CircInWater

SENSILEAU
inspiring water experts

Project Partner: Sensileau
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 18/07/2023
Duration: 10 weeks

KLS 250 focuses on contracting the services of a marketing consultancy (Wettermerk). Wettermerk specializes in assisting water- and cleantech companies with their branding and marketing strategies. To kickstart the consultancy service, Wettermerk offered a collaborative workshop where they developed a concise content strategy on a single A4 page. The workshop covered: Audience analysis; value proposition; problem-solving; salesfunnel; call-to-action (CTA); SEO optimization; tone of voice; and conversion tracking.

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Project Partner: Adiego Hermanos S.A.
Country: Spain
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 13/07/2023
Duration: 9 weeks

KLS-260 focused on contracting the services of a logistics consultancy (Gesprolog) to optimise and automate the warehouse and purchasing processes of the company. The objective of this KLS was to audit the physical organisation of the warehouse (Layout) and the work processes carried out in the warehouse by the people involved in it and analyse the communication flows between the warehouse and the departments with which it is directly connected with the final purpose of identifying improvements that optimise the warehouse flows.

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Project Partner: Rinagro B.V.
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 02/08/2023
Duration: 13 weeks

Rinagro contracted a training service of the consultancy Wettermerk. The training aimed to provide Rinagro with a concise and carefully selected overview of how to enter new markets through targeted marketing, with a clear vision and strategy. Emphasizing the growth of the company and its impact on emission reduction and improved water quality, the objective was to equip Rinagro with the necessary insights and tools for successful market penetration.

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WATER FUTURE
when every ⬦ counts..

Project Partner: Water Future BV
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 10/08/2023
Duration: 14 weeks

Water Future contracted the service of the consultancy Wettermerk. Wettermerk offered a collaborative workshop where participants collectively developed a concise marketing plan presented on a single A4 page. This workshop was strategically designed to efficiently communicate the key elements of an effective marketing strategy.

Throughout the workshop, Wettermerk provided valuable insights, strategic guidance, and practical recommendations tailored to the specific needs and goals of the participants. The collaborative nature of the workshop fosters a dynamic and engaging environment, ensuring that the resulting marketing plan effectively represents the company's vision and drives growth.

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HULO
GIVING WATER KNOWLEDGE

Project Partner: Hulo B.V.
Country: the Netherlands
Industrial ecosystem: Energy Intensive Industries
Date of the award: 01/09/2023
Duration: 13 weeks

Application ID 275 collaborated with a marketing agency specialized in the water and cleantech industry to develop a concise marketing plan on a single A4 page. The workshop focused on refining their marketing strategies and providing valuable insights, strategic guidance, and practical recommendations tailored to the specific needs and goals. The collaboration led to measurable improvements in marketing outcomes, including increased brand recognition and customer engagement.

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WATER CLUSTER FINLAND

Project Partner: BIOBOX WATER S.L.
Country: Spain
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 29/08/2023
Duration: 21 weeks

CircInWater KLS played a key role for BIOBOX WATER S.L. in successfully establishing a company in the US (BIOBOX USA Corp.), facilitating the support of an experienced external expert operating in the country. They assist us in the whole process, not only providing advice about the best corporate and tax strategy in the country but also leading all the paperwork required in the country during the process, minimising our trips needed for this purpose.

CircInWater

Project Partner: SusPhos BV
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 31/08/2023
Duration: 4 weeks

SusPhos BV collaborated with a marketing agency specialized in the water and cleantech industry to develop a concise marketing plan on a single A4 page. The workshop focused on audience analysis, value proposition, problem-solving, sales funnel, call to action (CTA), SEO optimization, tone of voice and conversion tracking.

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CircInWater

biocompact
save water, save our planet

Project Partner: biocompact
Country: the Netherlands
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 04/09/2023
Duration: 5 weeks

The CircInWater project gave us the opportunity to work together with the marketeers of Wettermerk. Together with them we further developed our marketing strategy. This will help us to help more companies to save water, and thus to help the planet to become more sustainable.

CircInWater

fealter

Project Partner: Fealter BV
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 22/09/2023
Duration: 6 weeks

In this project we have entered in what the consultancy company calls the 'brand creative story'. We have made our brand strategy clear by following 3 steps:

1/ Brand identity, leading to a SWOT analysis
2/ Brand positioning, values and personality
3/ Visual brand recognition, Photography, Typography, use of colours and logos

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fealter

Project Partner: Fealter BV (stage 2 creation)
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 31/10/2023
Duration: 8 weeks

We have entered the creation stage following the steps below, guided and performed by the consultancy company:

• Wireframe + UX and Design
• Initiative Phase - (Also known as Sprint 0)
• Development Phase
• Overall Testing Phase
• Approval and Delivery
• Content Filling Phase and Launch

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Project Partner: Deep Scan Tech Ltd.
Country: Finland
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 15/11/2023
Duration: 3 weeks

KLS 298 focused on development of further coupling of Deep Scan Tech´s data from underground 3D scans using electrical tomography to modelling environments. Deep Scan Tech´s non-invasive 3D scanning technology provides comprehensive views of soil characteristics, moisture, groundwater, and more with applications across agriculture, hydropower, and various water-intensive industries. The project allowed Deep Scan Tech´s data-driven decision making and enhanced its growth and comprehensiveness.

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WATERWAVES

Project Partner: Water Waver B.V.
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 11/07/2023
Duration: 27 weeks

Waterwaves B.V. develops an innovative treatment technology focused on the horticulture sector, removing herbicides and pesticides from wastewater. The technology relies on an innovative UV-C installation, which is in its final stage of development. Waterwaves was supported by Multipitch in further developing its business case and access to the market. Before market introduction, the product will be reliable and at least 30% more energy efficient compared to other products.

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BIOBOX®

Project Partner: Biobox Water S.L.
Country: Spain
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 29/08/2023
Duration: 28 weeks

CircInWater Knowledge lump sum supported BIOBOX WATER S.L. on its internationalisation strategy in the US. For this purpose, the company created BIOBOS USA Corp. to operate in the country. One of the pillars for the market uptake of their products in the US is collaboration with a local company. CircInWater provided the tools to build a thorough relationship with the collaborator, facilitating the support of an experienced external expert operating in the country.

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AQUACOLOR sensors

Project Partner: Aquacolor Sensors B.V.
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 30/08/2023
Duration: 17 weeks

Aquacolor Sensors developed an early warning sensor prototype for detecting green and blue-green algae that was successfully calibrated in cooperation with a waterboard and a water drone company. Series production of the sensor required reduction of its footprint, optimization of its electronics and better positioning of the optical parts. Thanks to the support of CircinWater and Ynovio B.V., the sensor's electronics were miniaturized, making reliable series production possible.

Project Partner: Adiego Hermanos S.A.
Country: Spain
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 01/09/2023
Duration: 25 weeks

Adiego Hermanos develops, installs, and maintains of all types of equipment for water treatment. We requested support from CircInWater to analyse how we work. Several problems were detected: non-optimize office processes, duplicate tasks, manual workflows, etc. Thanks to CircInWater we have laid the basis to begin implementing OnBase, a document and process automation platform. With this solution we will be able to improve the department's resources, the effectiveness and efficiency of the staff and their tasks.

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WATER FUTURE
when every 💧 counts..

Project Partner: Water Future B.V.
Country: the Netherlands
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 08/09/2023
Duration: 21 weeks

Fueled by the CircInWater grant, Water Future collaborates with Wettermerk to refine its content marketing strategy. Emphasizing SEO, messaging, and LinkedIn plans, we aim to enhance our online presence. Empowered by this support, our mission in water conservation gains traction, contributing to global sustainability. Through strategic content planning, we solidify our digital footprint, reinforcing our commitment to sustainability.

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ACQUA.ECOLOGIE
Traitement et Réutilisation de l'eau

Project Partner: ACQUA.ecologie
Country: France
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 04/10/2023
Duration: 17 weeks

Our project is to benefit from support in the filing and drafting of patents allowing the protection of our domestic wastewater treatment process on site in order to be able to reuse it. This includes advice in the drafting of patentable elements, the search for similar technologies already filed, the definition of claims, but also the international PCT extension in order to protect our inventions in each country where we wish to develop.

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RAINMAKER
HOLLAND

Project Partner: Rainmaker Holland
Country: the Netherlands
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 20/10/2023
Duration: 22 weeks

Rainmaker Holland has worked with specialist marketing agency Wettermerk ontraining on the foundation of a marketing strategy for the company's overall mission and goals, by clearly defining the following concepts: objectives, target audience, value proposition & USP's, risks & opportunities, content opportunities, core messaging, channels, tone of voice, archetype and jargon. Furthermore, we spend time discussing content online and finding the right pay-off for optimal messaging. We also discussed the challenger sale method.

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Project Partner: RN Solutions B.V.
Country: the Netherlands
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 31/10/2023
Duration: 22 weeks

RN Solutions has collaborated with specialist marketing agency Wettermerk to lay the foundation of a marketing strategy by clearly defining the following concepts: target audience, objectives, value proposition, USPs, channels, risks and opportunities, and the overall marketing objectives of the company. Furthermore, the program included a discussion, brainstorming, and action plan on how RN Solutions can increase their brand awareness in the Middle East.

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Project Partner: Hulo B.V.
Country: the Netherlands
Industrial ecosystem: Energy Intensive Industries
Date of the award: 02/11/2023
Duration: 14 weeks

HULO worked with specialist marketing agency Wettermerk on the basis of a content strategy by clearly defining: target audience, value proposition, problems & solutions, core message, social media goals in relation to the stage of the business.

Furthermore, the program included a practical approach to fill a content calendar using keyword research, a calendar template, and social media posts and video templates.

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CircInWater

SENSILEAU
inspiring water experts

Project Partner: Sensileau B.V.
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 10/11/2023
Duration: 12 weeks

Expertise marketing requires a different approach than product marketing, as it is not always clear what exactly the customer will receive before purchasing a service. Raket's training course on Expertise Marketing has provided us with new tools that enable us to explain and promote our high-level expertise services more effectively. The brainstorm session at the start ensured that the marketing tools we explored were a perfect fit with our company's identity and core values.

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leakmited

Project Partner: leakmited
Country: France
Industrial ecosystem: Energy Intensive Industries
Date of the award: 08/11/2023
Duration: 11 weeks

Our mission at Leakmited focuses on drastically reducing water loss by harnessing cutting-edge data analytics and AI technologies. Through the invaluable support from CircInWater, we have the opportunity to collaborate with Watura, enriching our technical prowess in the intricacies of water management. This partnership not only elevates our capabilities but also amplifies our impact on conserving precious water resources. We're committed to pushing the boundaries of what's possible in water conservation, ensuring a more sustainable and efficient future for waterintensive industries. Thanks to CircInWater, we're enhancing our expertise and setting new standards in water management processes.

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FERR-TECH
REVOLUTIONARY WATER TREATMENT

Project Partner: Ferr-Tech
Country: the Netherlands
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 29/11/2023
Duration: 14 weeks

The Ferr-Tech assignment focuses on: mapping employee ambitions and growth, implementing an HR cycle for commitment and retention, and crafting policies to enhance employee development. Stakeholder and employee discussions, along with interviews on education and benefits, informed the management's policy-making.. This plan shows Ferr-Tech's strong commitment to its team and its future, aiming to align employee satisfaction with the success of the company.

Project Partner: Jotem Water Solutions B.V.
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 05/12/2023
Duration: 19 weeks

Koersgenoten has successfully developed a marketing strategy for BluElephant.

- Brand Story & Positioning: Crafted a brand narrative highlighting BluElephant's core values and benefits.
- Marketing Strategy: Created a targeted mix of online/offline campaigns to boost brand awareness and sales.
- Website & Sales Funnel: Designed an optimized, user-friendly website and effective sales funnel for better lead conversion.
- Communication Plan: Developed a plan for consistent, impactful customer engagement.

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EWB
Circular Rain

Project Partner: Ecologisch Water Beheer B.V.
Country: the Netherlands
Industrial ecosystem: Agrifood
Date of the award: 19/12/2023
Duration: 9 weeks

EWB Circular Rain has worked with specialist marketing agency Wettermerk on the foundation of a marketing strategy by clearly defining the following concepts: target audience, value proposition, problems & solutions, sales funnel, core messaging, call to action, SEO optimization, tone of voice & jargon, website, and the marketing objectives. The program included a hands-on approach to brainstorm on website improvement, and how to create the right sales funnel online for lead generation.

CircInWater

Coldep

Project Partner: Coldep
Country: France
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 04/01/2024
Duration: 12 weeks

Coldep is an innovative company that has developed a water treatment technology in the aquaculture sector. For the past 3 years, it has adapted its process to address the challenges in the industrial sector regarding the treatment of their effluents. While Coldep has a reputation in aquaculture, it has only recently started in this new application field. Given that its technology is unparalleled compared to other traditional water treatment techniques, Coldep faces the challenge of clearly explaining the unique features of its technology. To this end, Coldep has produced a short video to simply and very didactically explain how its system works. The film also presents the major advantages and performances of its technology in meeting the challenge of the economy and the reuse of wastewater.

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