



European
Commission

Less-Water Bev.Tech.

Reduction of water consumption in the beverage industry



Reverse osmosis water treatment system

The project aimed to reduce water consumption and wastage in the beverage industry. It implemented an integrated set of innovations through the creation of a new water treatment and recovery system able to reduce the use of primary water in beverage preparation plants.



Water efficiency



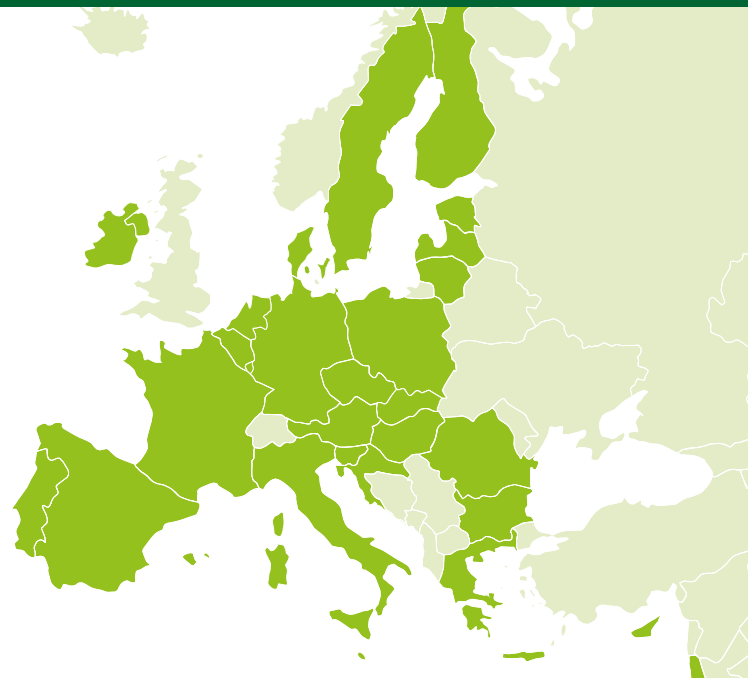
Beverage industry

The project solution comprises two parts: a new double Reverse Osmosis system capable of increasing water treatment efficiency and reducing both the raw water consumption and the amount of wastewater; and a wastewater post-treatment system for recovering part of the wastewater produced by the beverage production process and by the Clean-in-Place (CIP) treatment.

The advantages include 33% primary water savings, reduction of wastewater by 56% resulting in a 25% total reduction of water consumption in the beverage preparation plant.

The consortium was led by A Due S.p.A. in coordination with The Alma Mater Studiorum - University of Bologna and CVAR Ltd. The project was financed between 2014–2017.

- **Product available globally**
- **Focused on the B2B sector**
- **Contact: info@adue.it**



ECO-innovation
WHEN BUSINESS MEETS THE ENVIRONMENT

Environment
& Climate
Action

Commercialisation results & areas of success



Annual turnover: €18 million



Four equipment packages sold with revenues amounting to €2+ million



Expected revenues in 5 years: €1–5 million



Expected market share in 5 years: 1% (EU)



8 new employees since end of EU funding



Return on investments for the customers in the EU market is estimated at 2–3 years



Life Cycle Assessment result of 76% CO₂ emissions reduction



Estimated water consumption reduction of around 70 billion liters per year, based on 1% EU market share



Four major contracts under negotiation, expected materialisation in the short-term



Environmentally friendly new HQ and production capacity in Collecchio, Italy.



Launched in 2008, the Eco-innovation initiative was part of the EU's Entrepreneurship and Innovation Programme (EIP), set up to support innovation among SMEs and to improve their competitiveness. It was included in the EIP's annual work programmes.

The eco-innovation initiative bridged the gap between research and the market. It helped good ideas for innovative products, services and processes that protect the environment become fully-fledged commercial prospects, ready for use by business and industry. In doing so the initiative not only helped the EU meet its environmental objectives but also boost economic growth.

The LIFE programme has financed green innovation and clean tech solutions since its start in 1992. One of today's key priorities for LIFE is to support close-to-market projects delivering innovative environmental solutions, ensuring that they are sustainable and capable of being widely taken up by society in general, and the economy in particular.

The Close-to-market initiative's aim is to help and assist the LIFE projects with market potential to develop towards successfully maintaining project results via commercialisation and upscaling of the proposed innovative solutions.

LIFE can help you to sustain and thrive even after the end of the LIFE project.

HOW TO APPLY FOR LIFE FUNDING

The European Commission organises annual calls for proposals. Full details are available at <https://ec.europa.eu/easme/en/life> <https://ec.europa.eu/easme/en/section/life/life-close-market-projects>

LEARN MORE

ec.europa.eu/life

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