



EU GREEN DEAL

**MAKE IT
REAL**

PARTNER EVENT
#EUGREENWEEK
30 MAY – 5 JUNE 2022



Success and failure factors of 100+ innovation projects for valorisation of residuals from (waste-)water

3 JUNE 2022

Olaf van der Kolk

**NEXT
GEN
EU**



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PROMISCES



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Introduction to AquaMinerals

- AqM is owned and funded by public water entities (drinking water and water authorities)
- Develop and exploit pathways for residuals water treatment
- Not-for-profit broker on behalf of water utilities
- Acts between public and private



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Activities AquaMinerals

- Research & innovation
- Quality control
- Supply chain management
- Sales
- Procurement (transport, processing, storage)



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*Calcite from
softening
Drinking water*



Examples value chains



Inspiration booklet

www.aquaminerals.com/downloads

Struvite

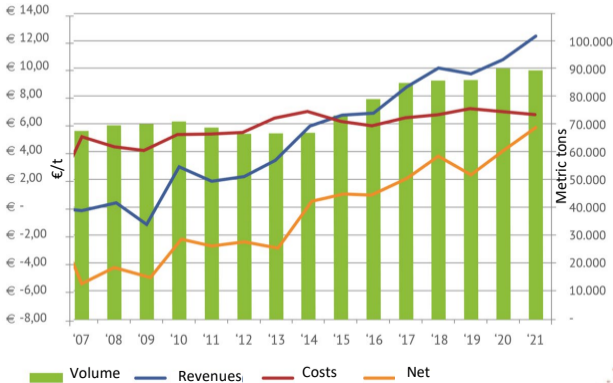


Pond fertiliser



Agro- fertiliser

Collective approach works: financial results





The consortium has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 776541.

NextGen project

- Design & demonstrate water embedded resources
- 10 Demo-cases across Europe
- Water-energy-materials
- Engaging citizens & stakeholders
- Addressing social & governance issues
- Explore new business models
 - business support
 - online marketplace
 - analysis, profiling & sharing business models

Christos' presentation



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Water
Europe



IWA
the international
water association



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Reports (*etc*) on

www.nextgenwater.eu

companies and profile of each company

- Research on succes- and failure factors valorisations projects



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Succes- and failure factors

- AqM performed ~100 valorisation project over the last 10 years
- Extensive characterisation per project: e.g. place in Ansoff matrix, subsidized, involvement 'market', etc
- Division in (partly) succesfull and (partly) unsuccessful
- Finding longlist of failfactors based on interviews



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Results: succesfactors (1/3)

- 61% projects (partly) succesfull

Adding to succes rate:

- Marketpenetration (existing product&market)
- High TRL
- Involvement market (€ & knowledge)
- Most important partner 50-250 employees



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Neutral impact

- Planned or spontaneously
- Product development (new product, existing market)
- Involvement enduser
- Subsidy
- Drinking water residuals



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Results: succesfactors (3/3)

Less succesfull (than average)

- Market developement (new market, existing product)
- Enforced by supplier (supply driven)
- Materials from municipal wastewater



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- (Former) Project managers gave points to longlist failfactors
- 1. Technology insufficiently developed
- 2. User/market chooses linear resource
- 3. Insufficient recovered material available for business case and/or application
- 4. Insufficient funding for next phase



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- For EU: more targeted policy
- AqM & partners: tool for prioritising projects
- AqM & partners: tool for optimising projects



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On our way to a circular economy
let's stay energetic and persistent: do the right thing
individually in a holistic perspective

Thank you for your attention



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