



Business Models

ACTION GROUP OVERVIEW

Business Models: Delivering the value of digital water

Identify, master, build knowledge on innovative data driven business models (BM) to create value within the water sector, including in a systematic way financial, environmental, social gains and indicators.

- ⊙ **Drivers, accelerators and barriers** for digitalization of water sector and market update
- ⊙ **Financing programs, Next generation funds, EU taxonomy...** to accelerate digitalization
- ⊙ **Trends, market needs, market readiness** for digital solutions

Relevant Projects

ULTIMATE, REWAISE,
SMART-PLANT, RUN4LIFE,
DWC, NEXTGEN, aqua3s,
Digital Water Projects...

Business models → beyond data to:

- **value creation - evolving to answer new challenges while increasing competitiveness**

Updated Digital Action Plan

Business Models Tasks	Duration
<p>BM_1. Further developing and monitoring digital water business models for different applications and approaches</p> <p><i>- Monitoring (beyond the projects) effectiveness of business models and market uptake of digital solutions developed within ICT4water cluster projects</i></p>	2022-2032
<p>BM_2. Developing and applying tools for assessing the maturity, costs and benefits of digital water tools and deployments, including social and environmental aspects.</p> <p><i>- Identify, monitoring and assess main drivers and overcome barriers for market update</i></p>	2022-2028
<p>BM_3. Analysis and monitoring of digitalization plans and tenders in Europe</p> <p><i>- Next Generation EU funds, EU taxonomy, Innovation/ Green Public Procurement, Industry 4.0/ 5.0 ...</i></p>	2022-2030

Challenges and Topics for Discussion

1. How can we accelerate at the EU level the adoption of IT technologies and the Digital transformation by the water utilities? Should be explicitly done at national level ?
2. The new landscape for business models related to IT technologies and data for the water sector. What is changing at the European level?

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Thank you very much