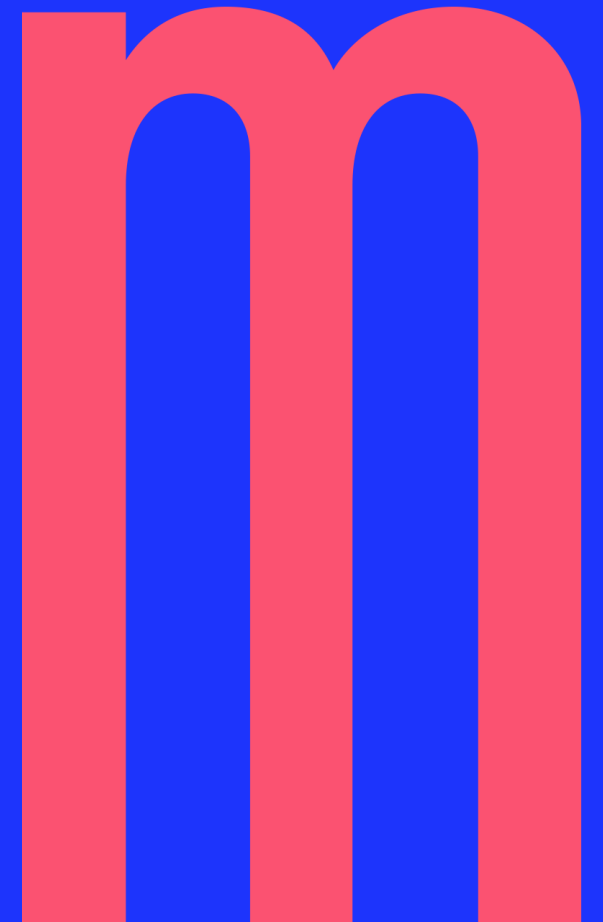


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**iWaterMap: a Blueprint
for place-based
Innovation Ecosystems**

**Vladimír Šmerda,
councillor of South
Moravian Region**



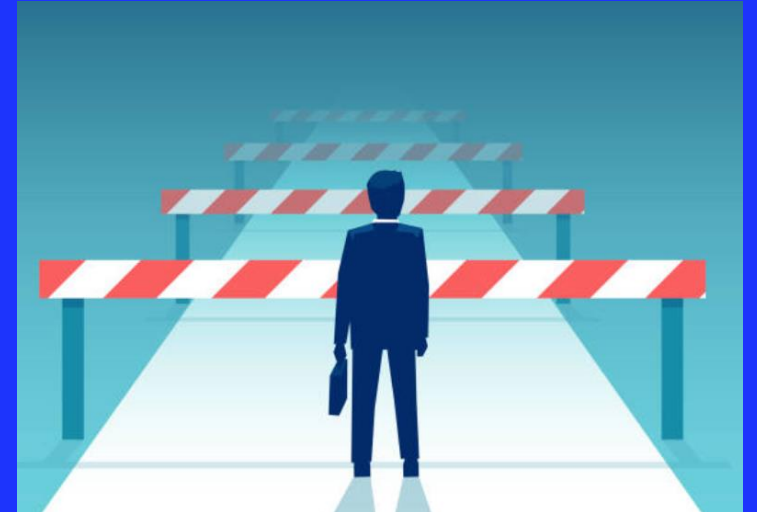


Political support

- Regional Innovation Strategy – RIS3
- Smart Water Territories:
 - Sustainable water management is essential for European key sectors such as tourism, agriculture, energy, but also chemical, paper and food industry. Within a growing global trend of water consumption, OECD countries water demand is expected to stabilise towards 2050 (350 km³/yr in the EU), and yet European society and economy in different territories must tackle the following trends that will determine the competitiveness of European water industry: **Boosting resilient infrastructure, Digitalization, Circular Economy, Enabling multistakeholder governance.**

Challenges

- Lack of water management professionals - especially lack of youth
- the low prestige of the water sector and its high level of difficulty,
- the lack of students in water technology related study programmes,
- low political support in this area - not in RIS 3



Challenges

- Distrust, high rivalry in business - low level of systematic cooperation,
- Low or no capacity of private companies to finance research and innovation projects,
- The inability of private companies to co-finance state-supported projects agencies,
- Lack of ability of researchers to transfer results from theoretical research to practice.
- The fact that science is judged by the level of scientific articles rather than by practical outputs.

Water in the Landscape

- Opening in:
 - Brand new centre
- Cluster of experts and educational institutions
- Develop educational strategies
 - „teach the teachers“

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EXPO Water in the Landscape

- Aims to increase interest in studying and in employment within water management industry
- Cooperation with Mendel University
- Will take place in March
- KŘTINY, Czech Republic



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Thank you for your attention