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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Rinagro
smart farming

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 ᐧ 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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BIOBOX®

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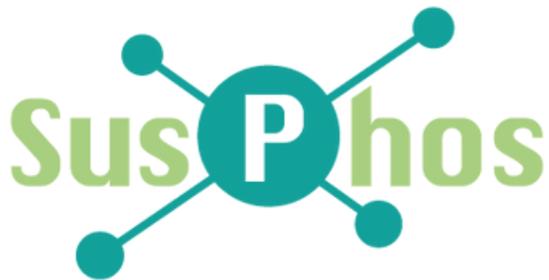**Country:** Spain
Industrial ecosystem:
Agrifood/Energy Intensive Industries
Date of the award: 29/08/2023
Duration: 21 weeks

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.

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SusPhos

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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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.

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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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CircInWater

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.