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WE@EU:

WATER EFFICIENCY IN EUROPEAN URBAN AREAS

Newsletter 3- What's new in WE@EU?

January – March 2015

WE@EU - Water efficiency in European Urban Areas is a FP7 - Regions of Knowledge project, based on the ambition to create an open European platform for EU excellence in water efficiency in urban water management through cooperation among research driven clusters from five regions of Europe. More info available [online](#)

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Partners



IAAA
Advanced Information
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Universidad Zaragoza



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Cambridge Chelmsford Peterborough



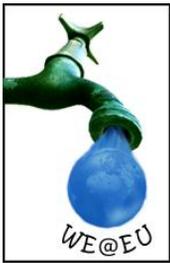
Opportunity Peterborough



Campus for Medicine
And Research in Galilee
Campus for Medicine And Research in Galilee



3 Newsletter



WE@EU:

WATER EFFICIENCY IN EUROPEAN URBAN AREAS



1. WE@EU in a nutshell

WE@EU is a FP7 - Regions of Knowledge project based on the ambition to create a open European platform for excellence in R&D&I in urban water management through transnational cooperation among clusters from five regions in Europe.

What pretends?

To create a European Platform for innovation in the area of water efficiency in urban areas.

How?

Boosting transnational cooperation among research driven clusters.

Who?

Five European Regions highly specialised in water efficiency and innovation: Aragon (Spain), East of England (UK), Eastern Galilee (Israel), Provence-Alpes-Côte d'Azur (France) and Malta.

Why?

To increase competitiveness of European business entities, generate new skills and reduce pressures on the environment.

More information available: <http://www.weateu.eu> #weateu

Analysis and integration of research agendas in regional clusters



Definition of a RTD Strategy for water efficiency in urban areas of partner regions



Trans-Regional activities to support triple helix collaborations for water efficiency



International networking to boost competitiveness of regional research-driven clusters



Mentoring of region to support the development of research-driven clusters





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2. What now in WE@EU?

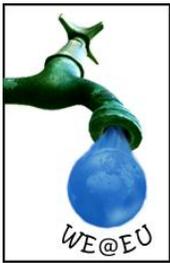
The year 2015 in WE@EU project has been marked by the development of first version of the **Joint Action plan**, the roadmap for collaboration among the partner regions. WE@EU consortium aims to make the Joint Action Plan a reference **to boost R&D&I activities related to innovative water management to achieve the promotion at multi-level and inter-regional cooperation.**

Research institutions, business and industrial actors (particularly SMEs), regional authorities and other relevant stakeholders are working together to generate an innovative ecosystem that enables these actors to build partnerships, learn mutually by sharing and transferring knowledge and become more competitive in the European market and beyond. The first version of the JAP has defined its objectives and a series of strategic lines to address the necessities of the Regions identified in a Global Swot Analysis developed in 2014. The WE@EU JAP strategic lines are:



Moreover, WE@EU on 2015 will be focused on the trans-regional workshops organized by the participant regions in: Malta, Petersborough (UK) and Tel Aviv (Israel). Next week Paragon Europe has boost the **Malta Water Week**, where **two training sessions** are delivered by WE@EU cluster members and will split into two parts. The first session entitled 'Cluster creation & management' will address cluster formation, management and financing while the second entitled 'Exchange of Best practices on water management' will include training specifically covering the following areas: Waste water treatment (grey and black water), Water saving, Filtration system, Quality of water, Alternatives for Desalination, Regulations and schemes.





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3. WE@EU Regions of knowledge in depth: Malta

The region

Malta is a **southern European country** in the Mediterranean Sea. It lies 80km south of Sicily, 284km east of Tunisia, and 333km north of Libya. The country covers just over 316km², making it one of the world's smallest and most densely populated countries.



Water in Malta

Malta is one of the ten poorest countries globally in terms water of resources per inhabitant. Despite this, for many years **groundwater has been pumped at a rate well above the natural recharge rate**. This situation now calls for responsible action from public authorities and more sustainable practices from the business and the general public.

During the past few years, Malta has improved in terms of water innovation and efficiency, especially through the collaboration of public and private entities within the margins of innovative projects, local and international. Malta is on its way to efficient water management: the water value chain is reorienting itself towards more sustainable solutions, on the policy/institutional side there is commitment and the technical capacity in the area has substantially improved.





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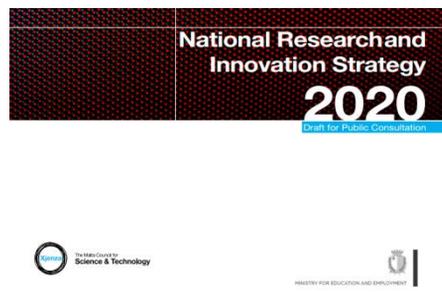
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3. WE@EU Regions of knowledge in depth: Malta (II)

Innovation and R&D Policy

The **National Research and Innovation Strategy**, launched by the Maltese Government in 2014, has identified a number of interventions (capacity buildings, PPP's, use of national and EU funds) to promote R&I in the Maltese Islands and a number of smart specialization areas that will contribute to the country's growth. Among these areas, the Government has included "**Resource-efficient Buildings**" and "**Aquaculture**": innovative solutions promoting the efficient use of water in the construction sector will be supported, therefore boosting green jobs; collaboration between the public and private sector, both carrying out R&D in the field of Aquaculture, will be supported as well.



Maltese R&D entities linked to Innovation and water:

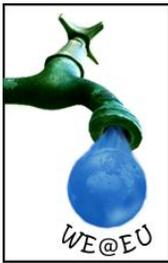
[Institute for Earth Systems](#)

[MCAST Malta College of Arts, Science and Technology](#)

[Institute for Sustainable Energy](#)

[Malta Council for Science and Technology](#)





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3. WE@EU Regions of knowledge in depth: Malta (III)

Cluster Policy in Malta

Malta initiated its cluster policy after joining the EU (2006). The key catalyst to clustering activity in the light of Malta joining the EU was through **Malta Enterprise** which focuses on attracting inward investment to Malta and supporting its enterprises (on an overarching scale). To date, Malta has not developed an explicit cluster policy. Cluster policy planning and strategy is a direct and integral part of the national industrial policy and has been instituted within industrial policy since 2006.

Due to the size of the country, one cannot speak of regional division in Malta, thus there is no form of regional cluster policy. Though national strategy is such that it does not implement policy directly towards clusters, strategies are more often than not aimed at specific high potential sectors which often run parallel to the industries of the country's strongest clusters. **The main aim in cluster development and support is to enable Maltese companies to internationalize.** Critical mass is a major barrier to developing industries. **A strong sectoral approach is therefore of priority;** such initiatives have an indirect positive effect on the formation of future clusters.

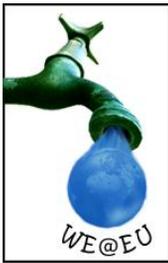
An ongoing incentive promoted by Malta Enterprise is the **Research and Development Cluster Scheme**. The objective of this scheme is to support formal collaboration between enterprises by assisting in the setting-up, expansion and animation of innovation clusters. The aid will be provided exclusively to the enterprises operating the cluster which must have the sole purpose of promoting Industrial Research and Experimental Development.

PARAGON Europe, maltese SME that boost innovation in Malta, is the consortium partner of WE@EU in Malta and the intermediate organization that boosts the cluster activation process in water industry in the country.

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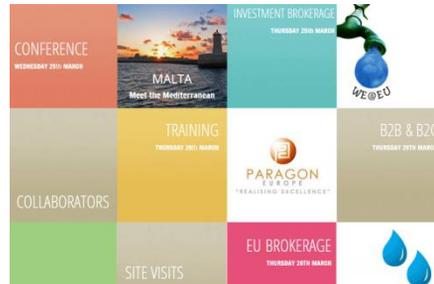


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4. Upcoming WE@EU events



Malta Water Week is a leading Mediterranean water event featuring a number of activities centred around innovation in water-management solutions and technology, novel financing ideas in water, expert intervention, the bringing together of international businesses and investors, and the sharing of best practices amongst all participating entities while showcasing the opportunities brought forth by current and future challenges in water.

Malta Water Week is being organized by Paragon Europe within the margins of the Water Efficiency in European Urban Areas project.

Participants in this event will have the opportunity of joining, learning and sharing their insights in all the following events:

- Conference
- Training
- EU Brokerage
- Investment Brokerage
- B2B & B2C Brokerage
- Site Visits
- Exhibition

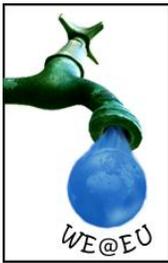


Registration and more info

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This project is funded by the European Union
Seventh Framework Programme



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5. WE@EU Innovation Map

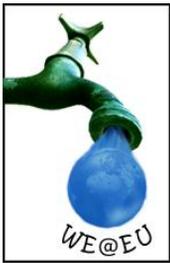
The WE@EU innovation map is one of the most useful deliverables of the project as it allows the clusters of the five participant regions to boost collaboration among their members.

This open tool allows to filter results searching for type of entity; offer and demand of innovation; and innovation assets (projects, research lines and property rights) linked to water.



[Search for Companies, public administrations, research centers or NGOs that work in innovative water management in Aragon \(Spain\), Galilee \(Israel\), Malta or Provence Alpes coté d'Azur!](#)





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6. Upcoming Water events

WE@EU recommends not missing:

March 25th-27th, the Water Week in Malta

The Malta Water week is being organized by [Paragon Europe](#) within the margins of WE@EU project. Activities during the conference include: Water research conference; training workshops, Exhibition space, B2B Brokerage Event, EU funding brokerage event; Investment Brokerage Event. Main topics to be addressed:

March 23-24th, 4th European water Conference

The 4th European Water Conference targets approximately 400 participants balanced across sectors and Member States. Participation is based on invitation only. The Conference is aimed primarily at those working directly or indirectly on the implementation of the Water Framework and Floods Directives at national, regional or local level, including stakeholders with a legitimate interest in water policy.

May, 27th-28th, “HydroGaïa” trade fair in Montpellier, France

Hydrogaïa exhibition, an annual meeting in the south of France with water sector professionals with exhibitors, innovations and B2B. WE@EU will be there!





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This project is funded by the
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