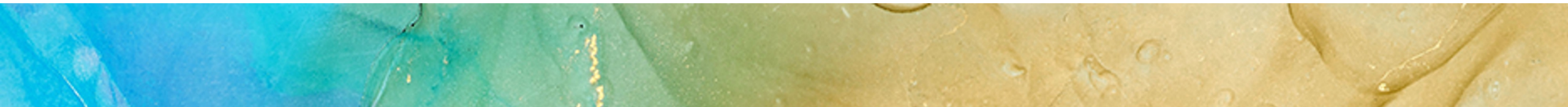


# Environmental Technology Verification: a booster for water transition



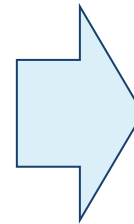
# Table of contents

- Context of the water sector
- Challenges of market incorporating of innovative water technologies
- ETV - What is it and general procedure
- ETV as a booster for innovative water technologies
- LIFEproETV project
- Conclusions



## Challenges

- Water shortage
- Water pollution
- Alteration of climatic conditions
- ...



## Market incorporation of innovative water technologies

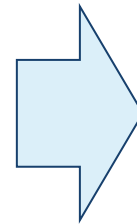
- Monitoring and eliminating emerging pollutants
- Production of high quality reclaimed water
- Low-cost sensors for rapid pollution monitoring
- Digital solutions for water facilities management
- ...



# Challenges of innovative technologies market incorporation

We already know the solution →  
Incorporate into the market innovative  
water technologies facing the sectoral  
challenges

but...



- Potential buyers are **skeptical of innovative technology performance**
- They want **low investments risk**
- **Align their needs** with technology functioning
- Reference from **previous application** of the technology

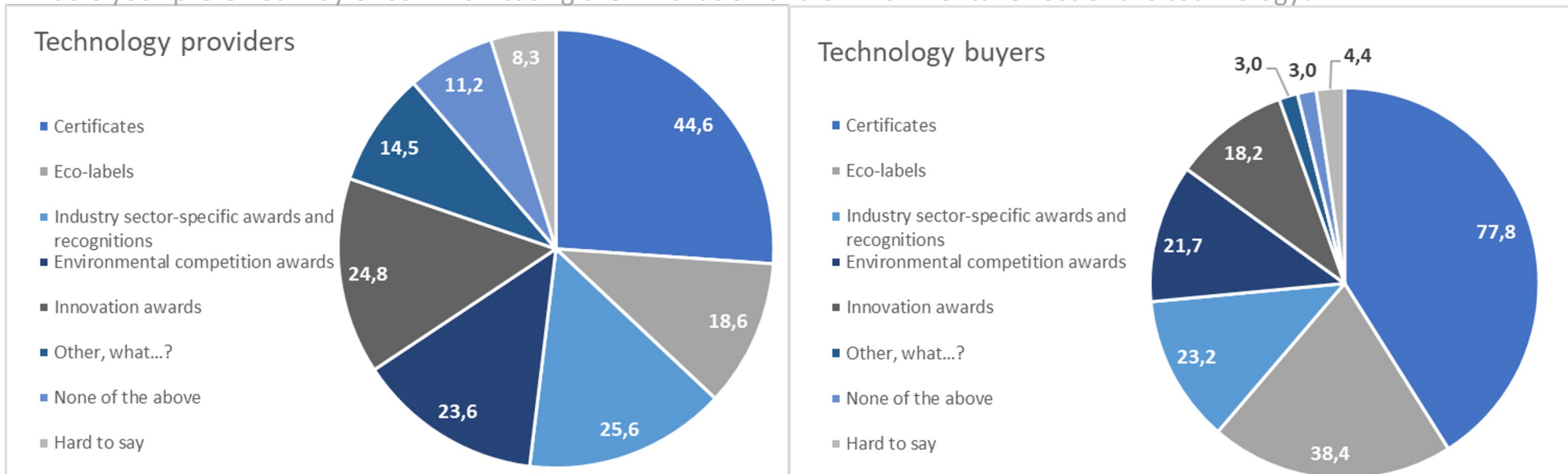
Lack of trust..



# Challenges of innovative technologies market incorporation

To determine the current challenges and practices for the incorporation of innovative technologies between technology providers and buyers a survey was carried out:

What is your preferred way of communicating the innovation and environmental effect of the technology?



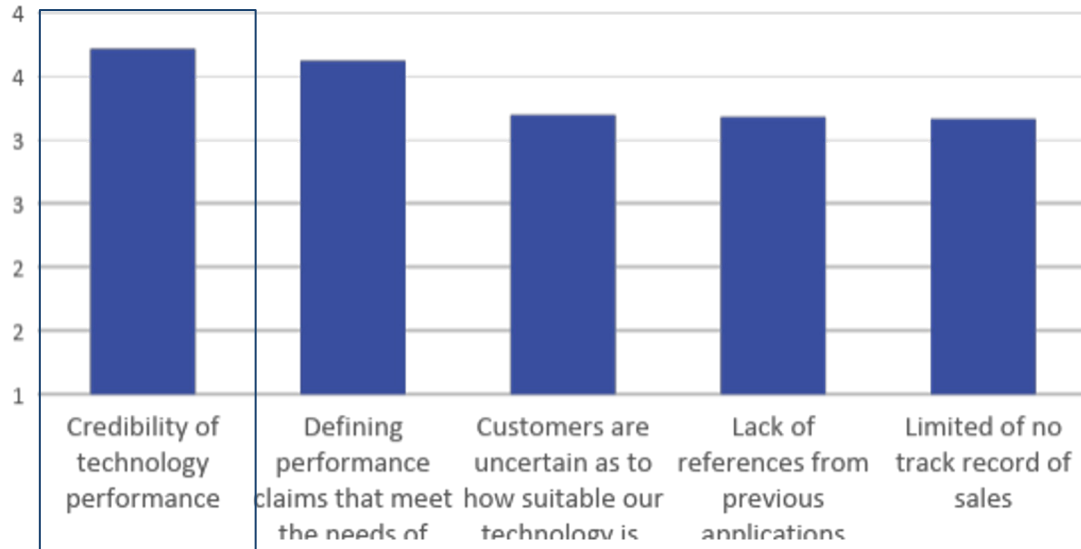
Certificates are much more preferred by buyers than used by providers

## Survey information:

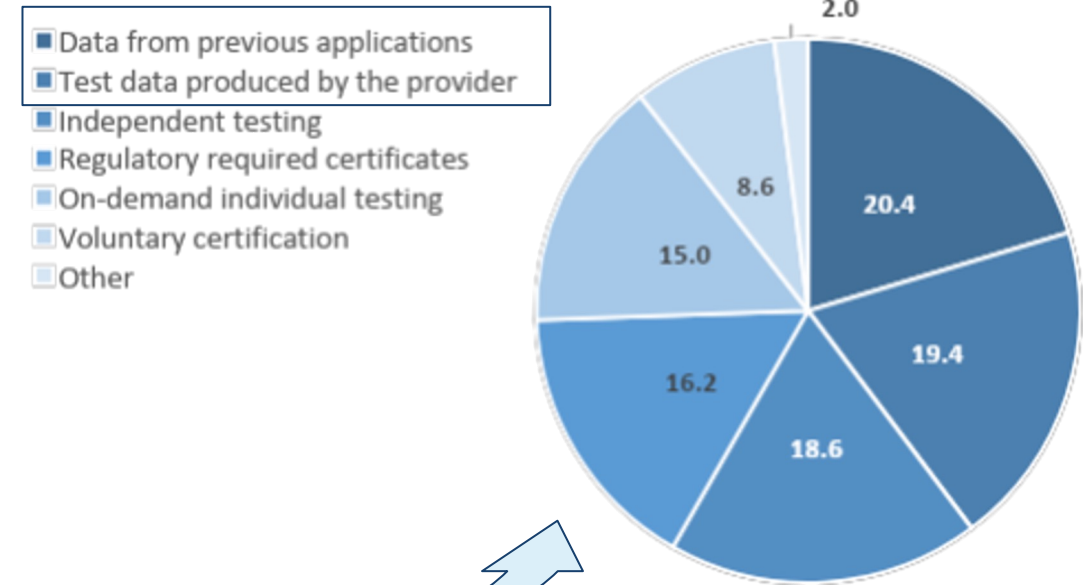
- Countries targeted: France, Italy, Spain, Slovenia, Poland and Hungary
- It was carried out between February 2021 until September, 2021
- Overall, 242 answers from environmental technology providers were obtained.

# Challenges of innovative technologies market incorporation: Technology providers perspective

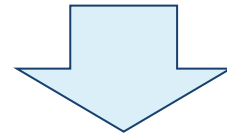
From 1 to 5 rate what is the biggest challenge when it comes to proving your customers that using your technology makes a significant improvement in meeting buyers needs and environmental benefit



How do you currently prove the performance and the environmental benefit of the offered technology?

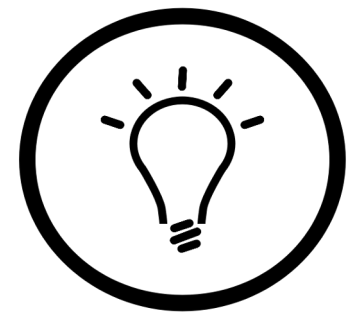
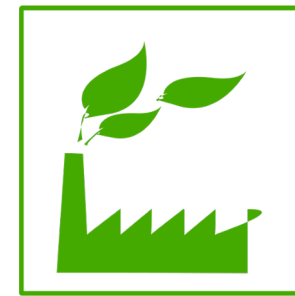
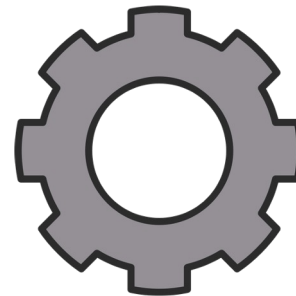


...Increase the use of verifications among technology providers, help to demonstrate performance and environmental benefit of an innovative technology



Environmental Technology Verification - **ETV** → Third-party performance verification scheme.  
ISO 14034 Standardized process

- Verifies the **performance of a technology**
- **Demonstrate an environmental** benefit of the technology
- **Tailored to innovative** technologies



# ETV as a booster for innovative water technologies

There is no a pre-established parameters to be verified or performance limits to reach, ETV testing protocol is specifically designed for each technology between the technology provider and the verification body

Generation of performance data

Tailored to buyers needs

Lowers the investment risk

ETV generates **reliable performance data** that demonstrate the effectiveness and feasibility of innovative water technologies.

This data and evidence help overcome the lack of demonstrated performance, providing potential buyers and investors with valuable **information to make informed decisions.**

ETV-verified performance **reduces perceived risks** and encouraging market adoption

It facilitates the **information sharing between providers and buyers** of innovative water technologies, facilitating the market acceptance while lowering the investment risks

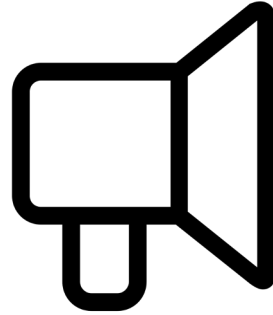


# ETV as a booster for innovative water technologies

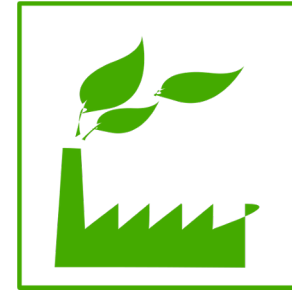
ETV can consider regulatory frameworks during the verification process, **ensuring alignment with legal obligations.**



The ETV process involves **disseminating information**, publication of verified technologies in public websites.



The evaluation includes **determination of environmental benefits** of the tested technology compared to existing ones with the same (or similar) purpose.

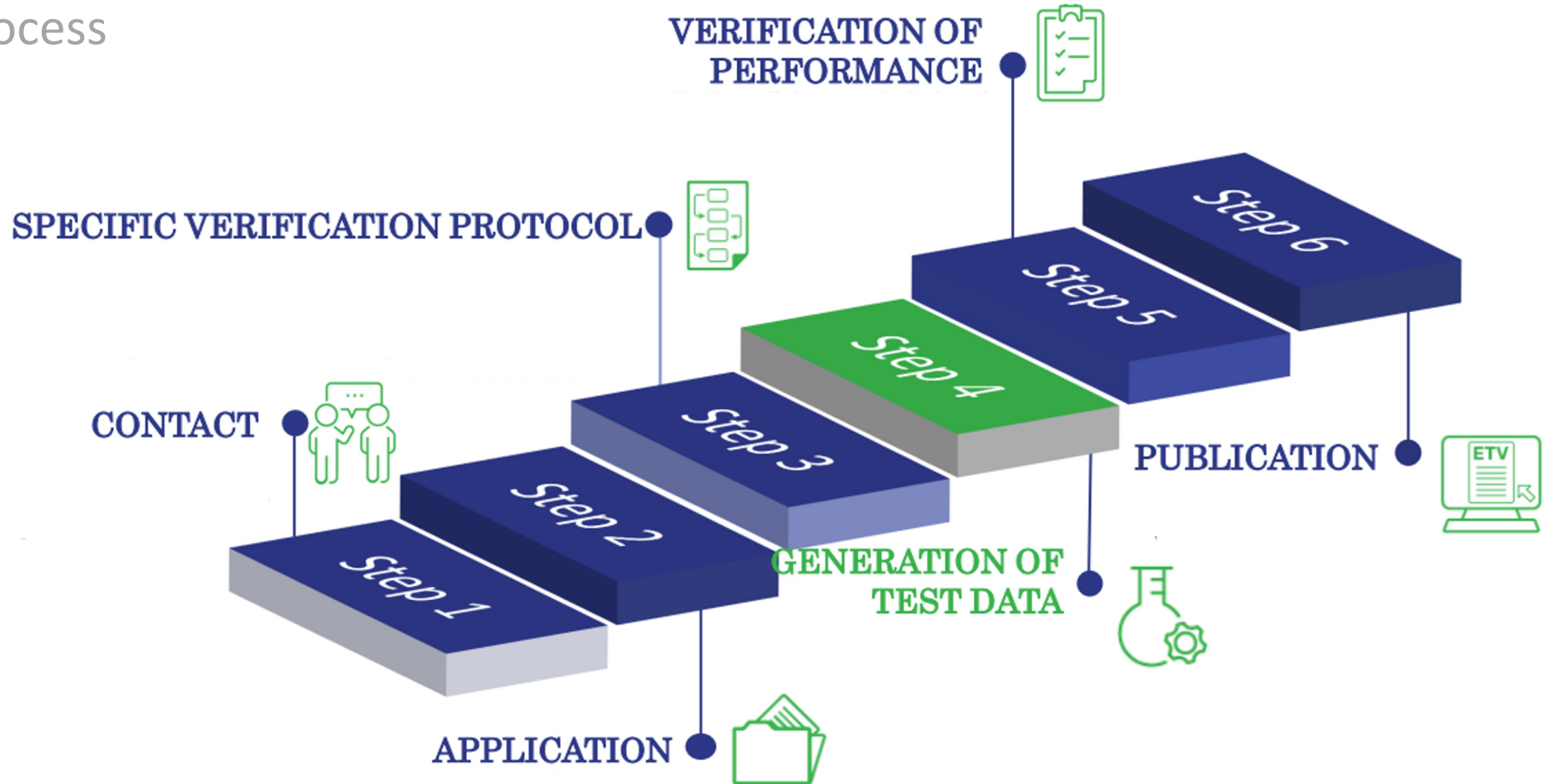


Additional benefits for technology providers of water innovative technologies



# Environmental Technology Verification

The process



## Promotion and implementation of ETV as an EU voluntary scheme for verifying performance of environmental technologies

Link to a main repository of ETV information (under construction)

<https://etv-hub.eu/>

Link to self assessment tool → interactive tool for technology providers to evaluate their readiness to apply for an ETV verification

<https://etv.kontur.it/get-started/>

Link to project website - updates on dissemination activities

<https://lifeproetv.eu/>

### Project partners



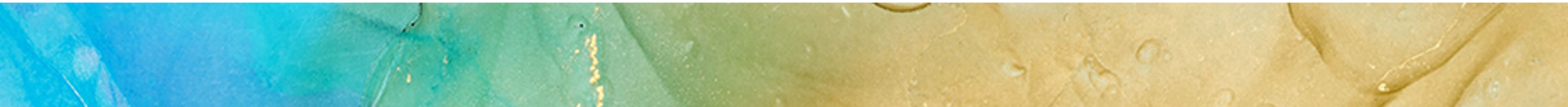
# Conclusions

There are existing barriers that prevents the market incorporation of innovative water technologies:

- Mismatch in the communication between providers and buyers of innovative technologies
- Demonstrate the performance of innovative technologies
- Demonstrate an environmental benefit

ETV as a third-party performance verification scheme tailored to innovative technologies can be a solution to overcome these barriers

- Offering an independent performance verification
- Testing parameters and performance adapted to each technology (innovative component can be demonstrated)
- Generated test data facilitates the information sharing between buyers and providers





**Thank you for  
your attention**

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