



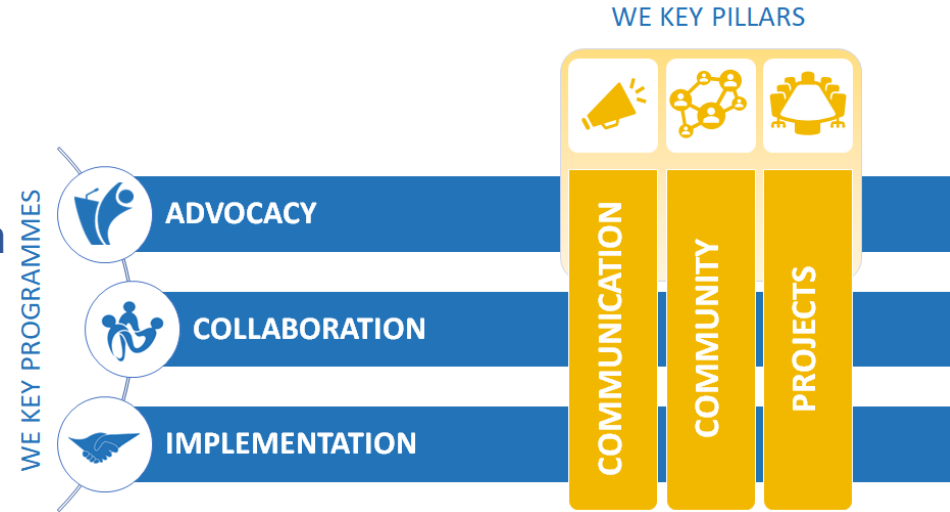
Water Europe

The voice and promoter
of water-related innovation and RTD in Europe.

Durk Krol

Who are WE?

- **Recognized voice and promoter of water-related innovation research, and technology development in Europe**
- **Mission:**
 - Improve **coordination and collaboration** in the water ecosystem in the EU and beyond;
 - Enhance **performance and competitiveness** of the water ecosystem;
 - Contribute to solving **global water challenges** through RTD&I.
- **Water Europe Strategy:**
 - **Multi-stakeholder** association representing the entire range of actors in the innovative water ecosystem
 - **Value-based** organisation: Water Vision



College A: Multinational corporations
College B: Research & Technology developers
College C: Utilities
College D: Suppliers & SMEs
College E: Large water users

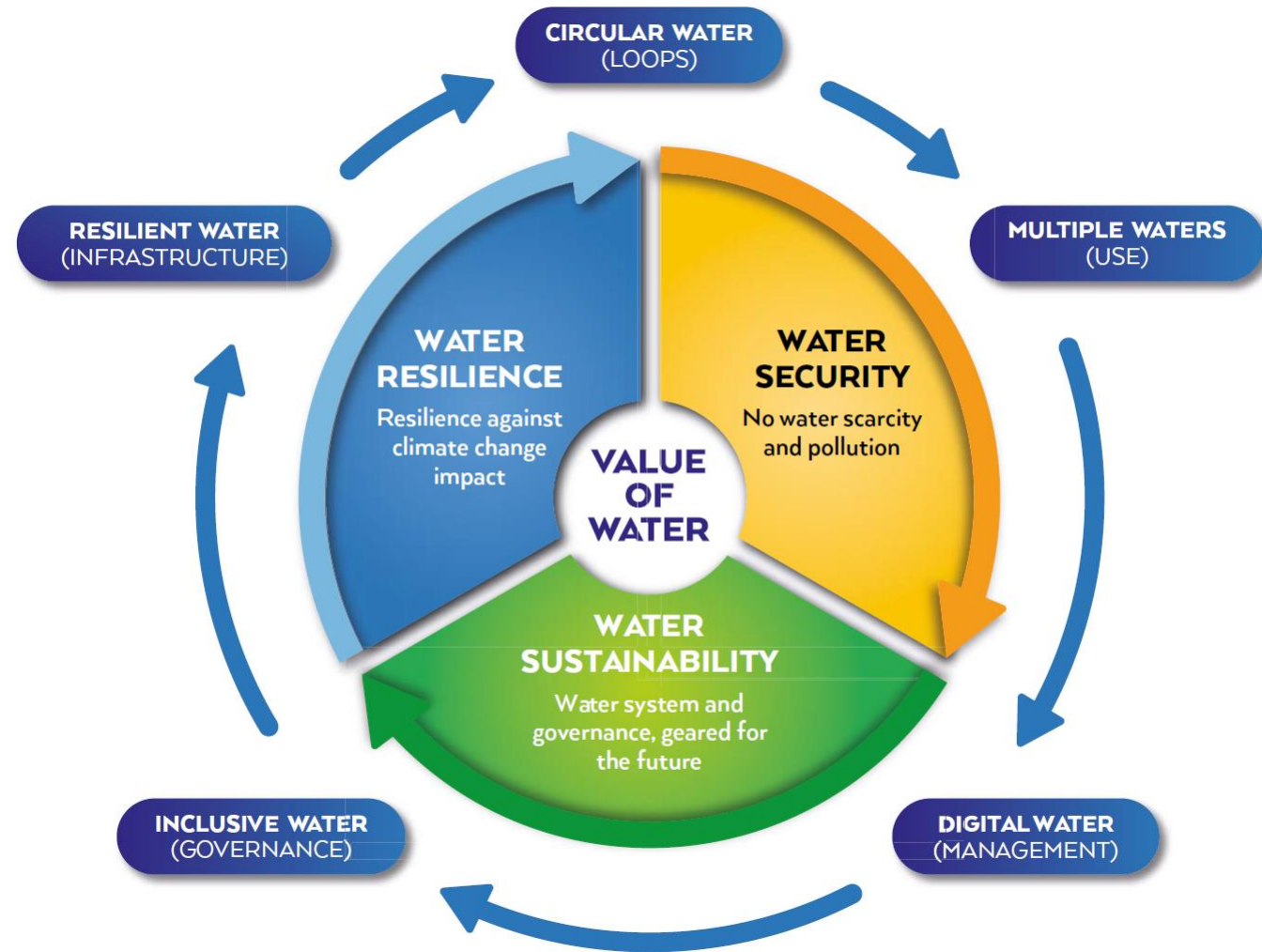
College F: Public Authorities
College G: Civil Society Organisations

250+ members from 30 countries representing **1 million employees** and a **€232bn turnover**

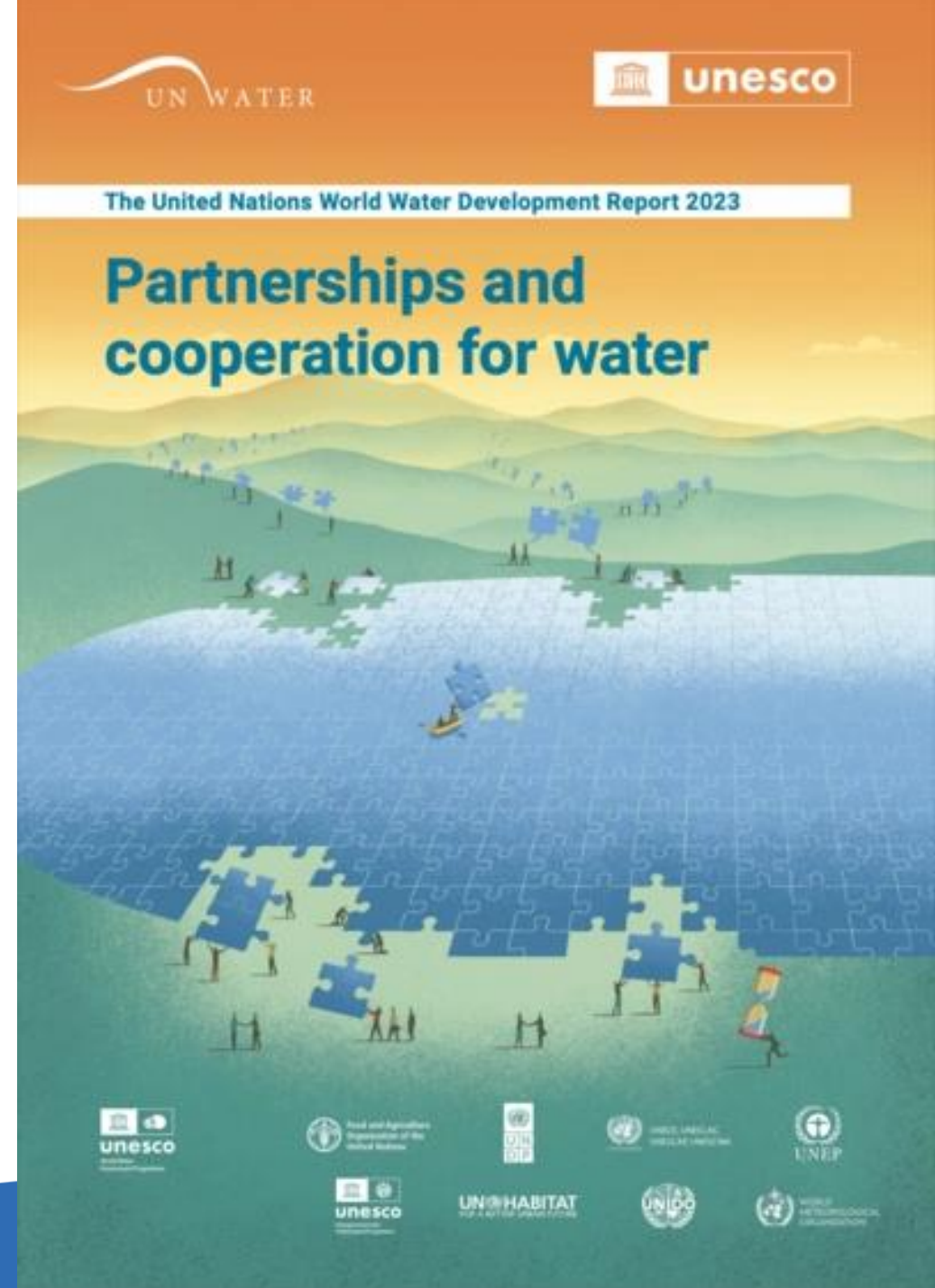
Water Vision 2023

Water-Smart Society:

- A society in which the **value of water** is recognised and realised to ensure water security, sustainability, and resilience.
- all available water sources are managed so that **water scarcity and pollution** are avoided.
- water and resource loops are largely closed to foster a **circular economy and optimal resource efficiency**.
- the water system is resilient against the **impact of climate and demographic change**.
- all relevant stakeholders are engaged in guaranteeing sustainable **water governance**.



Water Europe's **Vision** and its approach were recognised in the [UN Water Report 2023](#) on partnership and cooperation, particularly the **Water-Oriented Living Labs** (page 122).



WE Advocacy Programme

WE advocacy principles:

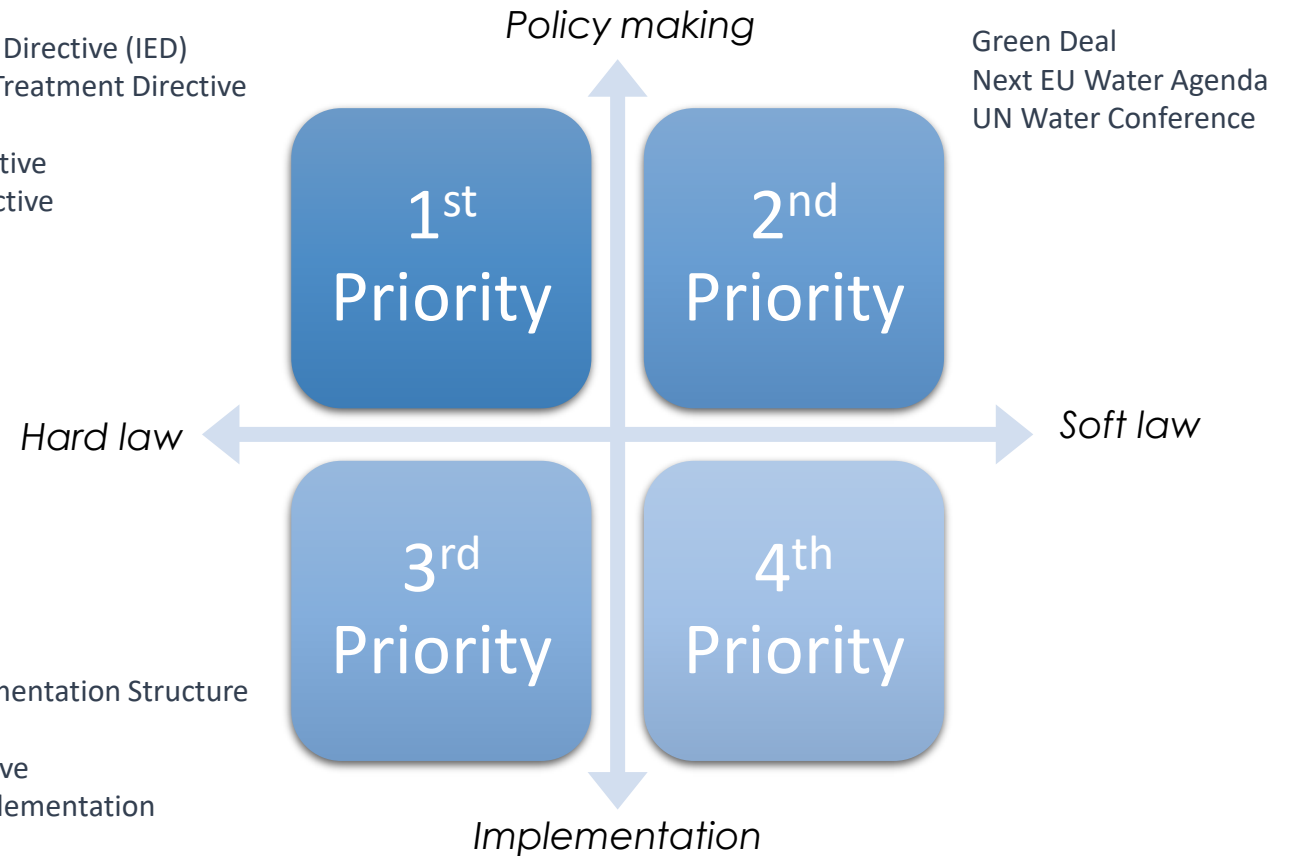
- WE positions must be based on WE vision and values.
- Systemic criteria to evaluate positions:
 - ✓ Societal responsibility
 - ✓ Evidence-based & technology neutral
 - ✓ Financially & economically sustainable

Tools:

- WE strategic publications, white papers, policy-oriented papers
- MEP Water Group, EUWA, Smart Water Alliance, (SPIRE, Process4planet, Water4all).

Industrial Emissions Directive (IED)
Urban Wastewater Treatment Directive
Health Soils Law
Bathing Water Directive
Sewage Sludge Directive

WFD Common Implementation Structure
IED Art 13 Forum
Drinking water Directive
Reuse Regulation implementation
Bathing Water - tbc
UWWTD Expert group - tbc



WE in research and innovation projects

Water Europe's support to its members' R&I projects:

- Letter of Support
- Consortium partner
- Subcontractor

Involvement:



Communication & Dissemination



Networking



Policy



Water-oriented Living Labs



75% of participants to successful water-related H2020 consortia are WE members



Completed projects



Ongoing projects



Water-Oriented Living Labs for a **Water-Smart Society**



Water-Oriented Living Labs have been defined by Water Europe as follows:

- 💧 **real-life** demonstration and implementation instruments
- 💧 **bring together** public and private institutions, government, civil society, and academia
- 💧 **jointly build structured grounds** to develop, validate, and scale-up innovations
- 💧 embrace new **technologies, governance, business models, innovative policies**

