



**Potential and Validation
of Sustainable Natural & Advance Technologies
for Water & Wastewater Treatment,
Monitoring and Safe Water Reuse
in India**

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CI	Classified, information as referred to in Commission Decision 2001/844/EC	



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1. Overarching Goals

WP9 “Road to the market” has been designed to **create a level playing field for European and Indian Industries and SMEs** working in the water sector, paving the way for a potential joint venture for the manufacturing of water treatment technologies and systems. Furthermore, the aim of the WP is to **support and empower Indian entrepreneurs in their endeavour to establish and successfully run their own business** in sustainable sanitation and/or water and resource management, as well as to **support existing SMEs in the water and sanitation sector to expand their portfolio** including sustainable and adapted products and services. The specific objectives to be reached are:

- (1) To develop didactic training material for supporting the execution of the training modules related to business development in the water sector.
- (2) To empower and support 15 industries and SMEs in India, so they can successfully manufacture, offer and commercialize sustainable water products and services.
- (3) To promote joint ventures between the EU and Indian industries and SMEs, so they can successfully offer sustainable water products and services.

To achieve this, SEECON, AMU & ESF together with WP9 Participants¹ will implement a **Project Incubator Programme** in 2022. This programme will be designed to allow participants to:

- A. Connect with relevant and appealing business partners from the EU/India in order to explore avenues for potential collaboration
- B. Learn essential aspects about PAVITR solutions and how they can address challenges related to groundwater recharge, water potabilization, wastewater reclamation and smart metering
- C. Engage with potential business partners to design, plan and launch joint venture projects for addressing challenges related to groundwater recharge, water potabilization, wastewater reclamation and smart metering
- D. Receive training in joint venture project design and EU-India partnerships to encourage more sustainable water management approaches
- E. Receive the opportunity to develop project tenders based on a professional business coaching methodology
- F. Learn from leading water sector innovators from the EU and India
- G. Network with like-minded pioneers and stewards of the Indian Water Sector

¹ NEERI, AUTARCON, BIOAZUL, IRIDRA, KRETA, AIMEN, PESSL, AMU

2. Outline of the programme

2.1. Step 1: Initiate matchmaking

JAN – OCT 2022

Corresponding objective: A

Leveraging the combined networks of PAVITR project partners as well as actors from other relevant EU projects in India, a matchmaking process for interested business partners will be launched. The matchmaking process will be designed to reach out to (external) project partners potentially interested in incubating a joint project to tackle a relevant water-related challenge in India. Through Calls for Expressions of Interests, direct mailing campaigns as well as social media posts, several potentially interested candidates will be selected and connected to PAVITR project partners. This will allow for sufficient time to prepare the grounds for the design sprint respectively project incubation training conducted later in 2022. Through a bilateral exchange, a first, rough draft of a project concept will be produced by the interested parties where the following will be highlighted: problem statement, project strategy, project location, high level budget estimation and financing strategy.

2.2. Step 2: Implement online Project Incubation Sprint

NOV 2022

Corresponding objectives: B, C, D, F

Once preliminary project designs are drafted, SEECON will implement a multi-day Project Incubation Sprint. This online event is designed for validating the draft project concept, deepen knowledge on PAVITR technologies, outline project governance structures, and map out potential financing sources. At the end of the design sprint, participants will have produced validated project concepts, a collaboration agreement, a rough time plan, and a concrete financing/fundraising strategy.

2.3. Step 3: Consolidate project design and financing strategy

DEC 2022 – DEC 2023

Corresponding objectives: E, G

Project teams that will result from the Project Incubation Sprint will receive coaching support to consolidate the project designs, the financing strategies, as well as to connect with potentially interested donors, investors and financial institutions. Project teams will receive exposure opportunities at PAVITR and PAVITR-related events.

3. Target audience

The PAVITR Project Incubation Programme is oriented towards representatives of forward-thinking Local Governments, NGOs and impact-driven enterprises or start-ups who are eager to start solving India's most pressing water-related issues in the areas of: Ground water recharge, water potabilization, wastewater reclamation and smart metering.

4. Governance

SEECON, ESF, NEERI and AMU will lead this task (upon budget allocation to NEERI for conducting seminars/ workshop). All partners will contribute to the development of content for the training material. The partners that provide technologies, i.e. AUTARCON, BIOAZUL,

IRIDRA, KRETA, AIMEN, PESSL, will be in charge of preparing the technical training modules according to the instructions given by the task leader. SEECON and NEERI will be key players in developing the modules related to starting business in India, while SEECON will be responsible for the entire methodology of the program as well as the business development and matchmaking modules.

5. Rough time plan

Task	Responsible	Deadline	Jan 22	Feb 22	Mar 22	Apr 22	Mai 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dez 22	Jan 23
Develop didactic training material	SEECON	31.01.2022													
Develop training concept	SEECON	31.01.2022	█												
Buy-in of partners	SEECON	21.02.2022	█	█											
Outline agenda, learning objective, sessions	SEECON	30.02.2022		█	█										
Develop contents	All Partners	30.06.2022		█	█	█	█	█	█						
Outreach to potential partners for matchmaking	BIOAZUL, AMU	31.08.2022				█	█	█	█	█					
Empower and support 15 industries and SMEs in India	BIOAZUL	31.11.2022	█	█	█	█	█	█	█	█	█	█	█	█	
Logistical set-up of training	AMU	31.09.2022							█						
Implementation of training	BIOAZUL / AMU	15.11.2022											█		
Creating the basis for Joint Ventures	SEECON	15.11.2022											█		
Promote joint ventures between EU and Indian industries and SMEs	AUTAR-CON	31.01.2023	█	█	█	█	█	█	█	█	█	█	█	█	█
Matchmaking activities pre-workshop	NEERI	15.11.2022									█	█	█		
Coaching activities post-workshop	AIMEN	31.01.2024												█	=>

6. Online Project Incubation Sprint

6.1. Content (to be validated/adapted throughout 2022)

The programme aims to bring together “challengers” who hold a vision for better water management solutions in India and “solution providers” - particularly, but not exclusively - from the EU who are eager to implement and mainstream their technologies in the Indian market (which is growing rapidly). The programme is designed to create a level playing field for European SMEs and Local Indian Water sector actors to discuss, design, plan and launch innovative projects to tackle local water-related challenges in India with emerging technologies from the EU. The online event will consist of 5 Modules:

Module 1: Validate project designs

Session 1	Session 2	Session 3
Welcome & overview of the design sprint	Validating project designs: Peer- & expert-feedback	Consolidating project designs

This module aims to critically assess the draft project concepts/ideas of the participants by questioning key aspects such as: problem analysis and underlying assumptions, problem-solution fit, sustainability criteria, financing strategies. Key output: Validated/updated project designs.

Module 2: Deepen knowledge on PAVITR solutions and matchmaking tour kick-off

Session 4 (Parallel Sessions)		
Drinking water technologies	Water reclamation technologies	High resolution management technologies

This module aims to provide more in-depth knowledge on PAVITR solutions in order to provide a basis for a more comprehensive problem-technology fitness analysis as well as to concretize project design in terms of physical and infrastructural key aspects. Key Outputs: Tailored crash courses on PAVITR solutions.

Module 3: Plan and set-up governance structures

Session 5	Session 6	Session 7
Sustainability criteria & common pitfalls	Governance structure	Draft collaboration agreement

This module aims at helping project partners to clarify roles and responsibilities considering common pitfalls and hurdles in EU-Indian partnerships. Key Outputs: Draft collaboration agreements including rough time plans.

Module 4: Financing strategy

Session 8	Session 9	Session 10
Financing options	Drafting Financing Strategy	Reality-Check: Expert-Feedback

This module aims to provide insights for participants in terms of potential financing strategies and sources. Key outputs: Validated financing strategies.

6.2. Methodology

The overarching framework of the incubation sprint is guided by a number of clustered guiding questions on key aspects about the project designs:

1. Problem statement and project approach

- What exactly is the problem and why has it been difficult to solve so far?
- Why is it relevant to water-related issues in India? (where possible, define key indicators).
- What is the project's approach to solving the problem and what is innovative/new about it?

2. Result/product/service

- What result / product / service does the project create?
- How does the project solve the above-stated problem exactly?
- How does it contribute to the water-related issues in India in the broader sense?

3. User groups/customer segments

- Who benefits from the project and what exactly are the benefits?
- What are the advantages for the respective customer segment / user group compared to the status quo and/or previous solution approaches?

4. Market potential

- How many potential users and customers could the project realistically reach?
- How many [UNITS] can realistically be produced/saved/protected/replaced/etc. in relation to the key indicators?

5. Financing strategy

- How are CAPEX & OPEX to be financed?
- To what extent can cost recovery contribute to the financing strategy?
- What financing strategies have a high potential?

6. Partner model, project team & governance

- Which partners are involved and with what motivation?
- How does each partner strengthen the value proposition and sustainability of the project?
- What do the partners bring to the table and what does the cooperation look like?
- Who is responsible for what?

7. Time plan

- Project Milestones until Dec 2023

6.3. Format

The online event will be carried out on “creation.camp”. <https://creation.camp> is a customizable online platform that brings online conferences, trainings, workshops and other e-events to the

next level. Its features allow replicating the face-to-face experiences, offering engagement activities that make participants forget that they are in an online event. On the creation.camp platform participants exchange and collaborate in:

- **Plenary sessions** which are organized professionally through streaming services or zoom
- **Parallel sessions** offering participants the right sessions according to their interests
- **Networking areas** for participants to freely interact with each other while building their network
- **Workshop rooms** enable participants to collaborate on tasks or individual projects through chats, video conferences and tailor-made submission forms
- **Expositors corner** where organizers can share and offer any helpful tools/documents with the facilitators and have an own private channel to communicate with them
- **Cafeteria** allowing participants to know who else is in the event, and they can get in touch.

creation.camp has hosted events financed by the Interamerican Development Bank (IADB), the World Health Organization (WHO), the International Secretariat for Water, the Centre for Mediterranean Integration of the World Bank, and many other partners.