

Looking Ahead/Call to Action

“So, after looking at the demand for innovation, the drivers of innovation, and the barriers to innovation – what do we need to do to move forward?” That was the question Marianne Wenning, the European Commission’s Director Quality of Life, Water & Air, posed in her closing remarks.

Among the answers: *“We need concrete results,”* Wenning said. *“We need to focus our limited resources on the most important issues ... We have to make it clear to the public that water is important to all of us.”*

At the conference, EIP Water issued its third call for proposals for new Action Groups to add to the body of work being carried out to develop new solutions to the world’s water problems, and to bring those solutions to market.

Last April, EIP Water selected 16 new Action Groups, bringing the total number to 25. The groups are charged with drawing up tools and mechanisms to promote innovations in water policies and technologies. In 2013, 40 million euros worth of research funding was made available to support projects that contribute to the aims of EIP Water.

“ We have to make it clear to the public that water is important to all of us. ”

Marianne Wenning, Director for ‘Quality of Life, Water & Air’ in DG Environment

In order to be selected, each proposal must meet six criteria – strength of proposal’s relationship to EIP Water Strategic Implementation Plan; inclusion of innovative concepts; breadth and experience of the team; demand or market relevance; considerations of governance; and clarity of end goals.

Applicants for new action groups can visit the [application forum](#) at the EIP Water Online Marketplace.

The forum gives new Action Group applicants the opportunity to seek support or feedback from a specialist group of over 1,500 Marketplace users.

