



Danish Ministry of the Environment
Environmental Protection Agency



CEWP PI Lot 5
Supported by the EU
Partnership Instrument



CEWP Business & Innovation Program

Activity Report JSC, Budapest, April 2019

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Summary of the Business Program

- Objective of the program: to support European companies at the Chinese market for water technologies.
- Approach: meet companies where they are = organize side-events at Water Tech Expos, where companies may attend anyhow as they can achieve the outcomes of conventional attendance from setting up a booth and meeting potential customers etc., now topped with outcome of CEWP organized events. The chosen format for CEWP events will be *open innovation meetings*, which will allow for Chinese and European stakeholders to engage in dialogues on concrete challenges.
- Invite stakeholders for dialogue both at events in China and follow-up events in Europe, hereby contributing to relation-building, *Guangxi*.





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Business & Innovation Priorities 2019-2021

- 2019 Industrial Water Use (Food, Non-food sectors)
- 2020 Urban Water (Sponge Cities, WWTPs, Smart Cities)
- 2021 Rural Water (Water Supply and Sanitation for Villages/Towns, Groundwater Management)





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Business & Innovation Program, 2019

Industrial Water Use

- Information meeting, Qingdao, April 12th
- Information meeting @IE Expo Shanghai, April 15th
- Information meeting @Aquatech Amsterdam, November 3rd
- Open Innovation Event @EUPIC Twin Fair, Chengdu and Qingdao, Nov 11th-15th
- Open Innovation Event @CEWP Annual Meeting, Lisbon, Dec 3rd, AND back2back visit to selected country, Dec 4th-5th, IF organized by country representative



Activities and Achievements # 1

- Planning of first event in Qingdao with partner organization, EUPIC, supported by Enterprise Europe Network. Based on first feedback from EUPIC on dialogue with local stakeholders, it was decided to rename the first events (Qingdao April 12th and Shanghai April 15th) as Information Meeting, in order to focus on outreach to potential participants of the Open Innovation Meeting in November.
- The event in Qingdao drew the attention of 70 participants, while the one in Shanghai had 30 participants. The Information Meetings identified a number of challenges, which will be considered to be the focus of the Open Innovation Meeting, e.g. turning sludge and other organic waste into assets of economic value.



Activities and Achievements # 2

- Further, the Information Meetings as well as the opportunity to observe technologies exhibited at the very large IE EXPO in Shanghai (65.000 participants, almost 2.000 exhibitors). Overall, and obviously simplified conclusions, crucial to handling the Open Innovation Meetings in November, were:
 - Technologies at component level, with quite advanced features exists, but at the same there is a significant gap between the use of these incorporated in *solutions*, the quite impressive policies eg Water Ten Action Plan, and the macro figures for the state of the environment, water quality, water resources availability, climate change etc: the market doesn't deliver sufficiently.
 - This points to market errors in a combination of the following: components not combined into adequate *solutions*, silo-dimension of policies and trickle down of related budgets not ensuring a holistic dimension of solutions requested via tenders.



Activities and Achievements # 3

- This points to market errors in a combination of the following:
 - . Components not combined into adequate *solutions*
 - . Silo-dimension of policies and trickle down of related budgets not ensuring a holistic dimension of solutions requested via tenders, notably lack of ensuring energy-efficient solutions.
 - . Lack of appropriate pricing, which includes true costs of operations, both for water, energy and other resources, prevents strong business cases for holistic solutions and doesn't contribute to long-term sustainability.
 - . And, maybe, these deficiencies may be worsened by approach and role the *Design Institutes*, which doesn't necessarily promote state-of-the-art solutions. This will be examined further.
 - . Finally, lack of adequate Guidance Documents for the local regulators in their work with implementation of national strategies and laws, coupled with lack of appropriate analytical tools to established customized approaches leads to one-size-fits all measures implemented for whole river basins



Activities and Achievements # 4

- Looking ahead, considerations on how to conduct the Open Innovation Meetings in November will be made in the coming weeks, aiming at discussing *solutions* related to concrete, current challenges, with the *solutions* addressing both water, environmental and energy aspects, as well as integrating the potential of digital transformation.
- The Open Innovation Meetings will be organized together with a number of partner organizations (see next slide) and an outreach to European Companies will be made via a range of Business Organization Networks (also see next slide), with whom talks were held during the IE EXPO in Shanghai.
- The EUPIC Twin Fair will take place in Chengdu (Sichuan) on November 11th-12th, 2019, and in Qingdao (Shandong) on November 14th-15th. For more information, see separate flyer.
- A full report from the Information Meetings in Qingdao and Shanghai will be ready by early May at latest and published at the CEWP website.



Organizational set-up

Partner Organizations

EU SME Centre, EUCCC Environment WG, China Water Risk, ICETC (MWR), EUPIC, ÉN, PI Lot 1 (IoW), Shandong Province Water Resource Department & Water Research Institute

Will try to add: Sichuan Province Water Authorities

Business Organizations Network (Outreach to Companies):

Finnish Water Forum, German Water Partnership, IRSA CNR (Italy), Business France, Aquatech Amsterdam, Danish Export Association, IVL (Sweden), Netherlands Business Support Office, Advantage Austria, Swisssenviro, DWA (Germany)

Will try to add: Organizations from other countries, e.g. Hungary.



EUPIC Chengdu-Qingdao Twin Fair

Elements of CEWP activities at the Twin Fair in Chengdu and Qingdao, November 11th-15th, 2019:

- Open Innovation Meetings based on challenges identified at Information Meeting held on April 12th and 15th
- Formation of "clusters" / "partnerships" around the challenges to be continued @CEWP Annual Meeting in Lisbon, dec 2019
- B2B matchmaking, facilitated by EUPIC/EEN method
- Opportunity for companies to set up boot at exhibitions





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