

ICT4Water cluster AG: Business models

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Business Models: Delivering the value of digital water

- ⦿ 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

Tasks

Further developing and monitoring digital water business models for applications and approaches

Monitor (beyond the projects) effectiveness of business models and market uptake of digital solutions developed within the cluster

Developing and applying tools for assessing the maturity, costs and benefits of digital water tools and deployments, including social and environmental aspects.

Identify, monitor and assess main drivers and overcome barriers for market update

Analysis and monitoring of digitalization plans and tenders in Europe

Next Generation EU funds, EU taxonomy, Innovation/ Green Public Procurement, Industry 4.0/ 5.0 ...

Challenges related to EU Water policies

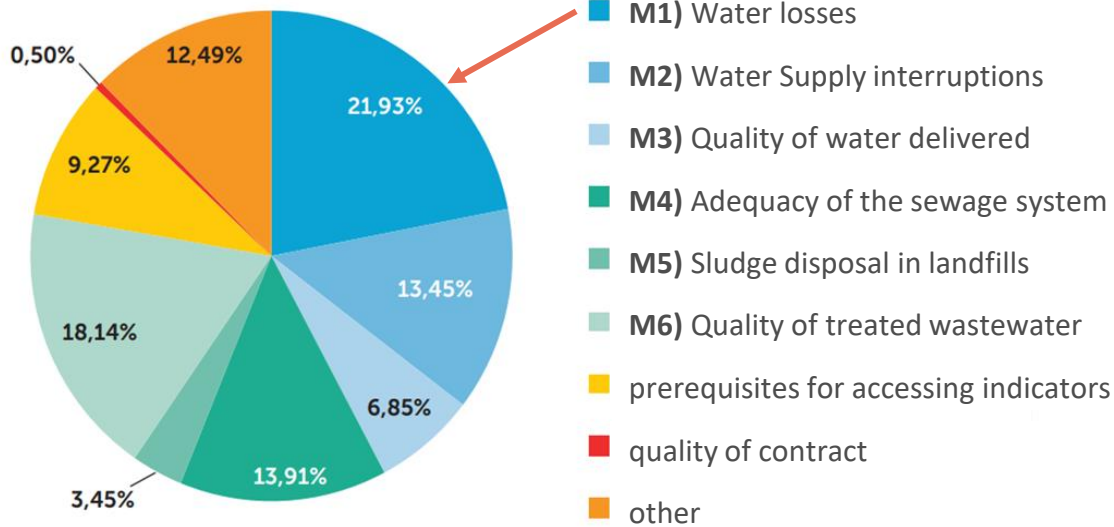
Italian example:

Total: **12.4 billions euro** in period 2020-2023 of which **2.7 billions euro for NRW reduction**

PNRR funds set a new standard for investments in the water sector for the years to come.

- enhance the development and adoption of smart sensors, advanced data analysis, data transfer and communication, dashboard for data visualisation etc.,
- create business opportunities for specialised technology and service providers.

Public funds requested to the Minister by Utilities	Admitted and funded (Euro)	Admitted and funded (N°)	Proposals presented (N°)	Rate of success (%)	Total Funds requested (Euro)
Other Utilities	664,840 €	22	258	9%	2,621,047 €
Isle Clients	235,160 €	11	21	52%	417,085 €
Total	900,000 €	33	279	12%	3,038,132 €



Spanish example:

Four lines of action :

- Imp. **governance** in the management of water uses.
- digitalization of **river basin authorities**,
- improvements in efficiency and digitalization for the different water users
- promotion of training and innovation in digital skills in the administration and management of water.

Recovery Plan allocates so far:

- 200M€ for digitalization of urban water cycle
- 200M€ for modernization of irrigation



PERTE DIGITALIZATION OF THE WATER CYCLE

- Improve management of water resources through digitalization and innovation.
- Approved by the Council of Ministers on 22 March 2022

TOTAL PUBLIC INVESTMENT **€1.94 B**



Plans and actions related to EU Water policies

- Analysis and monitoring of digitalization plans and tenders in Europe
Next Generation EU funds, EU taxonomy, Innovation/ Green Public Procurement, Industry 4.0/ 5.0 ...
- Check the recovery/resilience plans and related tenders: what is included and asked to applicants for digitalization of water infrastructure
- Identify areas of progress in the implementation of the plans.

Thank you for your attention

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