



# WE model Water-Smart Society 2023



**THE VALUE OF  
WATER**

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**TOWARDS A  
WATER-SMART  
SOCIETY**

# 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

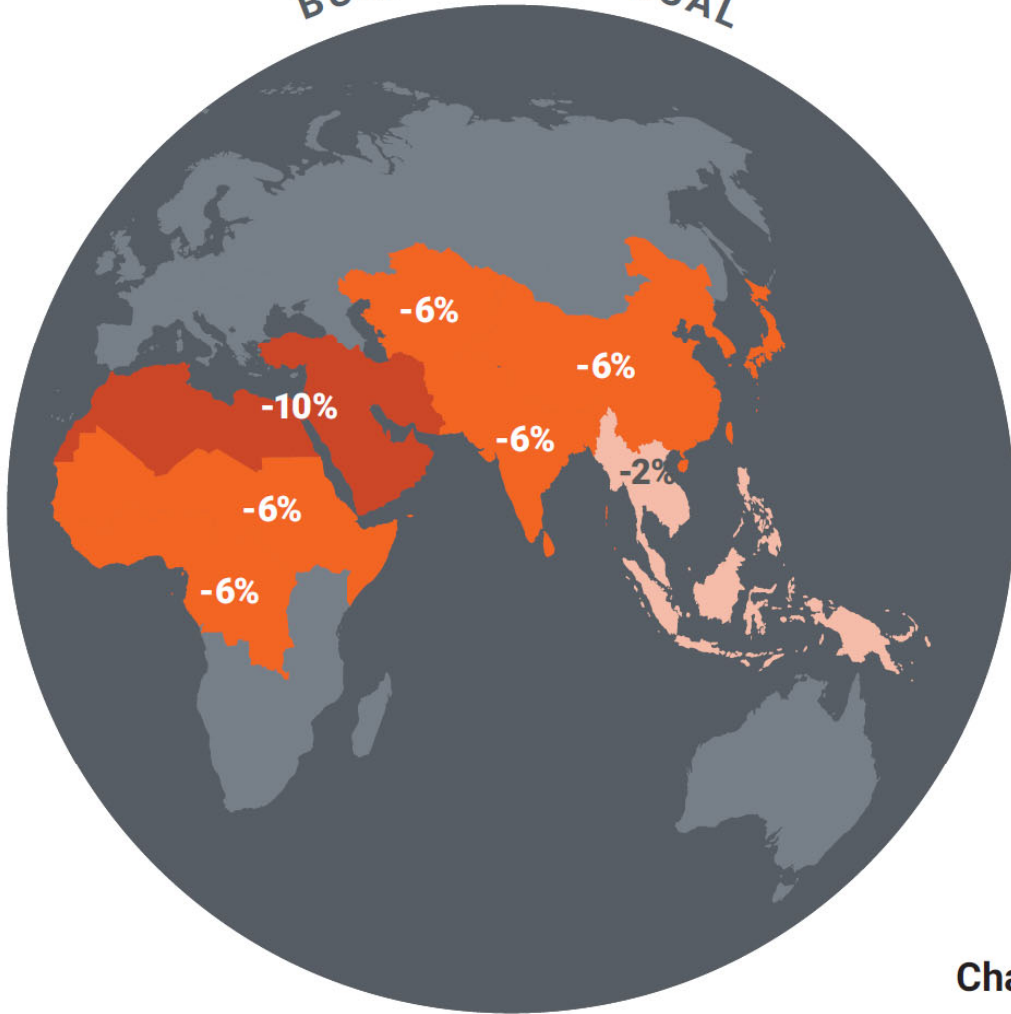


College A: Multinational corporations  
College B: Research & Technology developers  
College C: Utilities  
College D: Suppliers & SMEs  
College E: Large water users

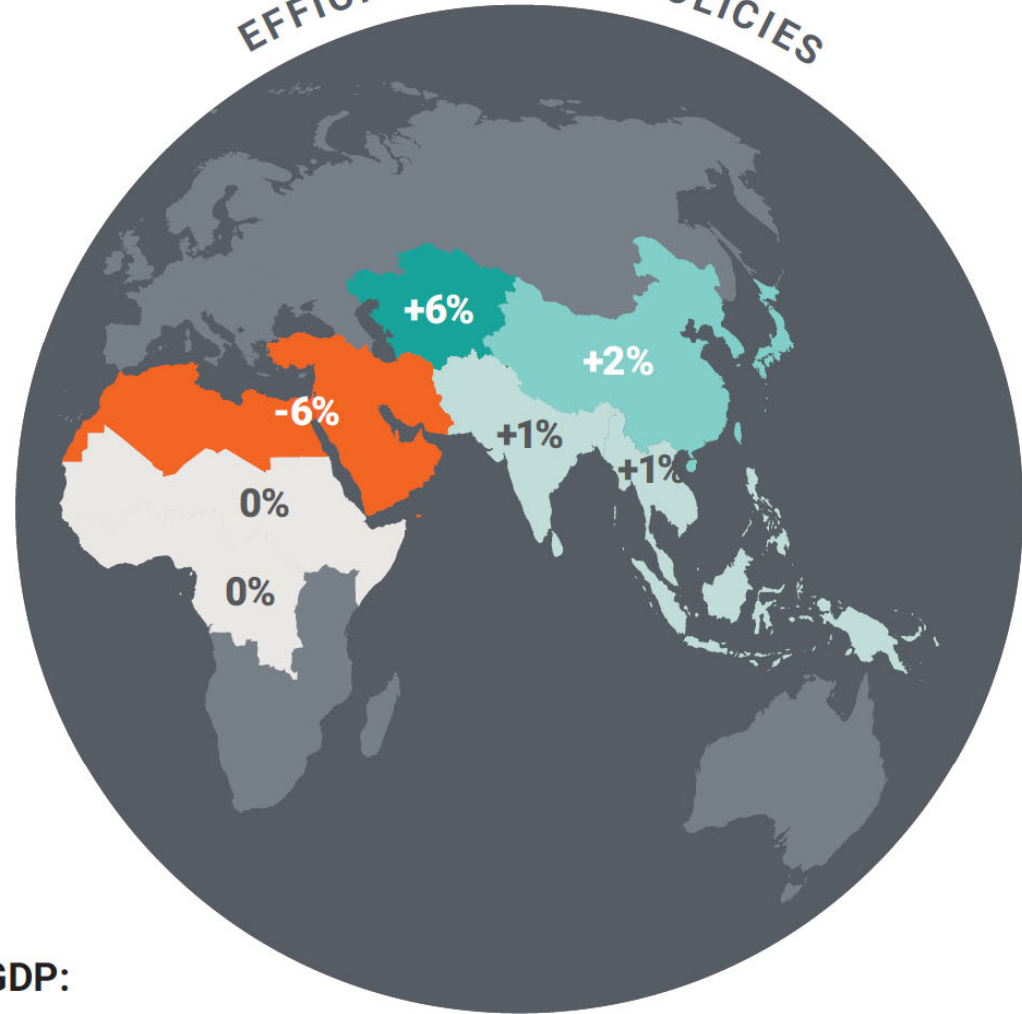
College F: Public Authorities  
College G: Civil Society Organisations

**275+ members** from **31 countries** representing **1 million employees** and a **€232bn turnover**

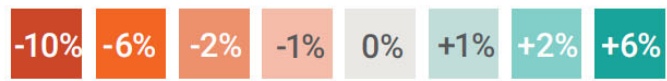
### BUSINESS AS USUAL



### EFFICIENT WATER POLICIES



Change in GDP:



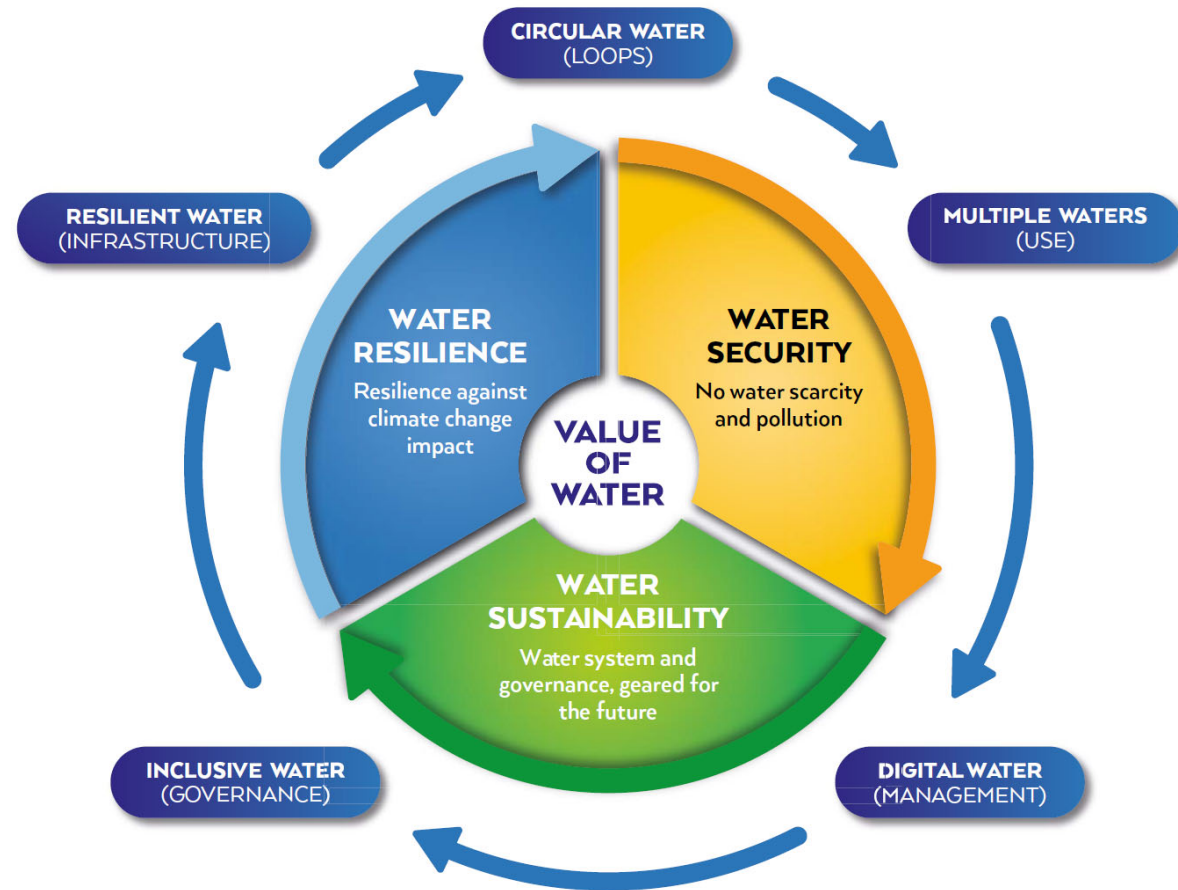
Source: Global Commission on Adaptation 2019, World Bank 2016.



# 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**.



Source: Water Europe

Water Europe's Vision for **Water-Smart Society** and its implementation through **Water-Oriented Living Labs** (page 122) were recognised in the [UN Water Report 2023](#) on Partnership and Cooperation for Water as leading examples.



# WE organisational matrix

to drive the transition to the Water-Smart Society

WE KEY PILLARS

WE KEY PROGRAMMES



ADVOCACY



COLLABORATION



IMPLEMENTATION



COMMUNICATION



COMMUNITY



PROJECTS

# WE Vision Leadership Teams 2021-2024

WE Vision Leadership Teams (VLT) are the **thinktanks** of Water Europe driving the implementation of the key concepts and application areas of WE water vision. Each VLT consist in 3-5 **thought leaders** in their field.

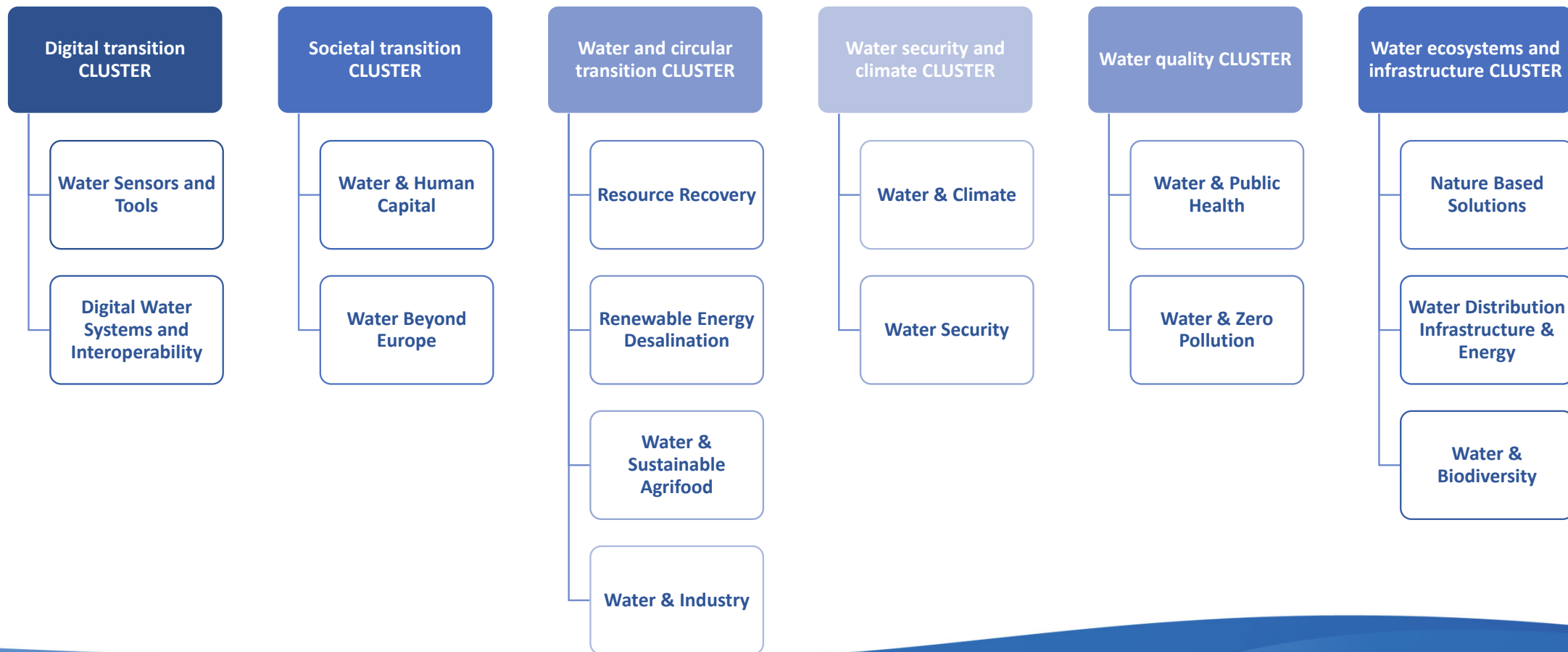




# WE Working Groups

## 2021 - 2024

Working Groups are **the operational level** for members' collaboration and coordination in WE. They are **fully member-driven**, the backbone of our WE community that provides **technical and scientific inputs on a series of themes that voice the water-related challenges, needs and opportunities** of each respective field at a European level.

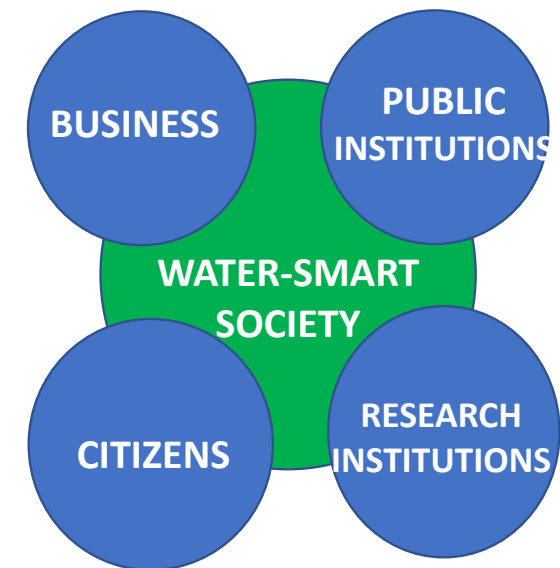


# Water-Oriented Living Labs for a **Water-Smart Society**



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 Advocacy Programme

## WE advocacy principles:

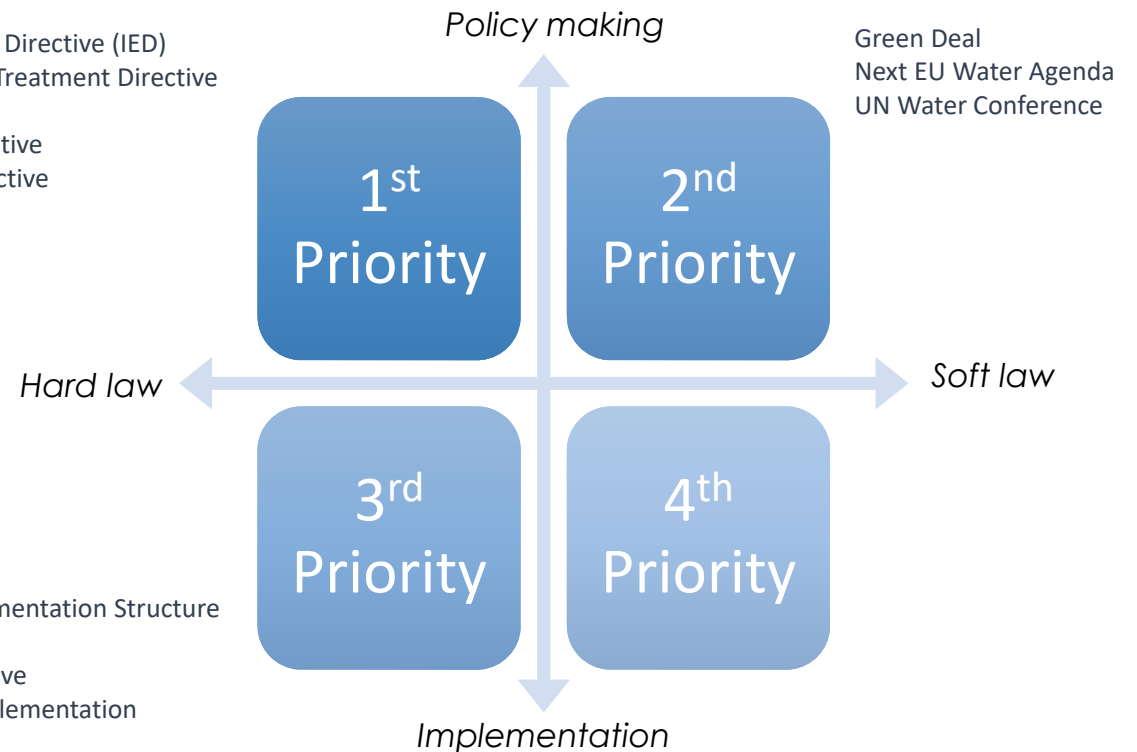
- WE positions must be based on WE vision and values.
- Systemic criteria to evaluate positions:
  - ✓ Societal responsibility
  - ✓ Evidence-based & technology neutral
  - ✓ Financially & economically sustainable

## 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



# Europe needs a Water-Smart Strategy

- **Water scarcity affected 29% of the EU territory** during at least one season on 2019, states the European Environment Agency (EEA).
- **EU policymakers must master the cross-sectoral water risks and challenges**, including their full economic impacts.
- **Water must become a top priority** for the European Union.
- **The nomination of an EU Vice-President in charge of the whole water dimension is required.**
- **A Water-Smart Strategy is a competitive asset for our European autonomy alongside the energy and critical raw materials strategies.**
- **Ensuring water security, resilience and sustainability will require leveraging financial tools, beyond the EU innovation policy.**



# Water-Smart Strategy

## *Calling upon policymakers*

While the EU has provided dedicated funds to key strategic sectors, one of our main resources has remained largely overlooked: **WATER**

- €43 billion is invested in the European Chips Act, while an integrated circuit on a **30cm wafer requires 8,300 litres of water.**
- €235 billion is dedicated to digital under the EU Budget 2021- 2027, while a **1 MW data centre uses 5 million litres of water each year.**
- €130 billions of EU investments are directly associated with hydrogen projects, while **9kg of demineralized water is consumed for every kg of hydrogen produced.**

**56%**

GAP BETWEEN WATER SUPPLY AND DEMAND BY  
2030.

*World Resource Institute<sup>10</sup>*

# Thank You

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