SPANISH ETV PROMO CAMPAIGN - ETV IN THE WATER SECTOR

June 2024

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

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Objectives of the Spanish campaign

ETV in the Spanish Water Sector: Waves of Change: ETV for a Water-Resilient Future

To increase awareness about ETV (Environmental Technology Verification) to address specific needs of relevant stakeholders among the water sector.

Position ETV as a key tool to address current and future water challenges

ETV to facilitate the market incorporation of innovative technologies in the water sector

Link ETV with water emerging topics

Link between ETV and the Water Footprint

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Spanish campaign: Target audiences

ETV to facilitate the market incorporation of innovative technologies in the water sector

Stakeholders and target audience:

Main target audience group: Innovative water technology providers

*other target groups: Technology buyers, water utilities, research and innovation centers.

Key stakeholders: Providers with and ETV verified technology: Bioazul, Adasa, Water utilities: Agbar

Stakeholders and target audience:

Main target audience group: Technology buyers (in need to reduce water consumption)

Others, technology providers of water related technologies, Water footprint associations, Administrations

Key stakeholders: Water footprint associations: + Positive, Water utilities: Agbar

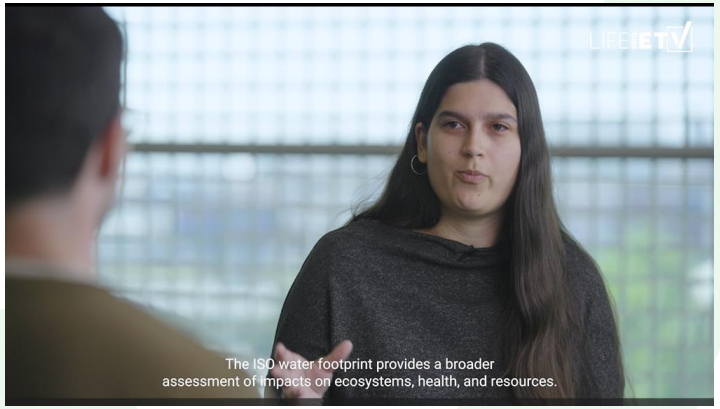
Synergies between ETV and the Water Footprint

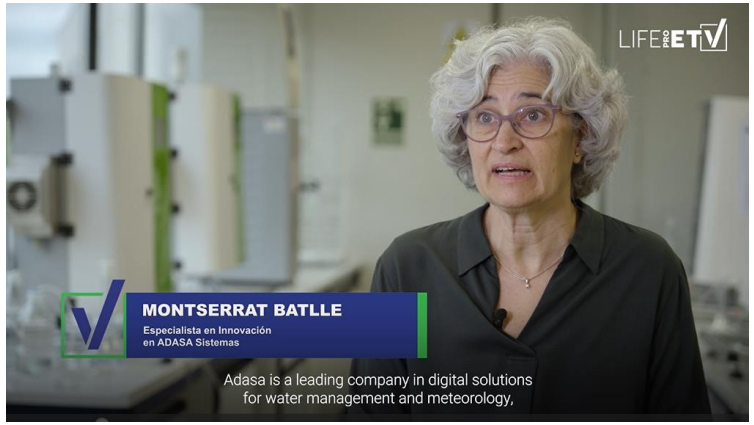
This project has received funding from the European Union's LI
and the Ministry of Agriculture, Hungary
nagement, Poland

Spanish campaign: Podcast-Webcast

Testimonials of Innovative Water Technologies verified with ETV

Link between ETV and the Water footprint





Testimonials of Innovative Water Technologies verified with ETV

Promote ETV unique points for technology providers

¿Cómo mejorar tu competitividad en el sector del agua con ETV?

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Spanish campaign: Events

Link between ETV and the water footprint

Amsterdam International Water Week

Link between ETV and the water audit - Tools for industrial sector

Water Treatment Conference

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Spanish campaign: Publications

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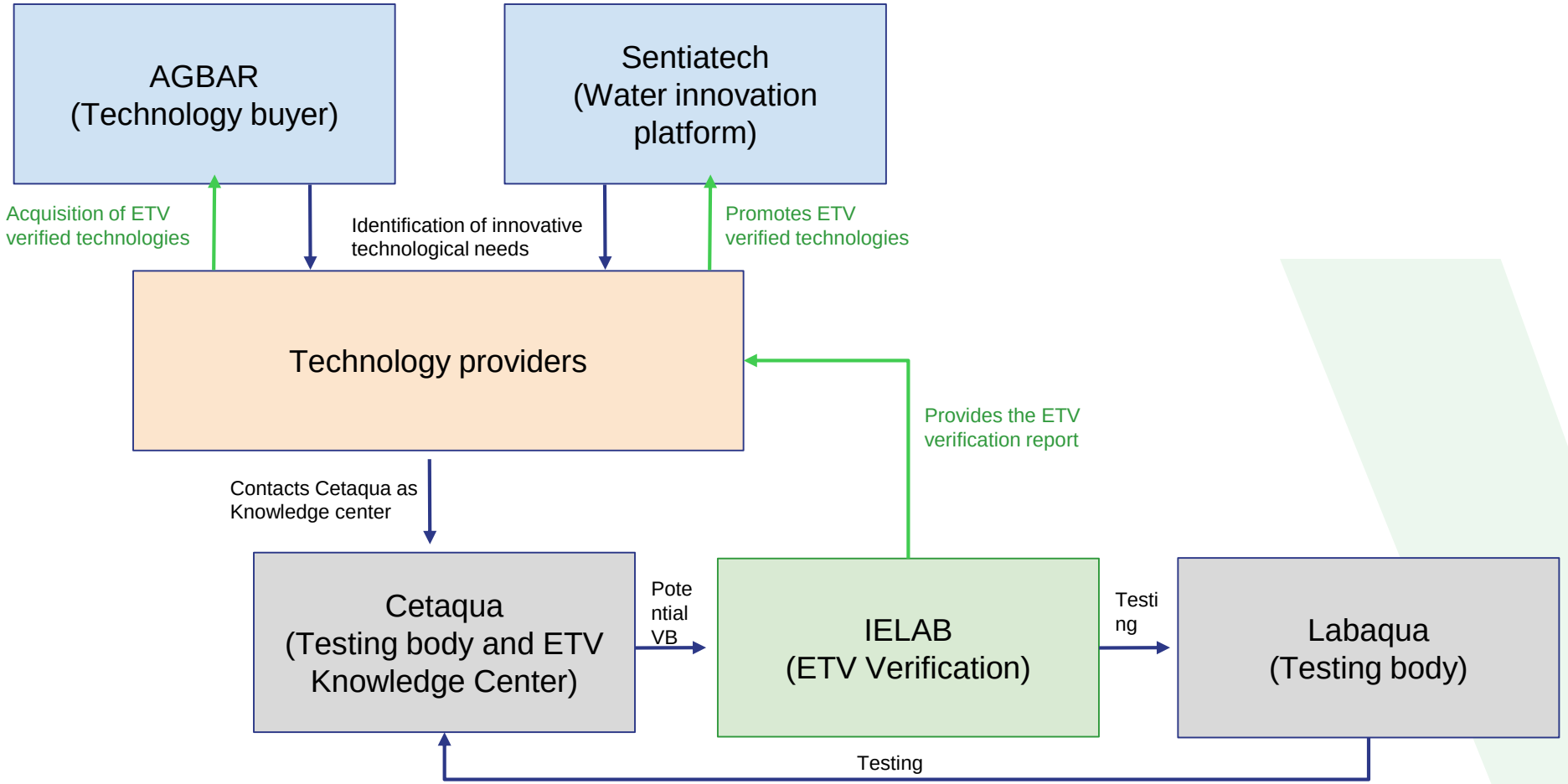
Spanish campaign: ETV Water model exploration



Key partners involved

IELAB → Certification Center

Labaqua → ISO 17025 Certified laboratory

Cetaqua → Experience in water technology verification

Sentiatech → Platform of innovative water technologies

AGBAR → Water Operator

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Spanish campaign: Preliminary results

Main targeted audiences:

Stakeholder	Impact
Technology providers (innovative - green technologies)	Interested, curious to investigate it, need to see the benefits. The testimonials of other providers is a good strategy
Technology buyers (water operators, industry)	Interested but with doubts about the utility of the scheme
Administrations	Difficult to engage them

Communication activities:

Activity	Effort	Impact	Comments
Online videos, publications, testimonials	Intermediate	High	Long term use
Organization of events	High	Intermediate	Impact to people attending but difficult to reach wide audience
Attending to external events	Low	Intermediate	Impact to specific people attending
SSNN (LinkedIn, X, Youtube)	Low	Intermediate	Impact to people reacting may be low

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Spanish campaign: Preliminary conclusions

- **Testimonials of ETV already verified technologies** is a very good communication strategy
- **Technology providers** are the targeted audiences with the highest interest, administrations the lowest: Potential use of ETV as a market tool.
- **Linking ETV with water sector** (technological) needs provides context but it does not facilitate reach to administrations
- **Linking ETV with water footprint and water audits** widers the potential ETV stakeholders, raises interest among potential ETV technology buyers
- Establishing ETV framework: The weak point of establishing ETV water framework in Spain is that **a clear benefit must be seen for the accredited organization** (verification body) to invest in cost and time.

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THANK YOU VERY MUCH FOR YOUR ATTENTION

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