



CASE STUDY

Ghaemesh Digital Wetland



"We help businesses, knowledge centres and municipalities build the best waterlands in the world"

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Consultant at Ghaemesh Digital Wetland



PROFILE SNAPSHOT

| | |
|------------------------------------|---|
| Website | ghaemesh.com |
| Social channels | in @tamas-gabor-palfy |
| Contact us through Alliance | Tamás Gábor Pálfi (tamas@ghaemesh.com) |
| Country | France and Hungary |
| Main sector | Private |
| Uforest thematic discipline | Information and communication technologies |
| Stage of development | Pilot project |



By catching diffuse pollution and improving stream quality to favour biodiversity and restore degraded ecosystems.



By applying smart technology to diagnose and manage water resources, meeting social, environmental and economic needs.



By adapting to extreme flooding events with stormwater management.



By contributing to the sustainable use of inland freshwater ecosystems.





START-UP

Starting in 2018, Ghaemesh Digital Wetland is a consultancy firm that develops **water quality projects** for engineers and planners to deal with wastewater, agricultural runoff, and stormwater. Helping to create green surfaces that improve water quality, wetlands provide urban ecosystem services that work in tandem with urban forests.

GHAEMESH DIGITAL WETLAND'S GOAL:

Help anyone build the best wetlands in the world, regardless of their experience.



INITIATIVE MODEL

MAIN ACTIVITIES:

What does Ghaemesh Digital Wetland do?

Ghaemesh Digital Wetland offers consultancy services to:

- Diagnose and upgrade wetlands.
- Monitor water quality.
- Sustainably operate wetlands.
- Provide modelling and support to decision makers.
- Allow for *lex-ante* project development.



BENEFICIARIES:

Who benefits from Ghaemesh Digital Wetland's activities?

1. **Regional and municipal public bodies** that make decisions regarding water, develop projects to monitor and manage urban water ecosystems by assessing water quality and quantity.
2. **Engineering firms** that build wetlands.
3. **Research institutions** that translate nature-based technological research into practice (knowledge transfer).
4. **Citizens** who can reconnect to restored or improved urban ecosystems.

PROMOTION:

What is Ghaemesh Digital Wetland's promotion strategy?

Ghaemesh Digital Wetland is building brand awareness through:

- Word-of-mouth publicity.
- Social media.
- The Ghaemesh Digital Wetland website.
- Outreach events (e.g. Connecting Nature workshops).

GOVERNANCE:

How does Ghaemesh Digital Wetland implement its activities?

Activities are split between the two sites in which the project is located:

- France: support for research projects and innovation.
- Hungary: research and development projects

The project is governed by two partners:

- The **chief consultant** designs the consultancy projects related to monitoring, modelling and reporting.
- The **communications manager** carries out networking activities, updates the website and edits technical papers.

In addition, Ghaemesh Digital Wetland networks with leading European research institutions.

FINANCES:

What are Ghaemesh Digital Wetland's main resources?

- **Commercial projects** to sell consultancy services.

- Partners' **own resources**.
- Collaboration **agreements** with other businesses to use physical infrastructures.

POLICY AND STANDARDS LEADING THE INITIATIVE:

The project follows international standard methods for water quality monitoring (ex.: International Water Association).



UNIQUENESS

What makes Ghaemesh Digital Wetland a one-of-a-kind project?

- Contributing to the era of digital water, it focuses on water management, one of the most undervalued nature-based solutions.
- With an '**internet of nature**' approach, it has developed a modelling tool to digitally optimise or combine different types of wetlands to solve specific water quality problems.
- It uses an **autonomous monitoring vehicle** called 'One Drop Van'.
- It offers standardised wetland solutions that integrate into any water-quality project using local resources.



EXPECTATION

By **2025**, Ghaemesh Digital Wetland aims at scaling up the project to reach more beneficiaries.

What does Ghaemesh Digital Wetland need to be successful?

- Expanding the team with 2-6 consultants, a backend management CEO, and commercial, marketing and intellectual property officers.
- Maintaining good relations with existing partners.
- Building brand-awareness.

What are today's main challenges?

- The misconception that the company implements the projects asides from designing them.
- Beneficiaries scepticism towards how this technology is better than existing ones.



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