

Agenda 2013

April 22
INNOWATER
Workshop at the
European Cluster
Manager Day
Dublin

April 22-23
Water Technology
Road Show
Cyprus

June 10
Water International
Information Day
United Kingdom
Denmark
The Netherlands

June 19
‘The Next Super
Model’: Conference on
Systems for Innovation
Support
Copenhagen

The global potential of the development of new technological solutions is enormous.

The INNOWATER project provides **innovation- and internationalization support** to strengthen innovation in the water sector and match key technology-needs in (overseas) markets with providers of solutions within Europe.

All innovation support is free of charge

For more info and participation, please visit: www.innowater.eu



Business Support for Water-Using Industries Online Water Innovation Quick Scan (WIQS)

The online WIQS quickly **assesses water management in your company**: do you know the facts? Are there opportunities to improve your sustainable water management? Fill in the WIQS and find out!
www.innowater.eu/innovation-support-for-water-using-industries/the-water-innovation-quick-scan-wiqs

INNOWATER Audits

To support the implementation of responsible and sustainable water management, INNOWATER facilitates two **audits to develop a sustainable water strategy**: the European Water Stewardship and the INNOWATER Water Audit (IWA) which includes an extensive technical audit on water consumption in production processes.

Business Support for innovative SMEs in the water sector Online INNOWATER Innovation Questionnaire

The INNOWATER innovation questionnaire **challenges you to take a look at your company with a wide lens**. Take a step back and spend 5 minutes to consider if you have made a solid plan for where you are going, and for how you are going to make your business or innovation a success.

<http://innowater.eu/innovation-support-for-smes/innowater-innovation-questionnaire>

Business Proposition Toolkit (BPT)

The BPT is an expert-led process that supports SMEs that are in the early stages of commercializing a new product or service in **articulating a robust value proposition and an appropriate business model**.



Do you want to take your water technology elsewhere? INNOWATER can help!

The INNOWATER partnership will visit three emerging non-European markets:

Mining industry in South Africa

March 2013

Agriculture in Mexico

April 2013

Food Industry in China

May 2013

Key stakeholders in the water sector and leading water-using companies in these countries are visited by an INNOWATER delegation to **gain specific market intelligence** about market opportunities.

Is your company providing an innovative water technology and are you interested in doing (more) business in these markets? Please fill in the form below and you will be contacted about opportunities for your company:

www.innowater.eu/innovation-support-for-smes/internationalisation-support/business-scouting-trips

Results of the trips, specific information about international markets, relevant contacts will be provided during an interactive webinar at the

Water International Information Day

This day will take place **June 10** in The Netherlands, Denmark and The United Kingdom.