



BRIGAIID

BRIDGING THE GAP FOR INNOVATIONS
IN DISASTER RESILIENCE

BRIGAIID – AN INTRODUCTION

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BRIGaid

BRIDGING THE GAP FOR INNOVATIONS
IN DISASTER RESILIENCE



Background & motivation

- + Europe is particularly prone to
 - + River and Coastal Floods
 - + Droughts
 - + Extreme Weather
- + High confidence that innovations offer potential for risk reduction; however, many never reach the market because of
 - ... technical readiness (incl. unforeseen or negative impacts)
 - ... social acceptance
 - ... funding/cost



Floods



Droughts



Extreme Weather

Bridging the Gap in Innnovations in Disaster Resilience (BRIGAID)



- + H2020 Disaster Resilience & Climate Change Innovation Grant
- + 7.8M€; 24 partners from 14 countries
- + Brings together innovators and end-users in [Communities of Innovation](#) to increase opportunities for market-uptake

PARTNERS



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA





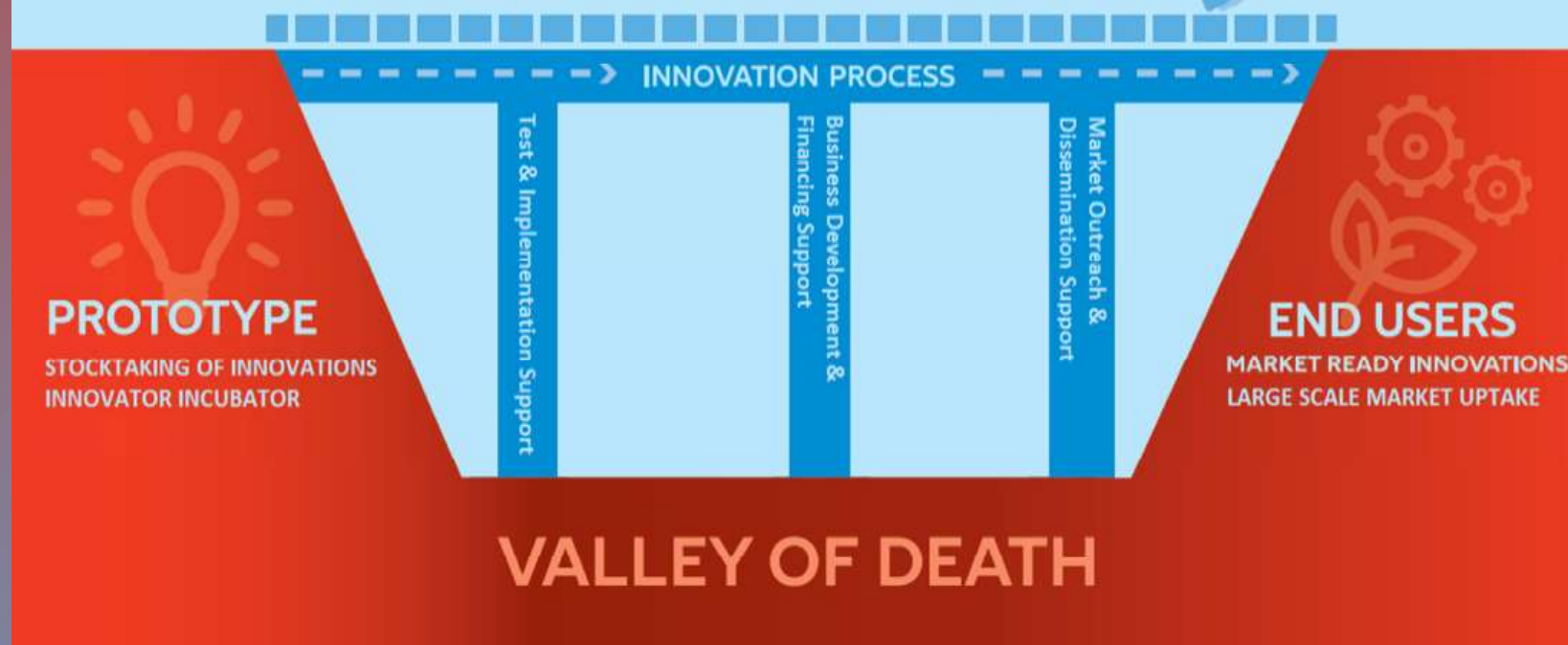
BRIGAIID

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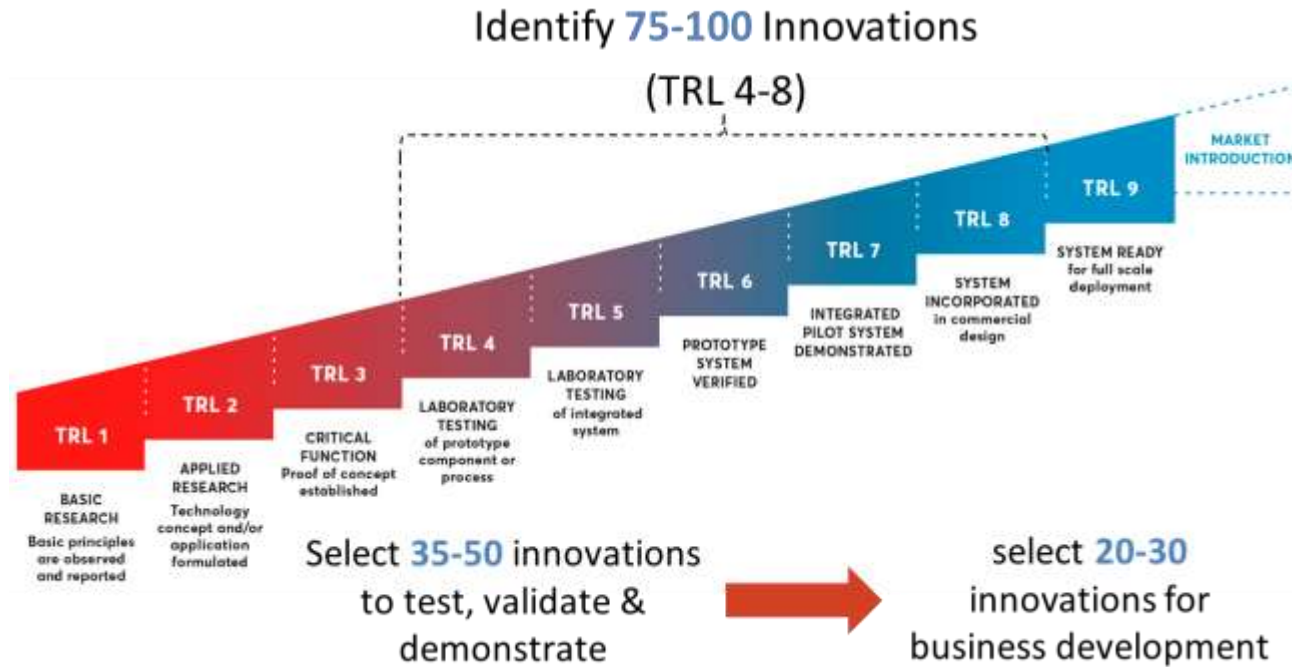
FROM PROTOTYPE TO MARKET READY INNOVATION
ADAPTING TO: FLOODS, DROUGHTS & EXTREME WEATHER

BRIGAIID

Bridging the Gap for Innovations
in Disaster Resilience



INNOVATIONS WITHIN BRIGAIID



	BRIGAIID partner	External partner	Grand Total
Belgium	1	3	4
France		1	1
Ireland		1	1
Israel	1	1	2
Italy	7	9	16
Portugal	2	1	3
Romania	4		4
Spain	2	12	14
The Netherlands	6	15	21
UK		1	1
Germany		6	6
Sweden		1	1
Austria		1	1
Albania		3	3
United Kingdom		1	1
Bulgaria		1	1
Grand Total	23	57	80

TYPES OF INNOVATIONS



FLOODS

18 innovations



DROUGHTS

20 innovations



EXTREME WEATHER

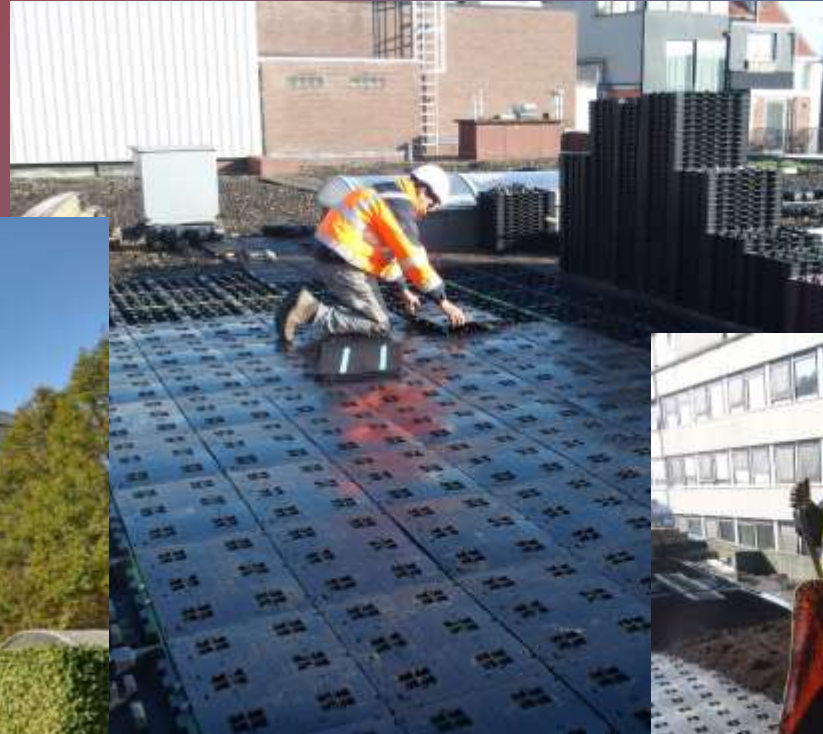
16 innovations

MULTI HAZARD

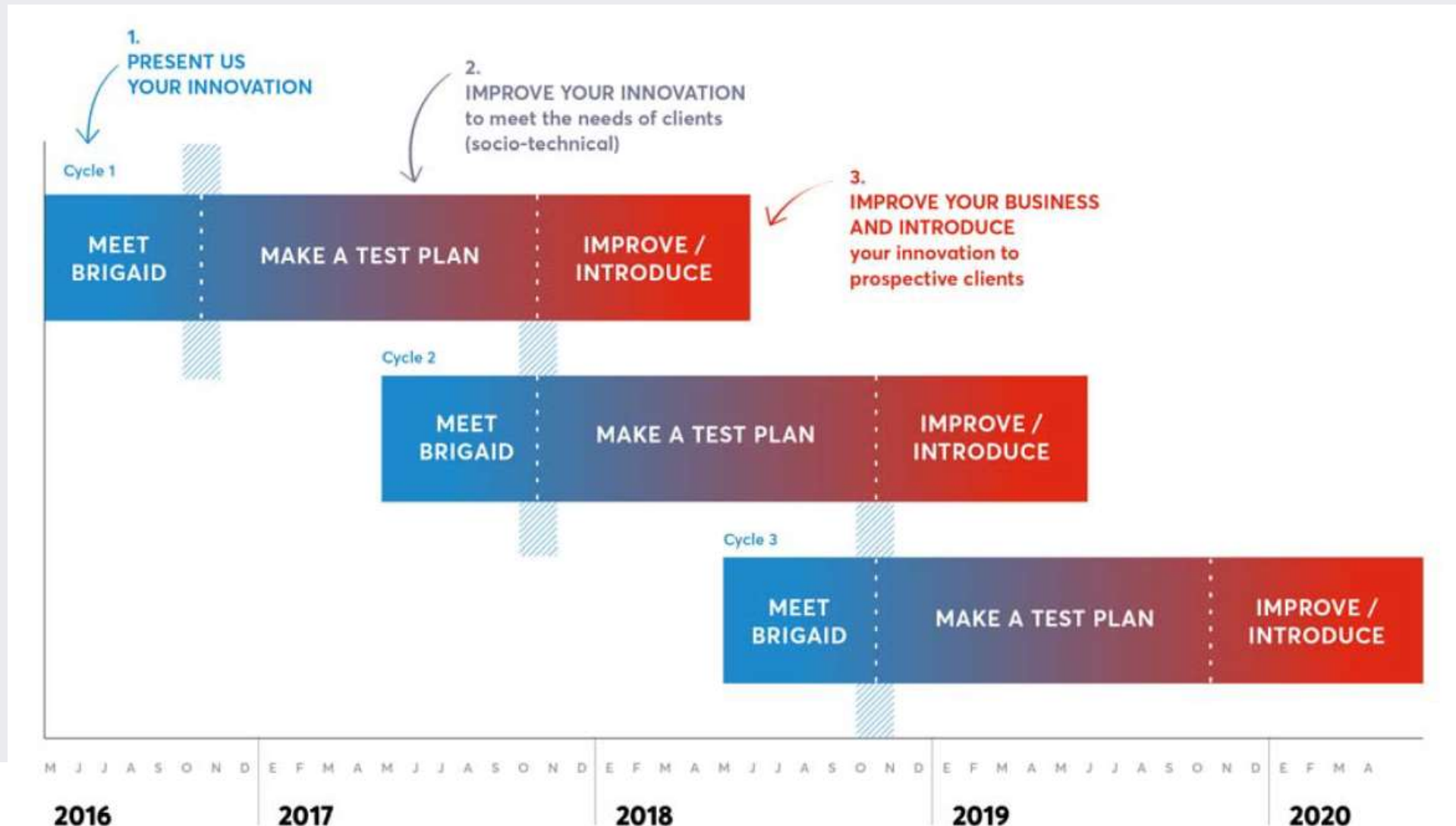
15 innovations

HYDROVENTIV SMART GREEN ROOF

Installation ongoing at this moment !




PLANNING




BRIGAIID

BRIDGING THE GAP FOR INNOVATIONS
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**Climate
Innovation Window**

Innovations | [Share your innovation](#) | [Free register](#) | [Login](#) | [Search](#)




SHARE AND DISCOVER CLIMATE INNOVATIONS


INNOVATIONS FOR CLIMATE CHANGE ADAPTATION


the EU reference marketplace where end-users and innovators can meet


[Share your innovation](#)


Show | [Innovations](#) | [All Hazards](#) | [All Topics](#) | View by [Most Recent](#)





Water Safety
FLUTSCHUTZ Load Filter

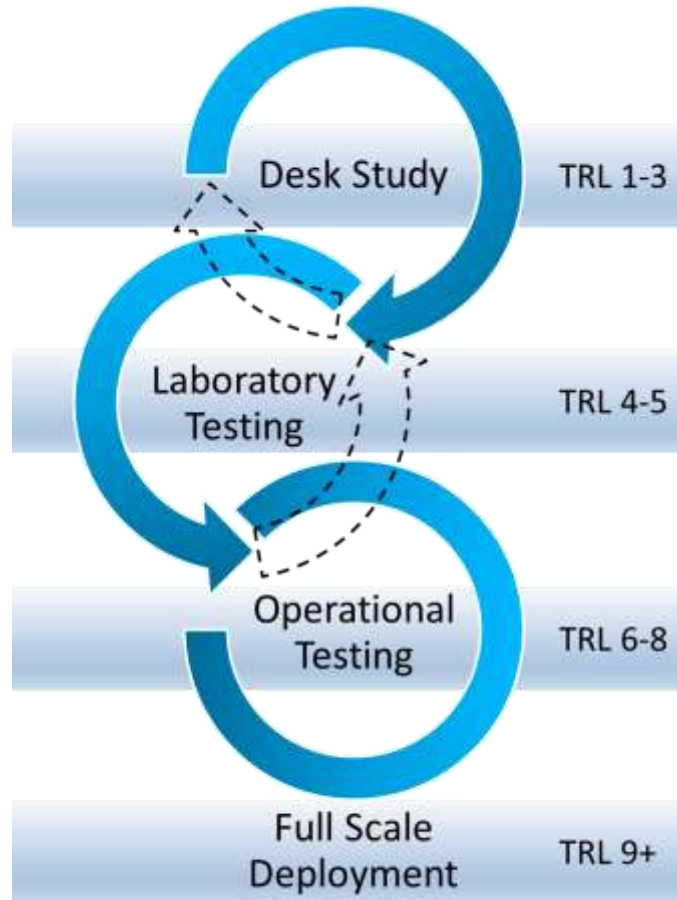



Water Safety
FLUTSCHUTZ Impoundment




Water Safety
NoFloods mobile barrier

Testing Framework

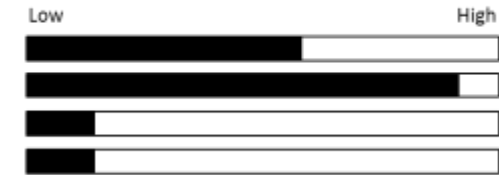


Technical, Societal & Market Readiness

Innovation A

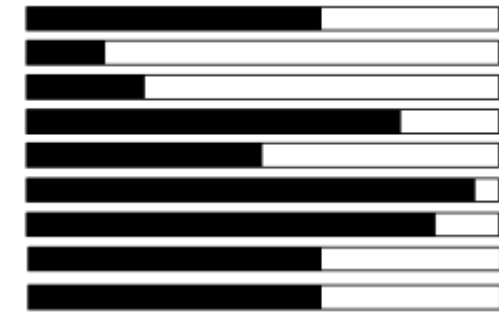
Technical

Technical Effectiveness
Durability
Reliability
Flexibility



Impacts

Sustainable Design
Environmental Impact
Ecological Impact
Agriculture
Energy
Forestry
Health
Infrastructure
Tourism



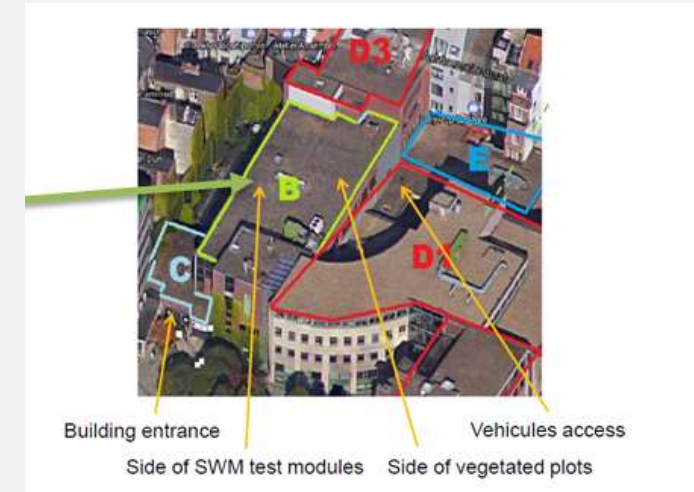
Societal

Psychometric Risk Factors
Inflexibility Indicators
Sociocultural Preferences
User Acceptance Constructs
Responsibility Dimensions



LIVING LABS

- Flood Proof Holland
- Flood Flood Proof Romania
 - 3 test basins: 2.5m x 20m x 30m
 - 1 will allow for testing of river flood defenses (i.e., “flow past” barriers)
- Field test sites, e.g. Antwerp



Market Analysis Framework (MAF+)

maf.brigad.eu

- An online facility for collaboration between innovators and business development experts from BRIGAD
- Supports innovators to evolve their idea into a business through demand-driven product development
- Designed for non-specialists in market analysis and business development



Exercise 3 | Target Group Selection (Attractiveness Scorecard)

This form is gathering data for the innovation | My Water Level

Introduction and Instructions

Since the system has been implemented, it is important to select the target group for the innovation. A target group is simply a market segment or which the organization will direct its marketing and commercialization efforts.

The study required of carefully selecting a target group is typically a 3-step process: (1) the market segment being addressed in the next application, (2) the target group, and (3) the target group's characteristics.

According to the 'Target Group Selection' (TGS) process, there are three main steps in the process of selecting a target group. First, the capacity of the organization to create a product that is appealing to the individual target group. Second, identifying whether this product could be sustained even after competitors start to enter the market. And last, assessing whether the company is, financially, in a position to sustain the innovation (i.e., only required to provide an appealing commercial product). These three steps have been formalized and structured in the MAF+ as a series of 5 questions that can be used to evaluate and score the attractiveness of different market segments.

In this exercise, innovators are asked to have a closer look at the stakeholder groups that were identified in the previous exercise and evaluate them using the scoring structure presented below. Based on their previous experience and knowledge of current trends and their own position in the market, innovators are asked to rate the potential customer groups according to the guidelines below in the assessment. The ratings are then used to calculate a total attractiveness score. Using this score, innovators can make a more informed decision about the group(s) that they want to address their offer to.

Segment overview & Score

Segment	Score
Civil defence and emergency response organisations	16
Tourism sector	11
Recreational groups	10

Civil defence and emergency response organisations. 16

Criteria	Score
(C1) The customer group has a pressing need and is willing to act upon it.	1
(C2) The offering can satisfy that need.	4
(C3) We can easily communicate/sell to the customer group.	4
(C4) There are no known competitors addressing this need.	4
(C5) The customer group is substantial and potentially profitable.	3

BRIGAD

The BRIGAD (BRIGAD) project is a project of the BRIGAD project, in order to be a reference point for the innovation in the future.

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PREVIOUS MEETINGS



May 2016, Delft



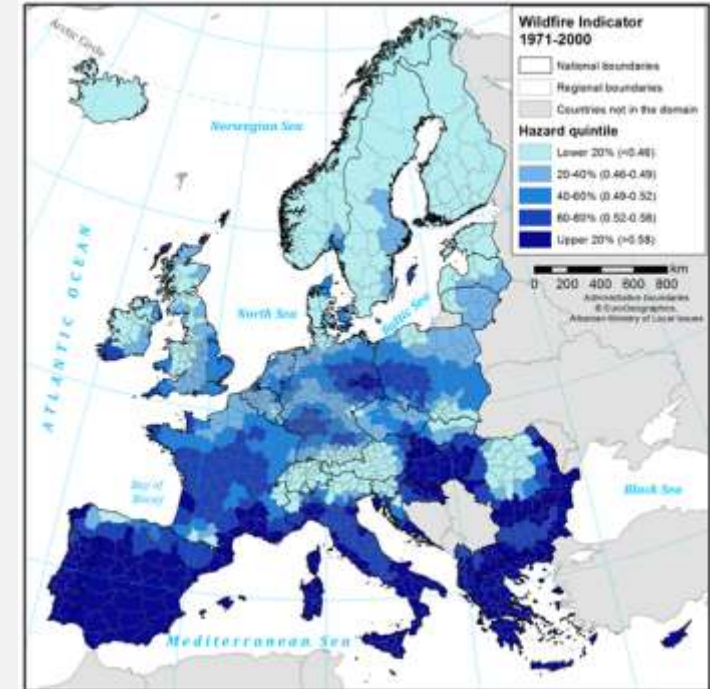
November 2016, Leuven



May 2017, Berlin

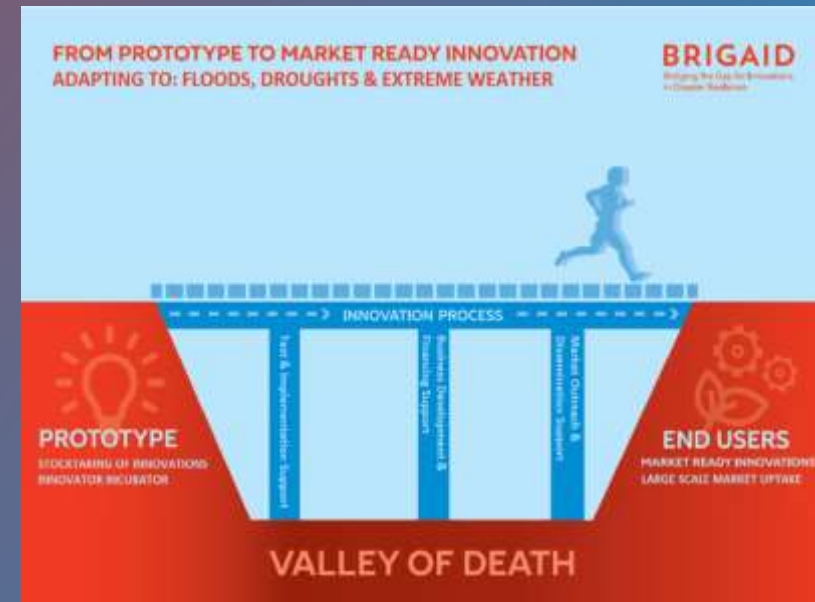
SOME HIGHLIGHTS

- Many innovations on board
- Working towards field tests
- Dissemination and end-user events
- Support of innovators, tools and methods available:
 - European hazards maps
 - Technical guidelines
 - Social readiness
 - Business support
 - Climate innovation Window
- Outlook: increased involvement of end-users

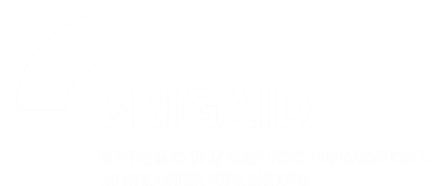


VENICE CONFERENCE

+ Project meeting & end-user meeting



The work leading to these results has received funding from the European Community's Horizon 2020 Programme (2014-2020) under grant agreement n° 700699. And the opinions expressed in this presentation reflect only the author's view and reflects in no way the European Commission's opinions. The European Commission is not responsible for any use that may be made of the information it contains.



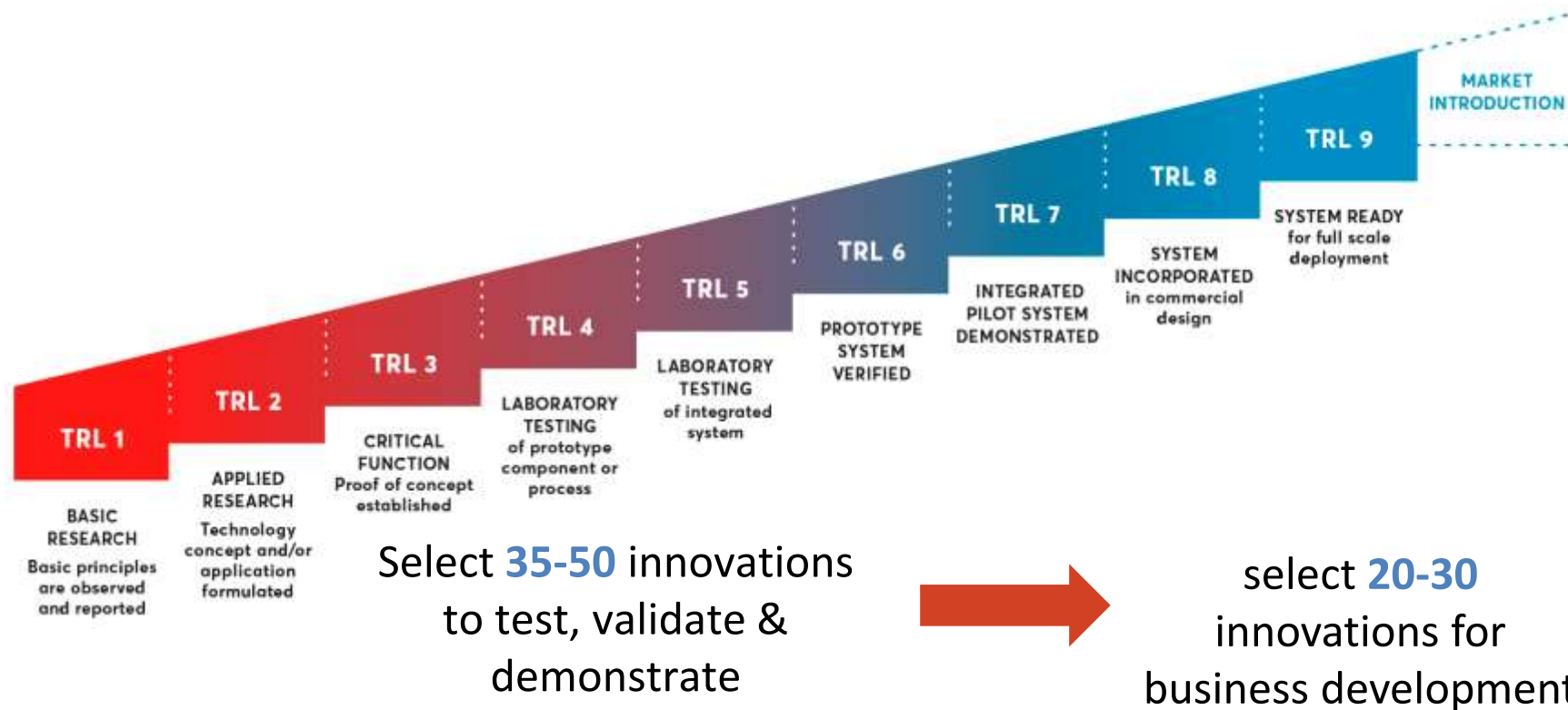
www.brigaid.eu



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Innovations

Identify **75-100** Innovations
(TRL 4-8)



Large number of innovations identified and submitted

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Romania	4		4
Spain	2	11	13
The Netherlands	6	14	20
UK		1	1
Germany		6	6
Sweden		1	1
Austria		1	1
Albania		3	3
United Kingdom		1	1
Bulgaria		1	1
Grand Total	23	54	77

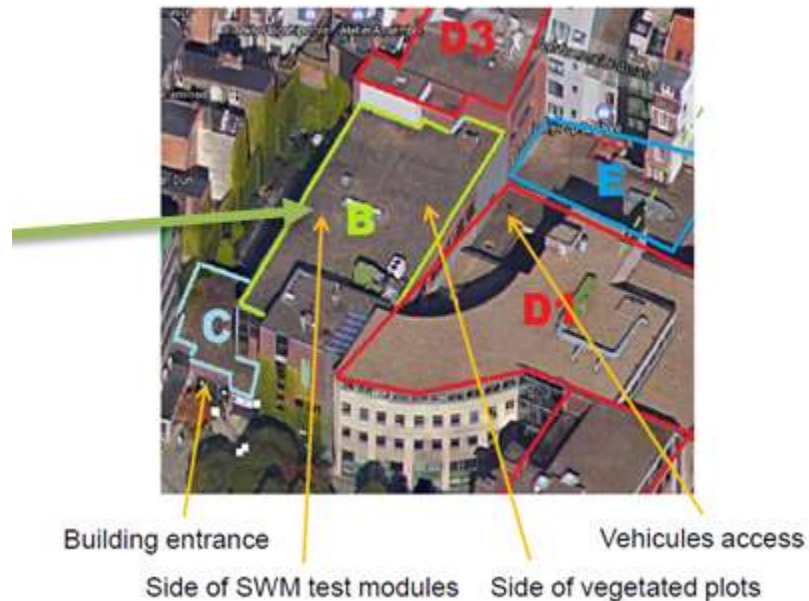
Living lab at city of Antwerp



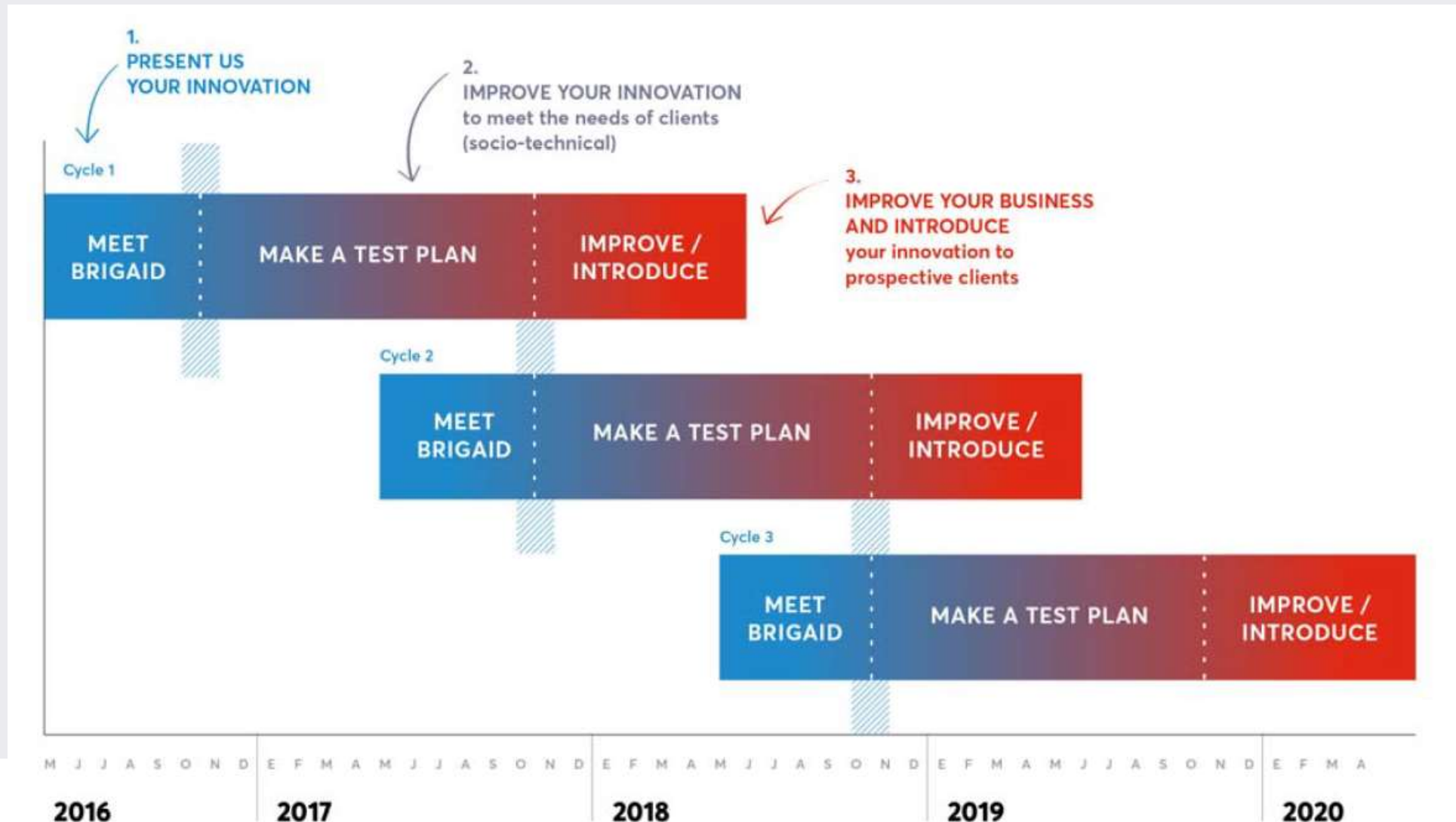
Smart green roof
Impact on floods &
ecological parameters



Workshop February 2017:
How to make our district climate proof?



PLANNING





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