



**PROJECT N°. 1941**

**PARTICIPATORY HUB FOR EFFECTIVE MAPPING, ACCELERATION AND CAPITALIZATION OF  
EU-MPC NEXUS BEST PRACTICES**

**Suggested market opportunities for the catalogue of analysed projects**



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## 1. SUGGESTED MARKET OPPORTUNITIES

### Project 1: ACCBAT

**Potential Market Opportunity:** Smart Irrigation Systems for Climate-Resilient Agriculture **Unique Value:** ACCBAT's innovative water-use efficient and sustainable drip-irrigation systems, along with advanced water storage facilities, position it to significantly impact regions facing water scarcity. By integrating smart technologies and IoT for real-time monitoring and optimization, ACCBAT can offer comprehensive solutions that enhance water efficiency, increase crop yields, and support sustainable agriculture practices. This market opportunity is crucial in areas suffering from severe water shortages, making it a key player in the agricultural sector's adaptation to climate change.

### Project 2: AQUACYCLE

**Potential Market Opportunity:** Decentralized Wastewater Treatment Solutions **Unique Value:** AQUACYCLE's eco-innovative wastewater treatment technology, combining anaerobic digestion, constructed wetlands, and solar treatment, provides an efficient and sustainable solution for urban wastewater management. This technology is especially valuable for municipalities and industries seeking cost-effective and low-maintenance wastewater treatment options. By demonstrating successful pilot projects and emphasizing scalability, AQUACYCLE can establish itself as a leader in decentralized wastewater treatment, addressing the critical need for sustainable water management in urban areas.

### Project 3: AQUAKNIGHT

**Potential Market Opportunity:** Advanced Water Loss Management Systems **Unique Value:** AQUAKNIGHT's focus on optimizing water consumption and minimizing non-revenue water through innovative technologies and best practices positions it to address significant water loss issues in urban areas. By providing advanced monitoring and control systems, AQUAKNIGHT can help utilities reduce operational and financial losses, improve water distribution efficiency, and ensure sustainable water management. This technology is highly relevant for municipalities struggling with aging infrastructure and water scarcity, offering a practical solution to a pervasive problem.

### Project 4: ENSIAP

**Potential Market Opportunity:** Sustainable Agricultural Practices with Renewable Energy Integration **Unique Value:** ENSIAP's efforts to promote environmentally sustainable agricultural practices, including the use of renewable energy sources (RES), offer a unique value proposition. By integrating RES with best agricultural practices, ENSIAP can provide solutions that reduce the environmental impact of farming, enhance energy efficiency, and support sustainable development. This market opportunity is particularly relevant in regions looking to balance agricultural productivity with environmental conservation, making ENSIAP a key player in the transition to sustainable agriculture.

### Project 5: FIT4REUSE

**Potential Market Opportunity:** Safe and Sustainable Water Reuse Systems **Unique Value:** FIT4REUSE's comprehensive approach to optimizing wastewater treatment technologies and promoting water reuse for irrigation addresses critical challenges in water-scarce regions. By providing safe and sustainable solutions for using non-conventional water resources, FIT4REUSE can help agricultural sectors overcome water scarcity, improve soil and food safety, and enhance crop productivity. This market opportunity is significant in areas where water reuse is becoming increasingly essential for sustainable agriculture and resource management.

#### Project 6: HYDROUSA

**Potential Market Opportunity:** Circular Water Management Systems for Coastal Areas **Unique Value:** HYDROUSA's innovative, regenerative, and circular solutions for water management in Mediterranean coastal areas offer significant value by closing water loops and enhancing nutrient management. By boosting local economies and promoting sustainable agricultural and energy practices, HYDROUSA can transform water-scarce regions into models of sustainability. This market opportunity is crucial for coastal areas facing water shortages and environmental challenges, positioning HYDROUSA as a leader in circular water management.

#### Project 7: MEDISS

**Potential Market Opportunity:** Alternative Irrigation Solutions with Non-Conventional Water Resources **Unique Value:** MEDISS's efforts to improve the quality of saline groundwater and promote the use of non-conventional water resources (NCWR) for irrigation offer a unique solution for water-scarce regions. By providing alternative irrigation methods and enhancing local capacities, MEDISS can support higher quality and more diversified crop production, improve food security, and reduce freshwater stress. This market opportunity is particularly relevant in regions struggling with salinity and water scarcity, making MEDISS a key player in sustainable water management.

#### Project 8: MENAWARA

**Potential Market Opportunity:** Comprehensive Wastewater Recycling and Governance Models **Unique Value:** MENAWARA's approach to enhancing access to water through wastewater recycling and rationalizing water use practices provides significant value for water-scarce regions. By promoting governance models and training stakeholders, MENAWARA can support sustainable water management and reduce the environmental impact of agriculture. This market opportunity is essential for regions facing water scarcity and infrastructure challenges, positioning MENAWARA as a leader in wastewater recycling and sustainable water governance.

#### Project 9: NAWAMED

**Potential Market Opportunity:** Nature-Based Solutions for Domestic Water Reuse **Unique Value:** NAWAMED's focus on implementing nature-based solutions for domestic water reuse offers a practical and sustainable approach to addressing water scarcity. By integrating innovative technologies with natural processes, NAWAMED can provide cost-effective and environmentally friendly solutions for water management in residential areas. This market opportunity is particularly relevant for urban regions looking to enhance water efficiency and sustainability, making NAWAMED a key player in the domestic water sector.

#### Project 10: PROSIM

**Potential Market Opportunity:** Integrated Irrigation Management with Non-Conventional Water Use **Unique Value:** PROSIM's combination of innovative irrigation solutions and non-conventional water use provides a comprehensive approach to addressing water demand and supply challenges in agriculture. By enhancing local capacities and promoting public-private cooperation, PROSIM can support the adoption and scaling of sustainable irrigation practices. This market

opportunity is significant in regions with high water demand for agriculture, positioning PROSIM as a leader in integrated irrigation management.

### Project 11: RECOPHARMA

**Potential Market Opportunity:** Advanced Pharmaceutical Pollutant Removal Systems **Unique Value:** RECOPHARMA's development of novel processes for removing pharmaceutical pollutants from wastewater addresses a critical need for sustainable water treatment. By integrating advanced materials and processes, RECOPHARMA can offer highly efficient and low-cost solutions for wastewater treatment facilities. This market opportunity is crucial for regions looking to improve water quality and reduce environmental pollution, positioning RECOPHARMA as a leader in advanced water treatment technologies.

### Project 12: SWMED

**Potential Market Opportunity:** Sustainable Domestic Water Management Solutions **Unique Value:** SWMED's focus on optimizing water consumption at the household and urban levels through sustainable water management technologies provides a valuable solution for regions facing water scarcity. By implementing water-saving devices, wastewater reuse, and rainwater harvesting, SWMED can enhance water efficiency and reduce wastewater discharge. This market opportunity is particularly relevant for urban areas looking to improve water sustainability and resilience, positioning SWMED as a leader in domestic water management.

### Project 1: BIOEXPLORE

**Potential Market Opportunity:** Natural Product-Based Pharmaceuticals and Cosmetics. **Unique Value:** BIOEXPLORE's focus on identifying commercially valuable natural compounds from Mediterranean flora presents a unique opportunity in the booming natural products market. The project's methodology for discovering new natural products for use in herbal medicines, cosmetics, and nutritional supplements positions it to capitalize on the increasing consumer demand for natural and organic products. By promoting sustainable harvesting and local industrial development, BIOEXPLORE can enhance biodiversity conservation while creating new economic opportunities in the natural products sector.

### Project 2: BOVISOL

**Potential Market Opportunity:** High-Quality, Niche Dairy Products. **Unique Value:** BOVISOL's emphasis on preserving local bovine breeds and enhancing their productivity offers significant potential in the niche market for high-quality, traditional dairy products. By promoting the unique genetic traits and superior quality of products from these local breeds, BOVISOL can target consumers who are willing to pay a premium for authentic, traditional dairy products. This approach not only supports biodiversity but also boosts the rural economy by providing new income opportunities for local farmers.

### Project 3: EHPPC\_MED

**Potential Market Opportunity:** Streamlined Horticultural Trade with ICT Solutions. **Unique Value:** EHPPC\_MED's initiative to modernize border procedures using ICT tools to facilitate the trade of horticultural perishable products addresses a critical need for efficiency in the agricultural supply chain. By reducing inspection and clearance times, the project can significantly enhance the competitiveness of Mediterranean horticultural products in the global market. This streamlined process ensures the freshness and quality of perishable goods, thereby expanding market access and boosting trade volumes.

### Project 4: ECOSAFIMED

**Potential Market Opportunity:** Eco-Certified Artisanal Fisheries. **Unique Value:** ECOSAFIMED's efforts to promote sustainable artisanal fisheries through ecosystem-based management offer a unique value proposition in the eco-certified seafood market. By ensuring the conservation of benthic habitats and sustainable fishing practices, ECOSAFIMED can provide high-quality, eco-certified seafood products that appeal to environmentally conscious consumers. This market opportunity supports small-scale fisheries while promoting marine biodiversity and sustainable livelihoods.

#### Project 5: FISHINMED

**Potential Market Opportunity:** Diversified Fisheries with Tourism Integration. **Unique Value:** FISHINMED's focus on enhancing the socioeconomic development of small fishing communities through diversification presents a unique market opportunity in the integration of fisheries and tourism. By developing fishing tourism and related activities, the project can provide additional income streams for fishermen and promote sustainable fisheries management. This diversification helps to preserve cultural heritage and supports local economies, attracting tourists interested in authentic, experiential travel.

#### Project 6: FISHMEDNET

**Potential Market Opportunity:** Sustainable Fisheries Management and Innovation. **Unique Value:** FISHMEDNET's efforts to train fishery MSMEs and foster new business alliances highlight a significant market opportunity in sustainable fisheries management and innovation. By supporting the development of new products and services, such as eco-friendly fishing methods and value-added fishery products, the project can enhance the competitiveness of the Mediterranean fishing sector. This approach encourages sustainable practices and strengthens the economic resilience of fishing communities.

#### Project 7: LACTIMED

**Potential Market Opportunity:** Innovative Dairy Products with Mediterranean Identity. **Unique Value:** LACTIMED's initiative to boost the production and distribution of typical and innovative Mediterranean dairy products targets the growing market for specialty and regional foods. By creating integrated dairy value chains and clusters of local producers, the project can enhance the visibility and market access of Mediterranean dairy products. This approach supports small-scale farmers and promotes the unique culinary heritage of the region, catering to consumers seeking authentic and high-quality dairy products.

#### Project 8: OPRAMED

**Potential Market Opportunity:** Plant Disease Management and Biosecurity Services. **Unique Value:** OPRAMED's focus on assessing the risks of introducing citrus bacterial cancer through trade provides a unique opportunity in plant disease management and biosecurity services. By developing new protocols and genomic information, the project can offer advanced diagnostic and prevention services to nurseries and agricultural producers. This market opportunity addresses the critical need for protecting crops from invasive pathogens, ensuring food security, and maintaining the health of agricultural ecosystems.

#### Project 9: READY MEDFISH

**Potential Market Opportunity:** Multifunctional Fisheries with Eco-Tourism. **Unique Value:** READY MEDFISH's efforts to enhance the professionalization of young fishery operators and promote multifunctional activities present a significant market opportunity in eco-tourism and sustainable fisheries. By integrating fishing with tourism, environmental services, and educational activities, the project can diversify income sources for fishermen and attract tourists interested in

sustainable and educational experiences. This approach supports sustainable fisheries management and enhances the economic viability of fishing communities.

### Project 10: SCOW

**Potential Market Opportunity:** Organic Waste Management and Composting Solutions. **Unique Value:** SCOW's development of an integrated organic waste management system that includes farm composting plants offers a unique value proposition in sustainable waste management. By converting organic waste into high-quality compost, the project can provide an environmentally friendly solution to waste disposal and support sustainable agricultural practices. This market opportunity is particularly relevant in tourist areas and regions with significant agricultural activities, where effective waste management is crucial for environmental protection.

### Project 11: SUSMEDHOUSE

**Potential Market Opportunity:** Smart, Sustainable Greenhouse Technologies. **Unique Value:** SUSMEDHOUSE's initiative to develop an AI-driven, energy-efficient, and automated greenhouse system presents a significant market opportunity in smart agriculture technologies. By optimizing greenhouse conditions for plant growth and integrating advanced sensors and automation, the project can enhance the productivity and sustainability of greenhouse farming. This market opportunity caters to the growing demand for high-tech agricultural solutions that address climate change challenges and improve resource efficiency.

### Project 1: BESTMEDGRAPE

**Potential Market Opportunity:** High-Value Grape By-Products for Health and Wellness. **Unique Value:** BESTMEDGRAPE focuses on utilizing grape by-products to create high-value health products, such as antioxidants, anti-inflammatory, and anti-neurodegenerative formulations. By leveraging local grape cultivars and advanced nanotechnological methods, the project can target the booming health and wellness market. This approach not only adds value to a traditional Mediterranean product but also promotes sustainable practices by reducing waste and supporting local economies.

### Project 2: ECOPLANTMED

**Potential Market Opportunity:** Native Plant-Based Eco-Restoration Services. **Unique Value:** ECOPLANTMED's emphasis on conserving and enhancing native Mediterranean plants positions it to offer eco-restoration services that are increasingly in demand for combating habitat degradation and biodiversity loss. By implementing standardized methodologies and tools for managing native plant species, ECOPLANTMED can attract public and private sector clients seeking sustainable land management and restoration solutions.

### Project 3: FruitFlyNet

**Potential Market Opportunity:** Integrated Pest Management Systems for Fruit Agriculture. **Unique Value:** FruitFlyNet's innovative approach to monitoring and controlling fruit fly populations using a location-aware system provides a valuable solution for fruit producers facing pest challenges. By offering environmentally effective and economically viable pest management strategies, the project can help small and large fruit producers improve crop quality and yield while reducing the environmental impact of pesticide use.

### Project 4: LIVINGAGRO

**Potential Market Opportunity:** Multifunctional Agroforestry Systems. **Unique Value:** LIVINGAGRO's development of integrated agroforestry systems, particularly in olive cultivation and grazed woodlands, presents a significant market opportunity. By promoting practices that increase biodiversity, reduce erosion, and enhance productivity, LIVINGAGRO can offer sustainable

land management solutions that appeal to agricultural producers looking to improve environmental outcomes and economic returns.

### Project 5: InnovAgroWoMed

**Potential Market Opportunity:** Women Empowerment in Agri-Food Entrepreneurship. **Unique Value:** InnovAgroWoMed's focus on boosting women's participation and entrepreneurship in the agri-food sector leverages the untapped potential of female labor in the Mediterranean region. By providing marketable skills training, mentorship, and support for starting businesses, the project can drive economic growth and social inclusion, addressing gender disparities in the labor market.

### Project 6: MEDSNAIL

**Potential Market Opportunity:** Sustainable and Traditional Agro-Food Products. **Unique Value:** MEDSNAIL aims to enhance small-scale traditional agro-food value chains, focusing on biodiversity preservation and socio-environmental sustainability. By promoting sustainable practices and creating market opportunities for traditional products, the project can attract consumers who value authenticity and environmental responsibility, thereby supporting local producers and preserving cultural heritage.

### Project 7: OLIVEN

**Potential Market Opportunity:** Sustainable Olive Oil Production and By-Products Valorization. **Unique Value:** OLIVEN's efforts to optimize the olive oil value chain and valorize by-products through innovative technologies and life cycle assessments can significantly reduce environmental impacts and enhance economic viability. By offering sustainable solutions for waste management and product development, OLIVEN can attract olive oil producers looking to improve their sustainability practices and profitability.

### Project 8: REFORMA

**Potential Market Opportunity:** Drought-Resilient Forage Crops. **Unique Value:** REFORMA's development of stress-tolerant lucerne and pea varieties for drought-prone Mediterranean environments addresses critical challenges in feed production. By optimizing forage yield and quality under adverse conditions, the project can support livestock producers facing feed protein insufficiency and environmental stress, ensuring sustainable and resilient agricultural systems.

### Project 9: SLOWMED

**Potential Market Opportunity:** Mediterranean Culinary Heritage and Nutrition Education. **Unique Value:** SLOWMED's promotion of Mediterranean culinary heritage through education and cultural initiatives can tap into the growing interest in traditional diets and healthy eating. By engaging various social groups, including children and culinary professionals, the project can enhance the visibility and appreciation of the Mediterranean diet, fostering cultural pride and supporting local food industries.

### Project 1: 5TOI\_4EWAS

**Potential Market Opportunity:** Comprehensive WEF-NEXUS Innovation Ecosystem. **Unique Value:** 5TOI\_4EWAS's approach to addressing Water-Energy-Food (WEF) challenges through a balanced innovation-friendly ecosystem presents a significant opportunity. By fostering strategic priority setting for cooperation and establishing a platform for the transfer of research benefits to policy and private stakeholders, the project can drive regional development and enhance societal resilience. This market opportunity is particularly valuable for regions facing complex interdependencies between water, energy, and food resources, offering integrated and sustainable solutions.



### Project 2: BONEX

**Potential Market Opportunity:** Nexus Technologies and Services for the Agri-Food Sector.

**Unique Value:** BONEX's focus on testing, recommending, and implementing integrated NEXUS technologies in the agri-food sector offers a unique opportunity to boost business linked to sustainable resource management. By establishing NEXUS-Driven Open Living Labs and providing acceleration grants, the project can support the adoption of innovative technologies that enhance water and energy efficiency in agriculture. This approach is vital for regions facing water scarcity and energy challenges, ensuring sustainable growth and resilience in the agri-food sector.

### Project 3: NEX\_LABS

**Potential Market Opportunity:** Sustainable and Resilient Agri-Food Sector Solutions. **Unique**

**Value:** NEX\_LABS aims to support the implementation of clean technologies for sustainable and resilient growth in the agri-food sector. By focusing on renewable energy solutions and efficient water management practices, the project can create a robust market for sustainable agri-food technologies. Establishing a meta cluster for WEF-NEXUS interaction and facilitating technology transfer through living labs enhances the project's potential to drive innovation and commercialisation in the Mediterranean region.

### Project 4: WEF\_CAP

**Potential Market Opportunity:** Integrated Resource Management and Policy Impact. **Unique**

**Value:** WEF\_CAP's goal to consolidate a regional meta cluster that fosters cooperation and tech-transfer while mainstreaming policy impact for innovation-driven growth addresses critical needs in the Mediterranean region. By promoting cross-sectoral approaches and integrating resource management, the project can enhance societal adaptation to climate change and support inclusive economic and social development. This market opportunity is crucial for regions aiming to balance growth with sustainable resource use and environmental protection.