

# Cross-KiC: Finding innovative solutions for water scarcity in Southern Europe



## PROBLEM/ISSUE ADDRESSED

Water is a precondition to life on Earth. The growing population, the demographic changes, massive urbanisation trends and climate change, among other factors, are increasing pressure over the available water resources

## SOLUTION

- Fostering Innovation & Entrepreneurship by supporting scaleups and SMEs offering solutions to water-related challenges
- Creating a strong experts' community to progress on the key challenges to tackle water scarcity
- Sharing knowledge to build capabilities to business and individuals

## WHY IT IS IMPORTANT FOR SOCIETY

- Reduced amount of water wasted
- Increased water efficiency and reuse
- Improved water quality control
- Increased resilience to climate change
- Sustainable land use
- Managing water demand
- Improved resource allocation



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## MAIN RESULTS & INSIGHTS



The BoK identified the 6 main challenges affecting water scarcity: **digitalization, governance, consumption, awareness, optimization and climate**



The BoK developed:

- The “White Paper” for Water
- Compilation of “Available financing tools” for Water innovations and technology
- On-going: Financial Tools document



- 26 start-ups supported in 2020
- 20 scaleups in 2021 were supported to provide SMART solutions to water scarcity with a three-step program
- 40 scaleups in 2022 were supported to select 5 to demonstrate their solutions with 5 problem holders: ENCE, Ferrovial, Torres, Nisyros and Deyaph



9 Water Academies organized and developing an on-line course. Awareness activities: Ecomondo participation in 2022.



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