

LIFE16

Environment – Water Sustainability & Replicability

Brussels

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The dual nature of LIFE!!



Technical **feasibility** of the process/method/solution → **technical success**

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Actions to safeguard sustainability and replication → **project's success**

Why replicability and sustainability are so significant?

- **Impact to wider audience, increasing the added value of the project**
- **Promotes the quality of your team's work**
- **Assists in the creation of business opportunities**
- **Maximises the impact of LIFE programme**



Projects categorisation based on topic

Wastewater treatment	Efficient provision of water services/Water saving measures	Marine sustainability in aquaculture	River restoration
LIFE16 ES 156 **LIFE NEWEST** LIFE16 ES 169 **LIFE CLEAN UP** LIFE16 ES 180 **LIFE ALGAECAN** LIFE16 ES 218 **LIFE DEMINE** LIFE16 ES 342 **LIFE DRY4GAS** LIFE16 ES 390 **LIFE BACTIWATER** LIFE 16 ES 410 **LIFE DIME** LIFE 16 ES 437 **LIFE ALCHEMIA** LIFE16 GR 298 **LIFE B2E4sustainable-WWTP** LIFE16 IT 345 **LIFE DeNTreat** LIFE16 IT 486 **LIFE LESSWATT**	•LIFE16 ES 196 **LIFE ECOGRANULARWATER** •LIFE16 ES 533 **LIFE WATER WAY** •LIFE 16 ES 223 **LIFE DREAMER** •LIFE 16 ES 419 **LIFE LIBERNITRATE** •LIFE 16 DE 550 **LIFE SmartWater** •LIFE 16 ES 287 **LIFE AGROGESTOR** •LIFE 16 ES 341 **LIFE-DESEACROP**	•LIFE 16 IT 343 **REMEDIA LIFE**	•LIFE16 PT 411 **LIFE AGUEDA**

LIFE16 ENV/ES/000156 **LIFE_NEWEST**

New urban wastewater treatment based on natural coagulants to avoid phosphorous pollution allowing mud's agrovalorization

- **Product:** Technology for phosphorous removal in wastewater from urban and industrial treatment plants based on a new natural based organic polymer able to improve the coagulant efficiency and replace the currently used dangerous chemical products.
- **Market:** Public bodies and private companies that manage urban and industrial waste water treatment plants (WWTP), companies that carry out maintenance of WWTP, companies that distribute chemical coagulants for waste water treatment, industries that need to treat their waste water, chemical companies that could produce coagulants for water treatment.
- **Competition:** European/Global synthetic coagulants market and other innovative technologies for phosphorous removal.
- **Replicability and sustainability strategy:** Real scale implementation in WWTPs in Spain (4), Germany (1) and Netherlands (1). Beneficiaries manage some of the facilities where the project will be replicated. Technology cession for collaborating companies in Germany and Netherlands. Business plan. After the project: 3 years after the project end, 50 replications of the technology, 5 production plants and 4 technology cession.

LIFE16 ENV/ES/000156 **LIFE_NEWEST**

New urban wastewater treatment based on natural coagulants to avoid phosphorous pollution allowing mud's agrovalorization

Main challenges:

- Replicability during the project depends on partners that are not associated beneficiaries.
- Market and regulation constrains of the use of the bypass products
- Potential investors analysis
- ETV and BAT not foreseen
- Regulation constrains to the use of sludge in agriculture



LIFE16 ENV/ES/000169 **LIFE CLEAN UP**

Validation of adsorbent materials and advanced oxidation techniques to remove emerging pollutants in treated wastewater

- **Product:** Wastewater depuration system that retains more than 90% and eliminates around 98% of emerging pollutants from WWTP effluents.
- **Market:** Public bodies and private companies that manage urban WWTP, companies that supply water treatment technology, water authorities that control WWTP effluents.
- **Competition:** Consultancy firms that design water treatment systems and companies that also build and maintain WWTPs. European/global water treatment industry.
- **Replicability and sustainability Strategy:** Study on renewable energy to be integrated in the product. Cost-benefit analysis for industrial scale. Case studies for transfer to other industries, geographic locations and industrial sectors. The beneficiaries that are private companies will create a start-up to commercialize the technology and will prepare a market study and business plan. Strong partnership in terms of access to Spanish and international market. After the project: Patent of the new system for commercialisation by the spin-off.

Main challenges:

- Supply chain requirements
- Potential investors analysis
- Product positioning in terms of cost and price
- ETV and BAT not foreseen



LIFE16 ENV/ES/000180 **LIFE ALGAECAN**

Adding sustainability to the fruit and vegetable processing industry through solar-powered algal wastewater treatment

- **Product:** (i) Sustainable treatment model of highly loaded and salty effluents based on a solar-powered algal treatment, which produces (ii) added-value microalgae that can be reused in the production of biofertilisers, animal feed, bioplastic, etc. .
- **Market**: (i) Food and vegetables processing industry, other agro-food industries. (ii) Fertilisers and animal feed industries.
- **Competition:** European/Global (i) water treatment industry and innovative technology companies and (ii) suppliers of components for fertilisers and animal feeds.
- **Replicability and sustainability Strategy:** Replicate the model in 2 facilities in Spain and Slovenia, studies to transfer to 2 follower facilities in Greece and Germany. Suggestions for full-scale implementation in the 4 facilities. Studies of microalgae-based product valorisation. Dissemination of project results and good practices. After the project: Full-scale in the project demos sites.

LIFE16 ENV/ES/000180 **LIFE ALGAECAN**

Adding sustainability to the fruit and vegetable processing industry through solar-powered algae wastewater treatment

Main challenges:



- Supply chain requirements
- Product positioning in terms of cost and price and payback period
- Business model for transfer to other agro-food industries
- Potential investors analysis: only EU funds considered
- Licensing plan for partners use not clear
- ETV not foreseen

LIFE16 ENV/ES/000196 **LIFE ECOGRANULARWATER**

Demonstration project for groundwater treatment with an innovative system based in aerobic granular technology

- **Product:** Groundwater treatment system for drinking water supply, based on aerobic granular technology
- **Market:** Small municipalities, water and health authorities and water management companies.
- **Competition:** Other water treatment systems.
- **Replicability and sustainability strategy:** Stakeholders identification, cost-benefit and market study at EU level and contact with 15 entities, 2 technical workshops and technical guides in 3 languages. After the project: project plant working, 6 new plants in 3 years in Granada province.

LIFE16 ENV/ES/000196 **LIFE ECOGRANULARWATER**

Demonstration project for groundwater treatment with an innovative system based in aerobic granular technology

Main challenges:

- Not actual replication during the project lifetime
- Marketing positioning in terms of market size, customers, competitors or supply chain requirements
- Product positioning in terms of cost, price and payback period
- Potential investors analysis
- Business model, including partnership, after the project
- ETV or BAT not foreseen



European Commission | Executive Agency for Small and Medium-sized Enterprises

LIFE16 ENV/ES/000218 **LIFE DEMINE**

Decreasing the environmental impact caused by abandoned mines on water bodies

- **Product:** Mining Effluent Treatment Process (METP) to treat mining wastewaters, based in membranes and electrocoagulation.
- **Market:** Municipalities, water authorities and private companies responsible for mining operations. Other industrial activities with high levels of metals and salts in their wastewater discharges (steel production, tin plating, automotive and tanneries).
- **Competition:** Available techniques to treat mining effluents.
- **Replicability and sustainability strategy:** Identification and contact of main stakeholders from the beginning, preparatory actions. Also a survey on main concerns. Not specific technology that will allow to treat different wastewaters (abandoned and active mines). Tested in mines in Welsh (metal) and Germany (salt). Dissemination pack that includes a simplified tool that predicts the environmental benefits of implementing this technology. After the project: German pilot plant will keep working, 10 METP plants at full scale in the 5 years after the end of the project. Maybe an spin-off company or joint venture.

LIFE16 ENV/ES/000218 **LIFE DEMINE**

Decreasing the environmental impact caused by abandoned mines on water bodies

Main challenges:



- Recyclability of the metals/salts recovered
- Potential investors analysis: full-scale replication paid by customers
- Market positioning in terms of market size, competitors or supply chain requirements
- Product positioning in terms of cost and price
- Partnership model after the project not clear
- ETV or BAT not foreseen

LIFE16 ENV/ES/000223 **LIFE DREAMER**

Demonstration of an environmentally-friendly desalination system concept: transforming seawater into valuable resources

- **Product:** Highly resource-efficient desalination concept to produce drinking water and different valuable products.
- **Market**: Water/river basin authorities, public and private water utilities, industry generating large volumes of wastewater with high salinity or industry that requires high volumes of water.
- **Competition:** Other desalination processes
- **Replicability and sustainability strategy:** process based in the most widespread desalination technology, RO. Multinational company leader in RO technology. Ensure compliance with water quality legislation around the world. The technology will follow the CB's process to scale-up and cost optimise it. Transferability assessment to other geographical areas with different water qualities. Business case to transfer to other sectors. Design/operation guidelines. Patented results. After the project: The CB plans to include the concept in future tenders in EU and other continents. 1 to 3 full-scale implementations in 3 years. Look for synergies with industrial sectors: chemical and petrochemical, oil and gas, mineral-extraction and metallurgic, etc.



Main challenges:

- Potential investors analysis
- Product positioning in terms of cost and price
- Regulation barriers to use the by-pass product as fertilizer
- Not actual replication during the project's lifetime
- ETV and BAT not foreseen

LIFE16 ENV/ES/000287 **LIFE AGROGESTOR**

Collective management of crops at the service of environmental programs related to the use and quality of water

- **Product:** Decision support tool (DST platform) for collective planning and management of irrigated crops in a collective management area (CMA) enabling collective managers to analyse indicators in different scenarios.
- **Market**: Agriculture cooperatives, irrigation communities, agro industries, river basin authorities and environmental authorities.
- **Competition:** Other planning and management tools for irrigated crops.
- **Replicability and sustainability strategy:** The DST platform will be validated in 3 scenarios with different environmental problem. Replication in 9 Spanish regions. Workshops in Greece, Italy and Portugal. After the project: Training and awareness raising among collective managers and farmers. DST platform will be integrated in the daily work of the farming advisor entities (beneficiaries) . Replication in South Europe (Portugal, Greece and Italy) in the midterm and other European countries in the long term. Guide of good practices and AGROgestor user's guide. Technology sustainability plan. Exploitation plan.

LIFE16 ENV/ES/000287 **LIFE AGROGESTOR**

Collective management of crops at the service of environmental programs related to the use and quality of water



Main challenges:

- Transfer to other applications
- Marketing and product positioning
- Business model at the end of the project (IP rights, partnership structure)
- Specify ASAP how midterm and long term plans will be carried out

LIFE16 ENV/ES/000341 **LIFE-DESEACROP**

Desalinated seawater for alternative and sustainable soilless crop production

- **Product:** Sustainable irrigation system with re-mineralised desalinated seawater for soilless crop production.
- **Market**: Agriculture cooperatives, irrigation communities, agro industries, farmers.
- **Competition:** Conventional crop culture.
- **Replicability and sustainability strategy:** Demonstration in 10 plots (total 1,515 m2). After the project: Maintenance of the demonstration plots and replication in at least 10 more plots (over 500 ha) in the region. Training of relevant stakeholders. Identification of EU areas with similar scenarios. Assessment of financing source in these regions. Business cases preparation (at least 3). Agreements for know-how transference.

LIFE16 ENV/ES/000341 **LIFE-DESEACROP**

Desalinated seawater for alternative and sustainable soilless crop production



Main challenges:

- Transfer to other products than tomato
- Agreements with farmers for replication
- Potential investors analysis (not only public financing)
- Business model for commercialization and marketing plan

LIFE16 ENV/ES/000342 **LIFE-DRY4GAS**

Waste Water sludge solar drying for energy recovery through gasification

- **Product:** Innovative technology for the management and reuse of swage sludge generated by WWTP
- **Market**: WWTPs managers, municipalities, waste management entities
- **Competition:** Other WWTP sludge treatment techniques
- **Replicability and sustainability strategy:** The use of the residual heat of the ROC (Rankine Organic Cycle) allows the implementation in a wide range of climates, therefore the transferability of results. Assessment of potential transfer to other climatic regions. After the project: Prototype built in one of the beneficiaries facilities, where it will be working after the end of the project and used for marketing purposes.

Main challenges:

- Not clear scale-up plan: collaboration model between partners, financing sources or site to develop it or full-scale site
- Not clear market positioning in terms of supply chain requirements, competitors or potential barriers
- Potential investors analysis
- ETV not foreseen



LIFE16 ENV/ES/000390 **LIFE BACTIWATER**

An environmental cost-effective activation treatment for biological failures in WWTP

- **Product:** An early-diagnosis tool and an activation treatment for biological failures in WWTP.
- **Market**: WWTPs managers, municipalities, water authorities, particular owners of domestic sewage treatment systems.
- **Competition:** Other procedures to recover activity after biological failure.
- **Replicability and sustainability strategy:** Assessment of legal and operational requirements in the current waste management practices in other EU countries. Study the historical database of uncontrolled spills that affected the biological activity of the WWTP in EU countries. Good Manufacturing Practices adapted to different requirements in EU countries. Business plan. External Advisory Board with EU members. After the project: Real plant trials. Progressive implementation at one beneficiary's WWTPs (3 years). Also to study transfer to other sectors and aquatic environments.

Main challenges:

- Financing sources for scale-up plan: only own resources
- Not clear market positioning in terms of supply chain requirements, competitors or potential barriers
- Not actual replication during the project lifetime



LIFE16 ENV/ES/000410 **LIFE DIME**

Demonstration of an innovative technology for the minimization of the environmental impact of metal finishing processes

- **Product:** Innovative technology for treating wastewater from metal industry finishing activities and recovering valuable raw materials.
- **Market**: Metal and surface metal treatment industry
- **Competition:** Companies offering other specific treatment solutions
- **Replicability and sustainability Strategy:** Specific business cases for ferrous and non-ferrous metal industries, technical reports will be sent to potential customers. Potential research partner will be contacted to evaluate strategic partnerships and licensing agreements of the solution for research purposes. Exploitation strategy will start in the project countries, Spain and Italy, then Europe, but mainly Germany, UK and France and finally international expansion. After the project: Demonstrative plant operative for research and trials with other wastewaters.

LIFE16 ENV/ES/000410 **LIFE DIME**

Demonstration of an innovative technology for the minimization of the environmental impact of metal finishing processes

Main challenges:

- Market positioning in terms of market size, customer, demand, supply chain requirements
- Potential investors analysis (only own resources and public funding considered)
- Regulation barriers to use the by-pass product as fertilizer
- No actual replication or transfer during the project lifetime
- ETV not foreseen



LIFE16 ENV/ES/000419 **LIFE LIBERNITRATE**

Responsible reduction of nitrates in the comprehensive water cycle

- **Product:** An integral system to reduce the nitrate content in the water cycle: i) A prototype for the purification of water with high nitrate content; ii) A guide to promote reduction of 20% of nitrogenised fertilisers by farmers.
- **Market**: Municipalities (up to 1,000 habitants) in regions with high nitrates concentration in water, reverse osmosis plants, farmers.
- **Competition:** Osmosis plants for water treatment in big municipalities
- **Replicability and sustainability Strategy:** To scale up the LIBERNITRATE plant, scaling up the burner and replicating the active silica beds in Italy to adapt to other markets needs. Business plan. After the project: Expansion through a system of franchises and licenses in Europe and direct sale to RO plants and small municipalities in Spain (in at least 14 RO plants of one of the beneficiaries). Three potential transfer lines: to Cr retention, produce active silica from other agro wastes (citrics, kakis) and the use of the beds in livestock farms for N retention from manure. New company.

LIFE16 ENV/ES/000419 **LIFE LIBERNITRATE**

Responsible reduction of nitrates in the comprehensive water cycle



Main challenges:

- Strategic partners identification
- Potential investors analysis (only public funding considered)
- Technology transfer challenges assessment
- Challenges of replication in other regions (regulation, licensing)
- ETV/BAT not foreseen

LIFE16 ENV/ES/000437 **LIFE ALCHEMIA**

Towards a smart & integral treatment of natural radioactivity in water provision services

- **Product:** System of water treatment to remove radioactivity based on bed filters and including the management of the waste generated.
- **Market**: Water suppliers, drinking water treatment plants (DWTP), municipalities, equipment suppliers.
- **Competition:** Other water treatment systems, such as reverse osmosis systems.
- **Replicability and sustainability Strategy:** 4 pilot plants in Spain and Estonia using 2 different treatments: 2 stage bed filters (Radium and Uranium) and Hydrous Manganese Oxide technology (Radium). Also different approaches will be used in each pilot plant to prevent the filters becoming NORM. Suggestions for full-scale implementation and replication in other 5 EU countries (3 entities already committed). After project: The pilot plants in Spain will continue operating and the HMO system will be replicated at full-scale after the end of the project.

LIFE16 ENV/ES/000437 **LIFE ALCHEMIA**

Towards a smart & integral treatment of natural radioactivity in water provision services

Main challenges:

- Market positioning in terms of competition and supply chain requirements
- Product positioning in terms of price and payback period
- Potential investors analysis
- Partnership model for replication and transfer
- ETV and BAT not foreseen



LIFE16 ENV/ES/000533 **LIFE WATER WAY**

Creating a new concept of natural drinking fountains and demonstrating its viability along St. James Way

- **Product:** System of water treatment and micro-supply from traditional fountains with cost recovery from users through a vending machine. Where public supply network does not reach.
- **Market**: Municipalities with traditional fountains in their territory, associations promoting cultural routes in EU.
- **Competition:** Bottled water market.
- **Replicability and sustainability Strategy:** Validation of the system in one of the most relevant cultural routes in EU. Promotion of transfer of the system through 2 tools: a good practices guide, a quality seal, a subsidy line to promote its replication in Galicia and training to municipal technicians. Partnership includes all levels of public authorities with competences on water. Replicate in all the Galician territory in 2021, next Holy St. James Year. Later to other historical ways in Spain and EU. After the project: Funding line from the Galician government for expansion in Galicia and commercial exploitation by the private beneficiary.



Main challenges:

- People paying for an up to now "free" product
- Financing only through public grants and public budget
- Cost recovery and system maintenance managing not clear
- Detailed marketing plan in terms of customers, distribution channels, product licenses for commercialisation.

LIFE16 ENV/GR/000298 **LIFE B2E4sustainable-WWTP**

New concept for energy self-sustainable wastewater treatment process and biosolids management

- **Product:** New integrated process for energy positive urban wastewater treatment.
- **Market**: Existing and new WWTPs, waste managers, municipalities, water authorities.
- **Competition:** Conventional wastewater treatment.
- **Replicability and sustainability strategy:** Technical visits to the full scale pilot demo plant. Analysis of potential replication sites and transfer sectors. Market assessment potential and business model. Promoting use in EU municipalities and water industries. IP protection of results. After the project: WWTP operating the pilot unit as part of it daily working line (at least 3 years), funding search, evaluate spin-off creation for commercial exploitation (2-3 years after the project end). Replicability in other climatic regions and transferability from urban to industrial wastewater. To be decided: Spin-off for technology commercialisation.

Main challenges:

- Market positioning in terms of competition and supply chain requirements
- Potential investors analysis
- Product positioning in terms of cost and price
- Exploitation 2-3 years after project's end
- ETV and BAT not foreseen
- No actual replication or transfer during the project lifetime



LIFE16 ENV/IT/000343 **REMEDIA LIFE**

Remediation of Marine Environment and Development of Innovative Aquaculture: exploitation of edible/not edible biomass

- **Product:** (i) Integrated Multi Trophic Aquaculture (IMTA) system that improves the mitigation of the negative environmental impacts of mariculture in confined environment and (ii) biomass for multiple purposes (fish feed, bioactive compounds, fertilisers, ornamental species for aquarium and fishing baits)
- **Market**: (i) European/Global aquaculture industry and (ii) pharmacological and chemical industries, fishers, animal feed and fertiliser producers.
- **Competition:** (i) Other aquaculture systems and (ii) other material suppliers
- **Replicability and sustainability strategy:** Methodological guidelines, roundtable with stakeholders to identify replicability-transferability strategies, transnational forum with experts in the web, managerial plan of pilot farm to ensure sustainability, transferaibility-replicability plan with 3 agreements at EU level. After the project: Pilot farm still working

Main challenges:



- Not actual replication during the project lifetime
- Business plan and potential investors analysis
- Marketing positioning in terms of customers, market and regulation barriers, competitors and supply chain requirements
- Products positioning in terms of cost and price
- Licensing plan for IP protection
- ETV or BAT not foreseen

LIFE16 ENV/IT/000345 **LIFE DeNTreat**

Decentralized innovative treatment of ammonium-rich urban wastewater

- **Product:** Innovative Anammox-based, decentralized wastewater pre-treatment modules to decrease N content and re-establishing optimal operation of WWTP.
- **Market**: Textile manufacturing industry, small to medium WWTPs managers, municipalities, water authorities.
- **Competition:** Conventional wastewater treatment. Current technologies to remove N content from wastewater.
- **Replicability and sustainability strategy:** The project will start addressing a specific company and results will be extended to the whole target district in the South of Como Province. Open source approach of the HDK. Quick diagnosis procedure, for replicability and transfer. The mobile demo plant can be installed in the interested companies. Integration of DeNTreat in the new release of the Textile BREF.
  After the project: 10 new customers in 5 years. Prototype industrial scale-up. One of the partners wants to adopt the technology in all its companies.



Main challenges:

- Replication after the project financed by new customer
- Not clear scale-up plan: collaboration model between partners, financing sources or site to develop it
- Not clear market positioning in terms of supply chain requirements, competitors or potential barriers
- Not clear product positioning in terms of cost, price and payback period

LIFE16 ENV/IT/000486 **LIFE LESSWATT**

Innovative wireless tool for reducing energy consumption and GHGs emission of water resource recovery facilities

- **Product:** An innovative instrument (LESSDRONE) for OTE and GHG emission monitoring and a protocol for optimising the aeration system in aerobic biological WRRFs minimising CFP and/or energy demand.
- **Market**: textile and tannery industry, other manufacturing industries, WRRFs managers, municipalities, water authorities
- **Competition:** Other monitoring methods of the efficiency of aeration systems in the biological aerobic processes in WRRFs and other instruments used for off-gas testing
- **Replicability and sustainability strategy:** The implementation WRRF has a complex influent (domestic and industrial tannery) in order to cope with most potential problems, therefore applicability to a broad range of WRRF is ensured. Protocol will be implemented in 5 WRRF (Italy and Netherlands) during the project. Protocols will be of public access. Application to BAT. IP strategy design. After the project: Replication in 2 Italian WRRFs, the first year after the project end. To be decided: Professional service set-up, producing for the EU/USA markets.

Main challenges:



- Not clear market positioning in terms of supply chain requirements, competitors or potential barriers
- Not clear product positioning in terms of cost, price and payback period
- Business model or partnership structure for market launch
- Financing sources
- Verification through ETV

LIFE16 ENV/PT/000411 **LIFE AGUEDA**

Agueda – Conservation and management actions for migratory fish in Vouga River Basin

- **Product:** Migratory fish passes, dispositive to attract and capture eel, smartphone app to gather data related to sport fishing, mobile fish markets.
- **Market**: River basin authorities, nature conservation authorities, fishers, fishing associations, hydroelectric industries, consultancy firms.
- **Competition:** Existing fish passes, traditional fish markets.
- **Replicability and sustainability strategy:** Maintain the restoration works done with beneficiaries' own means, EDP financing or through new financing. To identify other river stretches and basins with similar scenario, assess the financial viability to replicate in those areas and develop a plan. To assess the financial viability of the "mobile fish market" and origin certificate.



Main challenges:

- Origin certificate for fish very interesting, but not developed in terms of standards, certification body, etc.
- Transfer potential to other species not analysed
- Not clear which are potential replication areas with similar scenario
- Comprehensive replication and transfer plan at the **end** of the project
- Very different products, different replication and business plans?

LIFE16 ENV/DE/000550 **LIFE SmartWater**

Demonstration of smart actuators to reduce water losses and energy consumption in water supply infrastructures in Europe

- **Product:** A wireless actuator for retrofitting automation of buried conventional valves within an existing water distribution network to become smart valves capable of implementing smart water management solutions.
- **Market**: Public and private operators of water supply networks.
- **Competition:** Existing smart water management components suppliers.
- **Replicability and sustainability strategy:** Three replications of the technology in EU during the project. Feasibility study done. Partnership model: distribution and service partnerships in target countries. Cooperation agreements with key suppliers. Business plan.

After the project: Upscale production from single piece to series production. Framework contracts with reliable suppliers. Cooperation agreements with service partners. Prepare replication in the rest of the project's water network and in other countries. Transfer projects for urban wastewater and industrial water management. Demonstration cases for other markets (gas sector).

Main challenges:

- Efficient replicability during the project depends too much on the pilot customers financing
- Potential investors analysis not foreseen
- Not clear product positioning in terms of cost and price
- Licensing plan for partners use not clear
- ETV not foreseen



Conclusions

- **Enhance market uptake during and after the project**
  - Identify market gaps, policy gaps
  - Develop long-term vision
  - Orient project towards an increase of the market uptake
- **Tackle the challenges**
  - Do targeted dissemination and network
  - Increase benefits to the project
  - Strengthen leadership position / innovation character
  - Increase environmental benefits at EU level

Wishing you Success
in achieving
sustainable results...

Thank you!