



Universidade do Minho



European Union
European Regional
Development Fund



iwaterlink

**iWATERMAP
Pilot Action**

**Online platform for linking research and business institutions
in the area of water science and technology**

Norte-PT region



March 8th, 2023

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Motivation and main objective

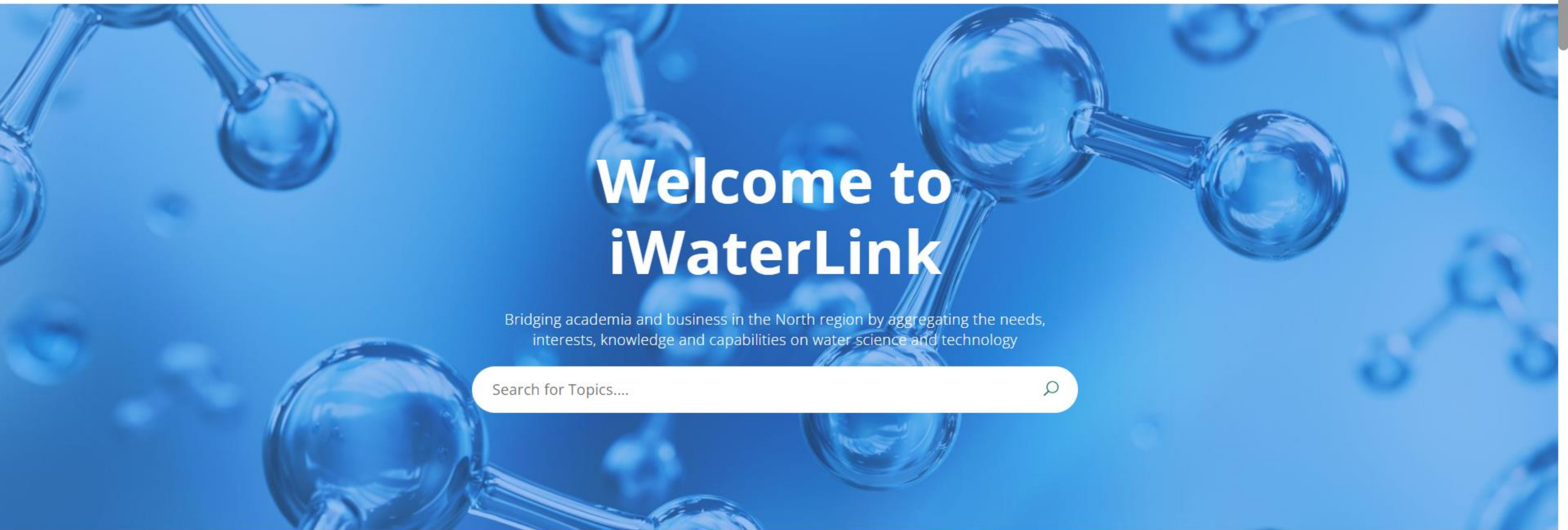
- Increase cooperation in terms of research, innovation, training and technology surveillance activities inside Water Science and Technology (WST) between private companies and universities.
- Boost the private investment in R&D and technology transfer from academia to the industries.
- Reduce the gap in human capital by capacitating and/or requalifying water sector workers.
- Approach students, industry and academia towards the creation of innovative educational practices.

Motivation and main objective

- To gather the knowledge and capabilities of the Norte-PT region in Water Science and Technology (WST), by joining, in a single online platform, offers and demands.
- iWaterlink will enable matching partners for specific needs approaching identified and future players in WST in the Norte-PT Region.



www.iwaterlink.pt



Welcome to iWaterLink

Bridging academia and business in the North region by aggregating the needs, interests, knowledge and capabilities on water science and technology

Search for Topics... 🔍

Highlights

CM₄ Methane



Organization of iWaterlink platform

• Research actions



Research Offers



Do you have a Research Offer?

Submit your Offer here

Add New



Research Needs



Do you have a Research Need?

Submit your Need here

Add New



Projects



Do you have a Research Project?

Submit your Project here

Add New

• Training actions



Training Offers

Technical

Graduation

Post-Graduation

Posts not found



Do you have a Training Offer?

Submit your Offer here

Add New



Training Needs

Technical

Graduation

Post-Graduation

Posts not found



Do you have a Training Need?

Submit your Need here

Add New



Projects


[Recent Research Offers](#)

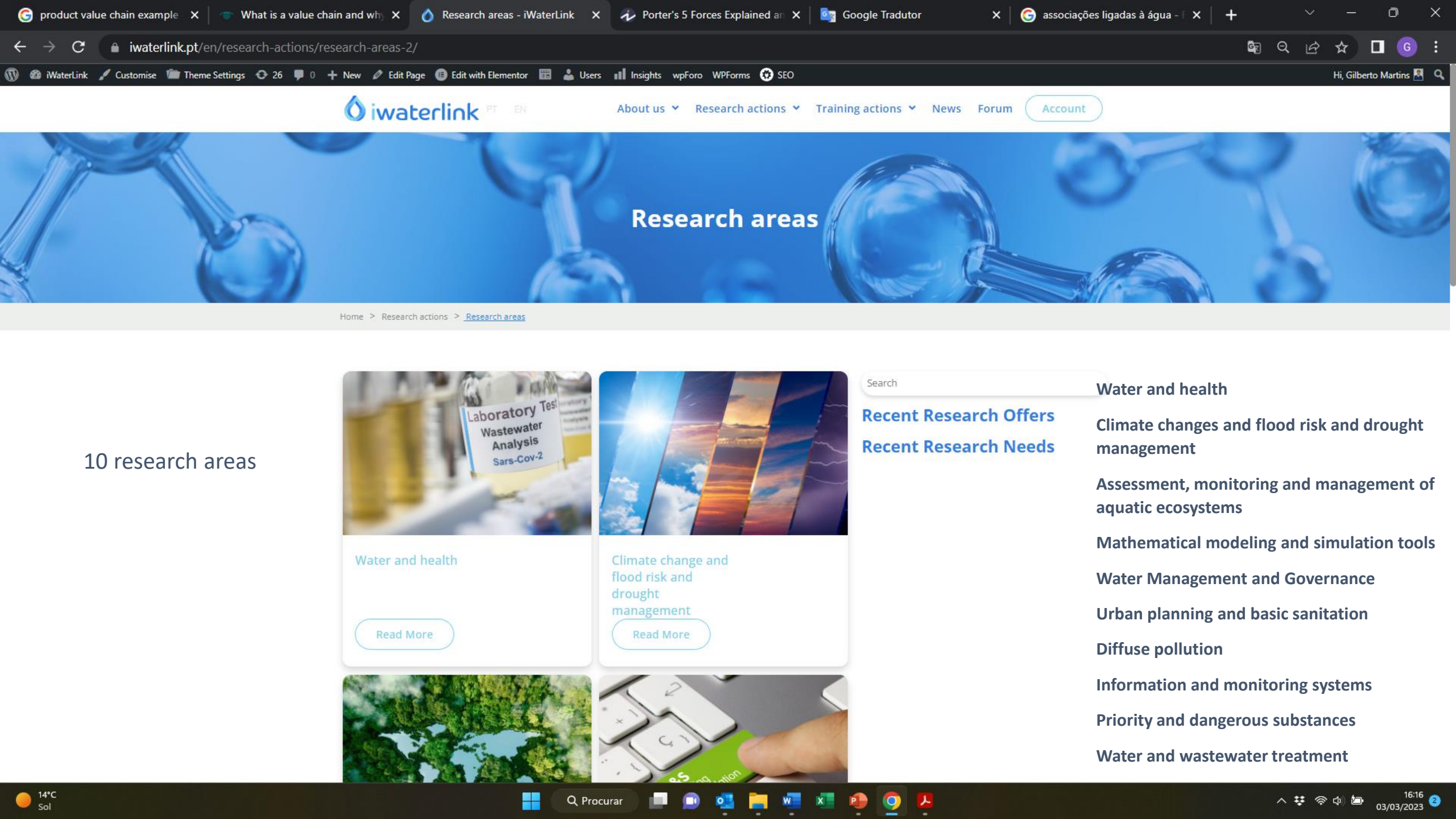
[Recent Research Needs](#)

FARMASENSE – Innovations in the detection and treatment of drugs in wastewater
03/03/2023 [Read More](#)

COVIDTECT – Detection, quantification and modeling of sars-cov-2 in wastewater as an early warning tool for the spread of the virus in the community
03/03/2023 [Read More](#)

INCOVER – Innovative Eco-Technologies for Resource Recovery from Wastewater
03/03/2023 [Read More](#)

 **Do you have a Research Project?**
Submit your Project here [Add New](#)



10 research areas



Water and health

[Read More](#)



Climate change and flood risk and drought management

[Read More](#)



Search

Recent Research Offers
Recent Research Needs

Water and health

Climate changes and flood risk and drought management

Assessment, monitoring and management of aquatic ecosystems

Mathematical modeling and simulation tools

Water Management and Governance

Urban planning and basic sanitation

Diffuse pollution

Information and monitoring systems

Priority and dangerous substances

Water and wastewater treatment



14°C Sol



Procurar



16:16

03/03/2023

Organization of iWaterlink platform



The screenshot displays two browser windows from the iWaterlink platform. The left window shows the 'News' page, which features a blue header and a grid of news items. The right window shows the 'Forum' page, which has a white header and a list of forum topics.

News Page:

- Civil Engineering** (24/02/2023): Entity: Faculdade de Engenharia – Universidade do Porto. Person in charge: Humberto Salazar Amorim. Objective: train qualified professionals with skills that allow them to. [Ler mais](#)
- Land and Environmental Engineering** (23/02/2023): Entity: Escola Superior Agrária de Ponte de Lima – Instituto Politécnico de Viana do Castelo. Person in charge: Joaquim Mamede Alonso. Objective: train professionals. [Ler mais](#)
- Aquatic Biological Resources** (23/02/2023): Entity: Faculdade de Ciências – Universidade do Porto. Person in charge: Aires Manuel Pereira de Oliveira. Objective: Train professionals specialized in the management. [Ler mais](#)
- Environmental Engineering** (23/02/2023): Entity: Faculdade de Engenharia – Universidade do Porto. Person in charge: Maria Cristina da Costa Vila. Objective: provide training in the basic sciences that. [Ler mais](#)
- Latest news**:
 - Civil Engineering** (24/02/2023)
 - Land and Environmental Engineering** (23/02/2023)
 - Aquatic Biological Resources** (23/02/2023)
 - Environmental Engineering** (23/02/2023)
 - Bioresources** (22/02/2023)

Forum Page:

- Research Actions** (Last Post Info):
 - Research Offers**: Topics: 0 | Posts: 0. Forum is empty.
 - Research Needs**: Topics: 0 | Posts: 0. Forum is empty.
- Training Actions** (Last Post Info):
 - Training Offers**: Topics: 0 | Posts: 0. Forum is empty.
 - Training Needs**: Topics: 0 | Posts: 0. Forum is empty.



About us

Home > [About us](#)

iWaterStart

[Ver mais](#)

Members

UMinho/CEB The University of Minho (UMinho) is a Research University focused on the regional, national and international socio-economic environment, and is committed to the growth

[Ver mais](#)

Pilot action

The goal of iWaterLink is to gather the knowledge and capabilities of the Norte-PT region in Water Science and Technology (WST), by joining, in a

[Ver mais](#)

iWatermap

The iWATERMAP project focuses on supporting the innovation policies in water technology sector, helping to increase the critical mass of innovation ecosystems in partner regions

[Ver mais](#)

Home > About us > [iWaterStart](#)

Background

Background iWaterStart Mentoring Program for Startups creation is a joint action between CEB-UMinho and Startup Braga which aims to support the development of new projects

[Ver mais](#)

Goals

Goals - Share experiences between peers;- Provide tools to entrepreneurs so that they are able to explore opportunities, plan and develop a business model, privileging

[Ver mais](#)

Promoters

Promoters StartUp Braga Created as InvestBraga's innovation hub, Startup Braga is dedicated to supporting projects of high entrepreneurial potential with global ambitions. Startup Braga act

[Ver mais](#)

Participants

Participants Coming soon...

[Ver mais](#)

Signatories of the Memorandum of Understanding



Universidade do Minho



iwaterlink



Open to more entities!





Register

Username *

Email *

Password *

Register

Already have an account? [Sign In »](#)

[Lost your password?](#)

Some figures about the platform

- 23 subscribers
- 15 research projects identified in the field of WST
- 2 research offers published
- 0 research needs
- 0 training needs
- 77 training offers identified in areas related to STEMA* fields
 - 7 Technical offers
 - 24 Graduation
 - 46 Post-graduation (Master and PhD programmes)
- In the last 30 days
 - 224 Sessions
 - 973 Pageviews
 - 135 Total Users

* STEMA – Science, Technology, Engineering, Mathematics and Agriculture

iWaterlink durability

- Creation of a management committee



- Development of a exploitation and business plan



iWaterlink management committee

- Composition
 - UMinho – leader
 - Águas do Norte – adviser (under evaluation by direction board)
 - 1 more entity missing – adviser
- Role
 - Ensuring the proper use of the platform
 - Promote iWaterlink to stakeholders and civil society
 - Promote the collection of information and platform update
- Timeline
 - 2 years



Exploitation and Business plan

- **Our vision**
 - Become the main communication channel between universities – companies – students/workers in the water science and technology (WST) field
- **Our mission**
 - Bridge academia and business in the Norte region by aggregating the needs, interests, knowledge and capabilities on WST
- **The service we will provide**
 - Provide an open channel for the identification and promotion of research/training needs and offers in Norte-PT region
- **Who we are targeting**
 - Universities, research centers, private companies, students, WST workers
- **Our competition**
 - Portuguese water partnership, Water and water services associations (eg.: APRH, APESB), ...



Exploitation and Business plan

- **Marketing channels**
 - Website, LinkedIn, Facebook, press releases, ...
- **Objectives and success metrics**
 - **1 year**
 - 50 subscribers
 - More than 10 research/training needs identified
 - **5 years**
 - 250 subscribers
 - More than 30 research/training needs identified
 - 5 new training offers available (new courses as a result of identified needs)
 - 5 projects promoted by the users' interactions from the iWaterlink platform
- **Main milestones**
 - 100 subscribers
 - 50 identified projects
 - 10 needs identified (both training and research)



Exploitation and Business plan

Strengths

- **Focused on the regional stakeholders needs;**
- Innovative digital platform focused on the content aggregation that links the academic and the business environments;
- **Possibility of creating training and research offers through the identification of training needs by the platform users;**
- Providing of reliable and curated content;
- Assistance to the research and Innovation and access to information regarding WST in the Norte-PT region;
- **User-friendly platform;**

Weaknesses

- **Difficulty in gathering the initial content for the platform;**
- Difficulty in attracting first subscribers, since the platform is new and has no references;
- **Durability in the medium/long term due to the lack of funds;**
- Difficulty in gaining credibility when launching the platform, given the absence of references, assessments and “accreditations”.

Opportunities

- **Lack of aggregating platforms focused on the identification of training and research actions in the WST area in collaboration with professionals;**
- Inexistence of national digital platforms focused on reliable WST contents;
- **New partnerships with VET schools, universities, research centers and private companies;**
- Greater receptivity to new forms of sharing and aggregating academic and business information;
- **Increase of platform use for dissemination of WST projects results;**
- Possibility of extending the target audience to other regions;

Threats

- Renowned international and national competition;
- Absence of funding after project end;
- **Possibility of this model being copied by other digital platforms present in international market.**





iwaterlink

Main challenges

- **Full engagement of stakeholders** – need to find easy ways to increase contributions to the online platform.
- **Promotion and dissemination of iWaterlink** – continue with press releases and active presence in social media and in student forums.
- **Fundraising** – to continue developing the content and capabilities of the online platform.



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Questions and suggestions?