



# CirclnWater

Supporting European SMEs to bring water-smart solutions to market

CREA  
Hydro & Energy



FRANCE  
Water Team

wateralliance<sup>+</sup>  
accelerating business with WaterCampus

I C K  
INNOVATION  
CENTRE  
OF THE OLOMOUC  
REGION

ZINNAE  
Cluster for the future use of water

WATER CLUSTER FINLAND



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**FINANCE QUOI ?**

**Formation et Conseils**

**FINANCE QUI ?**

**PME (definition européenne)**

**FINANCE COMBIEN ?**

**Entre 2000€ et 4000€/projet**  
*Possibilité de financer 2 projets*

**DUREE  
ACCOMPAGNEMENT**

**6 mois max**

**>> SOUMETTRE UN PROJET**

<https://circlinwater.grantplatform.com/>

<https://france-water-team.com/appels-a-projets/appel-a-projets/aap-circlinwater-knowledge-lump-sum/>

## 1. MARKET DEVELOPMENT & BUSINESS STRATEGY

1. Access private finance
2. Market studies
3. Business model for innovative solutions
4. Development of green business models
5. Business process improvements
6. Technical, economic and environmental assessment (incl. Life Cycle Analysis)
7. Marketing

## 2. CONCEPT CREATION & DEVELOPMENT

1. Green and digital transition
2. R&D/Prototype/demonstration
3. Resilience preparedness / business continuity plan
4. Feasibility study in the fields of CirclnWater
5. Internationalisation
6. Export funding
7. Compliance verification
8. Finding local/international partners
9. Market studies in target countries
10. Definition of an internationalisation strategy

## 3. OTHER

1. Intellectual property
2. ICT consultancy
3. CSR (Corporate Social Responsibility)
4. Up / re-skilling and attracting talents for SME
5. Human resources
6. Cyber security