ensure uptake by potential users, including articles, webinars, and video news releases, as well as brokerage events to promote links between researchers and potential research users
- Is supported by the European Commission under the Seventh Framework Programme and coordinated by Greenovate! Europe EEIG

[www.innovationseeds.eu](http://www.innovationseeds.eu)

# ECOWEB



## ECOWEB:

- Is an initiative by the European Commission and a central gateway to eco-innovations
  - Promotes and increases the uptake of EU-funded eco-innovative research results from FP6, FP7, CIP and LIFE+ projects
  - Aims to bring together companies and eco-innovations from EU-funded projects relevant for them
  - Focuses on individual *eco-innovative research results* rather than on *projects*
  - Contains an extensive library with over 1,000 European eco-innovations, including technologies, applications, products, processes and other solutions
  - Offers extensive networking opportunities and contacts to project members and potential business partners
- Gives researchers a European platform for the broad exposure, dissemination and promotion of generated research results

[www.ecoweb.info](http://www.ecoweb.info)

# ECO-INNOVERA



## ECO-INNOVERA:

- Is coordinated by Jülich Research Centre on behalf of the German Federal Ministry of Education and Research
- Has 25 partners from 20 countries and regions
- Focuses on the support of eco-innovation in R&D as the first pillar of the value chain
- Is establishing a networking platform for information exchange on eco-innovation in Europe
- Assesses potential and challenges of research on eco-innovation and develops measures to address them
- Is developing target-group specific dissemination strategies to support the diffusion of eco-innovation along the whole value chain
- Provides best practice for research planning and funding on eco-innovation

[www.eco-innova.eu](http://www.eco-innova.eu)

**Please use the EEN and the  
SGE and let's see what we  
can do together in Horizon  
2020!**

**Thank you for your attention!**

**ZENIT GmbH / NRW.Europa  
info@zenit.de**

