



Water Europe

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

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:**
 - **Purpose-driven Multi-stakeholder** association representing the entire range of actors in the innovative water ecosystem
 - **Value-based** organisation: Water Vision

Values & members



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

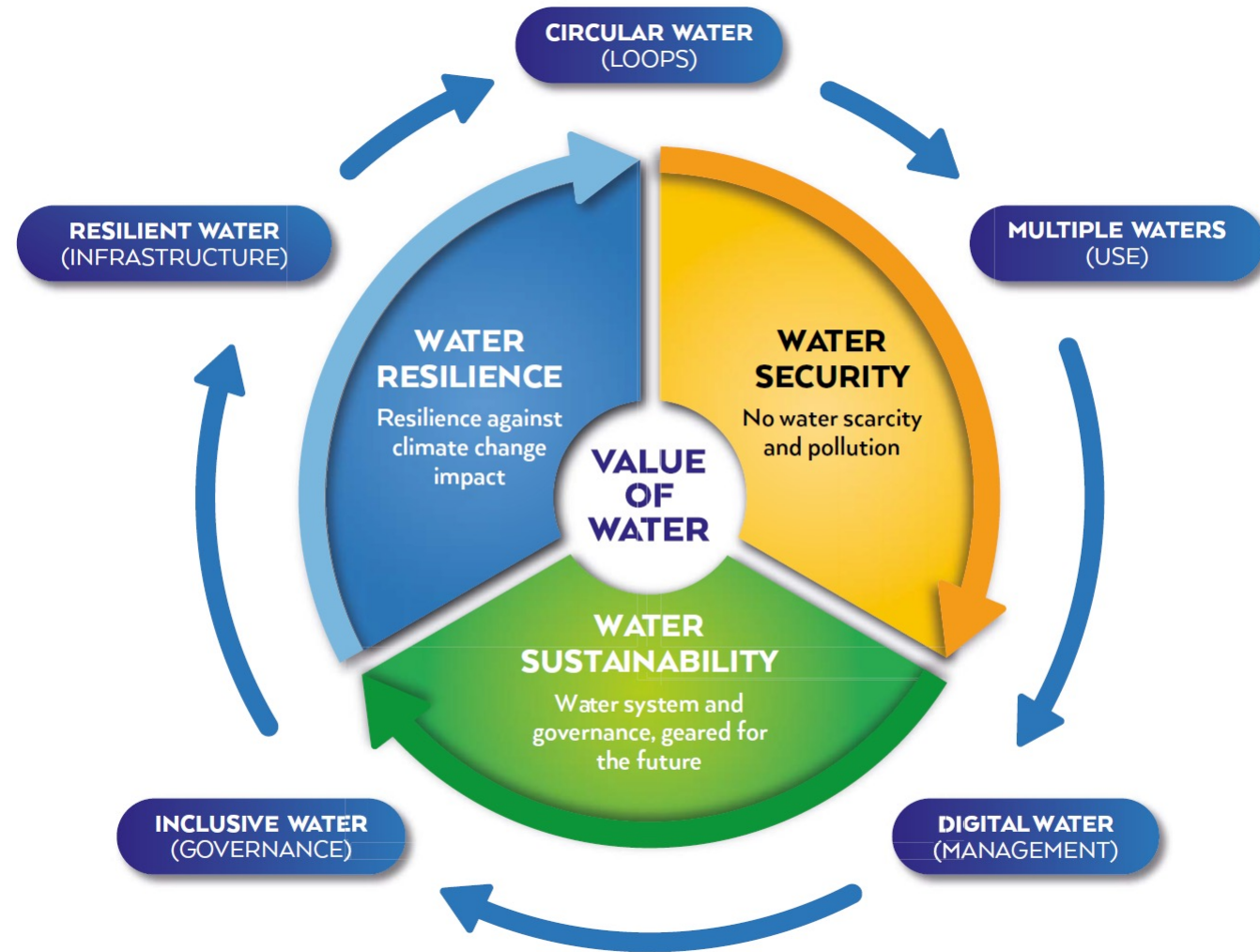
College F: Public Authorities
College G: Civil Society Organisations

270+ members from **31 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**.



WE organisational matrix



WE Board

**WE CoP
Water-Smart
Cities**

**WE CoP
Water-Smart
Industries**

**WE CoP
Water-Smart
River Basins**

WE Governance

WE Policy Advisory Committee (PAC)

WE Advocacy
Programme

WE Expert Groups

WE Collaboration
Programme

Focus Group ...

Focus Group

Water-Oriented Living Labs (WOLLs)

WE Implementation
Programme

WE Communication Pillar
WE Community Pillar
WE Projects Pillar

WE Pillars

WATER-SMART SOCIETY

Expert Group categories

Water Security (quality & quantity)

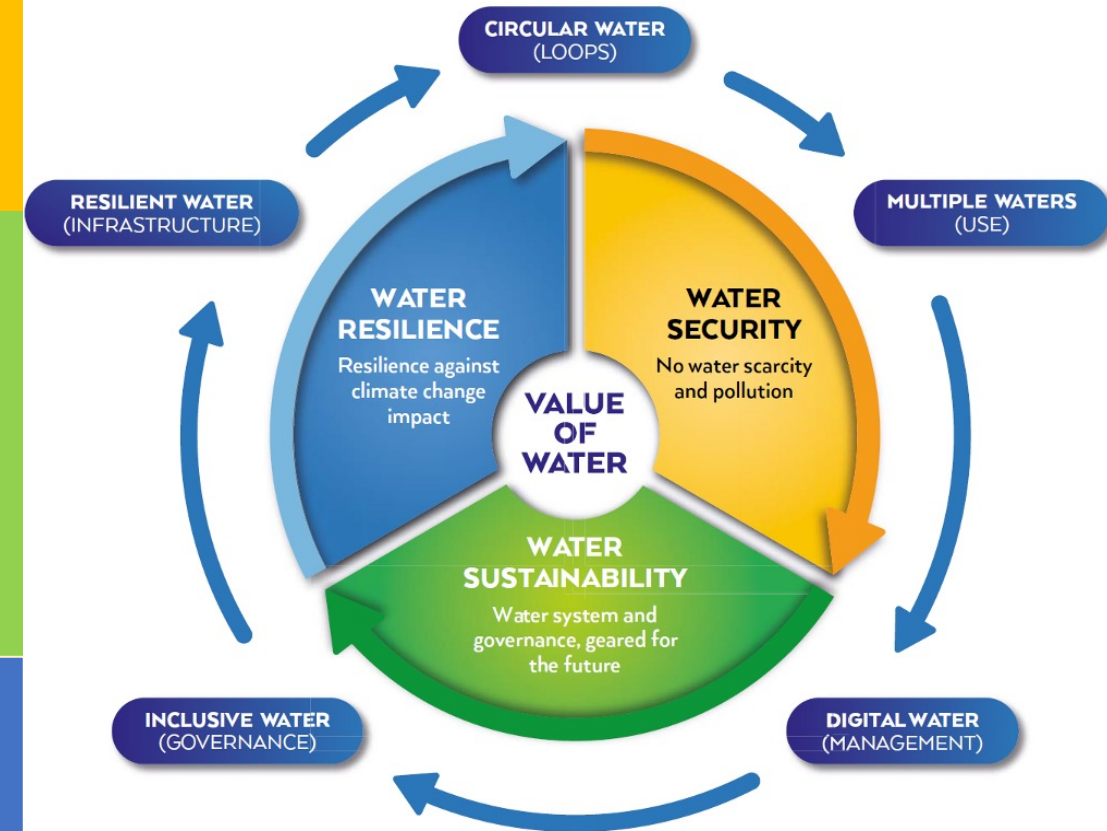
1. Desalination
2. Water Efficiency (Reuse and circularity)
3. ZeroPollution & Health
4. Groundwater & Healthy Soil
5. Water & Agrifood

Water Sustainability (governance & market)

1. Digital Water Systems Management (DSS For Water Management)
2. Resource Recovery (Extracting the Value in Water)
3. Finance4Water
4. International Cooperation
5. Skills & Human Resources

Water Resilience (management & environment)

1. Water Distribution Networks
2. GGI & NBS
3. Water & Biodiversity
4. Water & Climate
5. Digital Water Technologies



Source: Water Europe

WE Key Events

- ✓ **Working Group meetings** are held back-to-back to each event
- ✓ All WE members have **free access to all events**



WE Advocacy Programme raises the awareness of the value of water for our society and economy, and promotes the uptake of innovative solutions through European policy-making and legislation.

Water Innovation Europe brings together all the aspects of the water sector and offers an open platform for information gathering and networking among the most influential stakeholders from within and beyond the water sector.

Opportunity to Present (Speaker):

1. Your business, challenges and expectations – as a sponsor

*Held in **JUNE** every year



WE Collaboration Programme allows our members to network, share knowledge and experiences, and collaborate along the whole water value chain, when addressing common challenges, developing and implementing new solutions, promoting the inclusion of water-related topics in European research and innovation funding programmes, and enabling them to shape successful project consortia.

Water Knowledge Europe features a range of EU officials and experts who present the European Funding Calls, sharing their insights with you and providing guidance.

Opportunity to Present (Speaker):

1. Project Ideas

*Held in **OCTOBER** every year



WE Implementation Programme assists our members in the implementation of their research results and innovative solutions, as well as their further uptake in markets in Europe and beyond. A key instrument in this implementation effort are Water-Oriented Living Labs (WOLLs).

Water Market Europe is made for you to address challenges and needs for innovation by matchmaking the demand and the offer for efficient solutions.

Opportunity to Present (Speaker):

1. Challenges that require technology innovative solutions
2. Solutions that have terrific market opportunity

*Held in **MARCH** every year



Water Projects Europe Water Projects Europe (WPE) is a series of events of Water Europe made to learn from and build on the experience of innovating projects working on converging topics. The event's objectives are:

- ◆ Foster collaboration and synergies between EU-funded projects.
- ◆ Develop strategies for the market outreach of the projects' outcomes.
- ◆ Extract and valorise components useful to policy building.

*Held **2-3 TIMES** every year

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



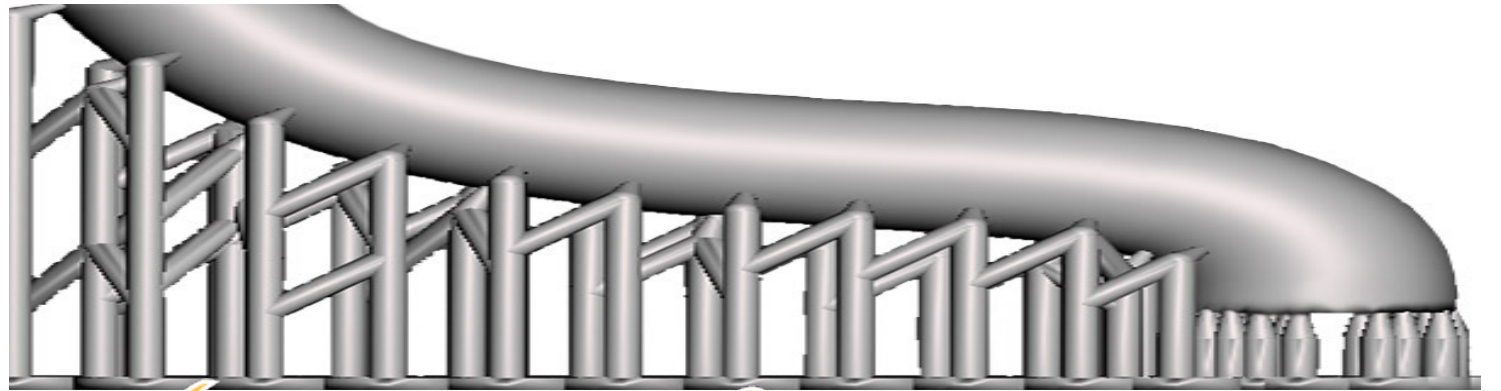
Ongoing projects



Water Projects Europe

Water Projects Europe (WPE)

1. Learn from ongoing projects
2. Strategies for market outreach
3. Input for policymakers:
 - Provide evidence for policy development and design
 - Identify gaps and barriers in policy frameworks and approaches
 - Develop new opportunities and innovative activities for any area of policymaking



**WE advocacy
programme**



**WE collaboration
programme**



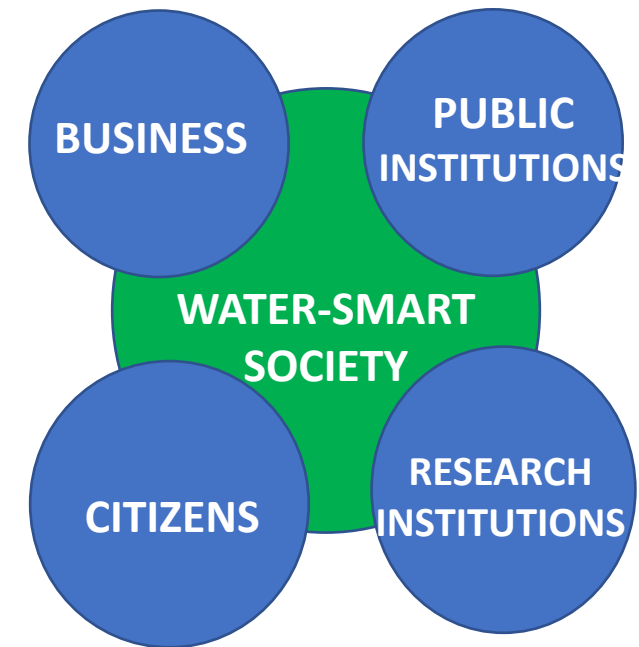
**WE market
programme**

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**



WE Market Place

Water Europe Marketplace

Search for anything... Any type

Login Sign-up

Welcome to the Water Europe Marketplace

A marketplace for problem owners, solution providers, investors and other stakeholders in the Circular Economy

- Technologies**
Discover technologies of the Circular Economy
- Products**
Products, Tools and Services related to the Circular Economy
- Case studies**
Discover concrete solutions to real-life problems
- Networking**
Connect with other stakeholders, find partners, clients and investors

Unlock the full potential of the marketplace

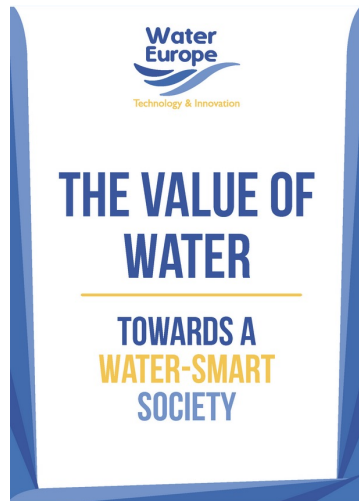
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Water Europe

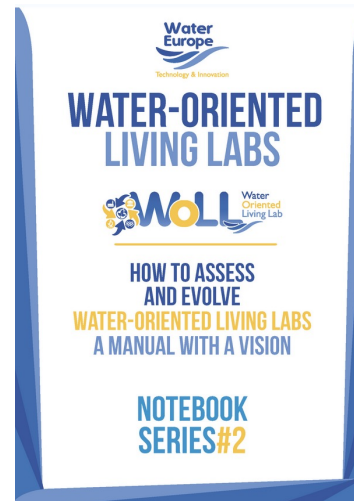
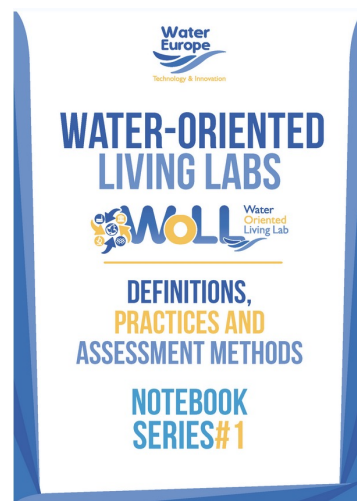
NextGen B-WaterSmart ULTIMATE

WE key publications

Water Europe's Water Vision



Water Europe's Water-Oriented Living Labs Series



WE Analysis & Overview of WE Members' EU Projects



WE Contributions to the Green Deal and Horizon Europe



Thank You

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