WA4 MINUTES

MEETING DESCRIPTION	
Meeting	Kick-off meeting - Session day 2 WA4 Brussels, 29th January 2014
Attendants	Hernández, Marta (CETaqua) Holleman, René (Bruine de Bruin) Katerina, Antoniou (NTUA) Nafo, Issa (Emschergenossenschaft) Nenz, Diana (Adelphi) Niclas, Christian (SEGNO) Rouillard, Josselin (ECOLOGIC) Schwesig, David (IWW) Strasser, Cosima (Adelphi) Ugarelli, Rita (SINTEF) van den Hoven, Theo (KWR) Ventura, Laura (CETaqua) Vilanova, Ester (A21) Wrede, Harald (SEGNO) Krol, Durk (DESSIN PAC member, from WssTP)
Agenda	• Introduction to the session • Round of introductions of the meeting attendants • WP41. Communication issues to be discussed • Establishing DEMO sites as showcases: First steps • WP42. key activities, linkages to other WA and first steps • Open participation: "hopes and fears in the route to market"
MAIN ISSUES DISCUSSED WP41	
Newsletters frequency	It was established a frequency of 4 months for each newsletter and an annual magazine. David suggests maintain this frequency for the year 1 (newsletter 1 June 2014, newsletter 2 October 2014, but from the second year the newsletters should be more frequent (each month or 2 months).
Contact person for communication issues	Laura Ventura (CETaqua) will get this role to centralise all general communication issues in a dual way: communicating important dissemination issues and receiving inputs from the project partners regarding needs and providing information for make their activities visible. She's going to work closely to Lisa Zimmermann (IWW) as part of the coordination team and responsible of the website launch and maintenance along the project (WP41.2). Besides, a communication procedure will be also approved and distributed amongst all the project partners.
Need of project standard presentation for DESSIN partners	David suggests preparing a standard Power Point presentation of the DESSIN project based in all the materials already prepared for the kick-off meeting. It will allow all the partners to have the same general presentation. It will be distributed before March 2014, together with the final templates. If any partner thinks that another template is needed or is useful for the project, CETaqua will prepare and distribute it.

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Local DESSIN Kick-offs	It is important to constitute a formal local stakeholder group and to have a local kick off meeting with the stakeholder group (operators, administration, public entities of the water sector) in each demo site to communicate at local scale the achievements of the technology/ies to be demonstrated and their links with the ESS approach. There are not defined dates to do that, but it should be done during the first year of the project (not wait until the Demo activities are launched).
Establishing demo sites as showcases	Each demo site is expected to be visited along the project duration. There are 2 project meetings than can be allocated anywhere (not mandatorily in Brussels), so at least two demo sites will be visited in this 2 project meeting. The other sites will invite to organise a meeting / visit additionally. Theo (KWR) offers a close collaboration in the organisation of this events (e.g. workshops), but it should be discussed the most effective way to have their contribution.
MAIN ISSUES DISCUSSED WP42	
Inside-out methodologies	It is important to illustrate the tasks to be done with practical examples. These examples would show the possibilities of T42.1 and 42.2 to the partners involved in technological developments and innovative solutions.
SME's perception	SME's have the perception that this WP could offer them services at a higher level than their day to day needs. Cosima remarked that is not allowed the direct financing of single marketing campaigns, so they'll work using "samples approaches" that will be available for internal and external technological developers. The market analysis is sometimes already done at their local scale, publishing new products in local newspapers / websites and using their internal networks. It is important to analyse each case to evaluate the maturity of the product and the current needs of the sector to work in a "tailored-made approach".
Challenge of DESSIN project: bringing ESS to market	Previous projects developed in the area of "innovation to market" (e.g. WATER.DISS) faced with the challenge of bringing universities and research centres to the market uptake to position the results obtained as a new products. In the case of DESSIN, some of the technologies are already in the market, and their developers know pretty well their sector. The big challenge of DESSIN is open new markets for existing products using ESS approach as a new "sales argument".
NEXT STEPS	
Newsletter calendar	**Action**: prepare the calendar of the newsletters publication. **Responsible**: Laura Ventura **Deadline**: 15th February
Standard DESSIN presentation	**Action**: prepare the presentation based on the materials of the kick off. **Responsible**: Marta Hernández (production) Laura Ventura (distribution) **Deadline**: 15th February
Establishing demo sites as showcases: internal organisation	**Action:** List of "services" to be provided to the owners of demo sites in T41.4. Distribution of responsibilities between: site owner / KWR (Task leader T41.4 / Communication team / coordinator. **Responsible:** KWR Team **Deadline:** first WA4 internal meeting

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Concise description of "SME Support Services" that WP42 can offer	*Action:* Prepare a short presentation explaining in "SME language" the services WP42 can offer to the SMEs (1-2 slides per "support service"). This should not reflect the "Brussels language" of Tasks and Deliverables, and also not focus on the internal methodology WP42 will need to develop these services, but on the results only: - what will they offer and how will this help the SMEs on their route to market? Illustrate with some examples/references where similar support services have been applied successful. *Responsible:* Adelphi team *Deadline*: M5 (in parallel to next task)
Updated list of "innovative solutions in DESSIN"	*Action:* List of innovative solutions of the project (from SME's and other technology developers) briefly described to start effectively T42.1 and T42.2. *Responsible:* Adelphi team *Deadline*: M5 (T42.1 is starting in in M4)