

# The Innovation Forum – Participation and selection process for European SMEs

- Who? **SMEs** selected through an open call for proposals and companies/users from the targeted non-EU countries (Bolivia, Peru, Kenya, and Uganda)
- What? The **innovation forum** taking place during the **IFAT** (World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management)
- When? May 31, 2022, from 2 to 6pm
- Where? Munich (Messe München)
- Why? Share your **expertise** and **innovative solutions** in the fields of **water** and **circular economy** for **South American and African countries**, **meet new business partners**, **develop new partnerships** & raise awareness for euWater4i-SD
- How? 1 Keynote & **10 Pitches** (10 min each)

The week of 30<sup>th</sup> May to 3<sup>rd</sup> of June 2021 will take place the IFAT, World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, in Munich, Germany. The project euWater4i-SD, funded by the European Union's COSME Programme, will use this event as a platform to develop partnerships and promote water-smart solutions from European SMEs to South American and African countries.

A so-called Innovation Forum will be organised by the project on Tuesday, the 31<sup>st</sup> of May, as part of the IFAT. The floor will be given to European SMEs who will be able to make a 10-minute pitch on the water-smart solutions they offer.

## What is euWater4i-SD?

The euWater4i-SD project (**EUropean Water-smart initiative for fostering International Sustainable Development**) is a project financed in the framework of the COSME Clusters Go International (COS-CLUSINT-2020-3-01) Programme by the European Commission.

The project will last 36 months, starting from the 16<sup>th</sup> of September 2021.



The euWater4i-SD project aims to set an European Strategic Cluster Partnership Going International (ESCP-4i) to enable water-smart solutions entering the sustainable territorial development (STD) market in emerging countries. euWater4i-SD is particularly focused on **global water-smart solutions** (services, technologies and funding) enabling the transition towards sustainable territories through **resource-efficient management** and **circular economy** implementation in the five key sectors of the STD market (construction, energy as a service, agriculture, industries, water resources management and supply).

euWater4i-SD consists on building a one-stop-shop for EU SMEs offering water-smart solutions to foster their business opportunities and increase their competitiveness at the global scale.

The euWater4i-SD partnership consists of:

- France Water Team, water cluster, France
- ACLIMA, energy-environment cluster, Spain
- CREA Hydro & Energy, water-energy cluster, Czech Republic
- Ecoliance, water-energy-building-recycling cluster, Germany
- Green Synergie cluster, energy-environment cluster, Bulgaria

## Why should I make a pitch at the Innovation Forum?

As already mentioned, the IFAT is the World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management. In 2018 the fair welcomed over 140,000 visitors from 162 countries and regions – in other words, **industries from all over the world**. This ensures that a **large relevant audience** will be reached during the Innovation Forum and, above all, that the target groups (**South America & Africa**) can be easily addressed.

**Prof. Dr. Michael Braungart** will take part as a **keynote speaker** for the Innovation Forum. He is a professor at the Leuphana University of Lüneburg and also founder of several companies and institutes like EPEA International Environmental Research in Hamburg, McDonough Braungart Design Chemistry (MBDC) in Charlottesville, Virginia (USA) and Hamburg Environmental Institute (HUI). He is very well known for developing the concept of “**Cradle-to-cradle design**”, which aims to create products oriented toward **a life-cycle economy**.

10 companies, selected according to several criteria, will be given the opportunity to perform a 10-min-pitch in front of 60 attendees including potential partners and clients from the target countries. The content of the pitches may include a general presentation of the company, the products / services / expertise it offers and its planned or existing international activities. A Power-Point presentation of max. 5 slides may be used for the pitch. Two breaks are included in the program, in order to give participants the opportunity to **meet and exchange business cards**. Finally, there will be 45 minutes dedicated to municipalities, associations or companies from South America and Africa to **present their challenges** with an explanatory poster as support.

## How can I participate to the Innovation Forum?

European SMEs wishing to make a pitch at the Innovation Forum are required to fill in a questionnaire until the 30<sup>th</sup> of November 2021, 6 pm. Following criteria will be taken into account when selecting the SMEs:

- Location of the company
- Age of the company
- Field(s) of the company and solutions offered
- Number of employees of the company
- Research and development activity
- International activity
- Network and cluster membership
- Gender equality

The selected SMEs will be contacted in December 2021.

Please click on the following link to access the questionnaire: <https://ec.europa.eu/eusurvey/runner/I-want-to-participate-to-the-innovation-forum>

For any questions or remarks you can contact:

Louise Gubanski

International project manager

Ecoliance Rheinland-Pfalz e.V.

+49 6782 17-1935

[louise.gubanski@ecoliance-rlp.de](mailto:louise.gubanski@ecoliance-rlp.de)

