



A coordinated approach to water in Europe

Living Lakes Eastern Europe Network Conference

Tartu, 21 February 2008

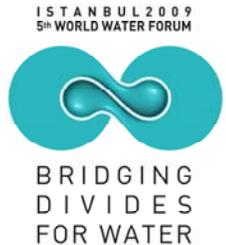
Harro Riedstra, EWP

European Water Partnership

Independent, non-profit organisation helping to coordinate initiatives and activities in international water issues and undertaking worldwide promotion of European expertise related to water

- **Aquawareness**

- **European Regional Coordination fifth World Water Forum Istanbul**





EWP history and Mission

The **European Water Partnership** is an open forum for

- ◆ Private sector,
- ◆ Government bodies (regional, national and local),
- ◆ Knowledge institutes,
- ◆ Financial sector and,
- ◆ NGOs

aiming to find innovative solutions for the water challenges in wider Europe and the rest of the World and to stimulate innovative partnerships.

History:

- ◆ Water Supply and Sanitation Technology Platform
- ◆ European Regional Process for the 4th World Water Forum



Objectives (1)

- Putting water on the **mainstream political agenda**
- **Increasing and developing co-operation** between all stakeholders
- **Promoting:**
 - Innovation
 - European expertise
 - Achievement of MDG's and Horizon 2020
 - New procurement approaches



Objectives (2)

- Mobilise **funding** for innovative water solutions
- Supporting effective implementation of European **legislation**
- Building a **reference base of projects** with tangible examples, and visible user impact



Membership

- Broad representation: currently over **50 members**
- **Benefits** of Membership of the European Water Partnership:
 - ◆ Network and knowledge
 - ◆ Involvement in policymaking and legislation
 - ◆ Participation in European initiatives and projects
 - ◆ Demonstration of commitment to addressing the water crisis
 - ◆ Broadening of sector boundaries



Activities 2008

In 2008 a major part of the work of the EWP will be dedicated to two main strands of activities: **Aquawareness** and the European regional coordination for the fifth **World Water Forum**.

Other activities include:

- Cooperation with European Institutions (EC, EP)
- Establishing project initiatives (Fp7, Interreg, Life+)
- Life+ proposal: BarEaUmeter
- European Policy Summit on water
- Media: European Water News and Blue Gold
- Etc.



Aquawareness

Europe has a lot to offer in terms of know how, technology and a good legal basis (Water Framework Directive), but lacks a Strategy

- Low **awareness** of the size of the problem
- **Old supply management approaches** instead of demand Management
- **Little dynamic in bringing all water actors** together for innovative partnerships
- **Little incentives for industry and agriculture** in engaging in programmes to address Europe's water problems



Aquawareness (2)

Aquawareness is structured into two main components:

- Awareness-raising Programme
- Water Stewardship Programme

Aquawareness will be guided by the following objectives:

- **Create awareness** among political decision makers, key stakeholders and citizens
- Support the **shift of mindset** in Europe towards a water saving culture
- Support the **change of behaviour and practices**

Water Awareness Programme

Potential elements include:

- Support and coordination of regional and local programmes
- European Water Barometer
- Water Saving Internet Portal
- Media campaigns, Bluegold and European Water News
- High level policy summits in Brussels
- European Water Prize for communication, governance and innovation
- etc





Water Stewardship

Establish **principles of advanced water stewardship** with regard to sustainable water management in Europe and award water stewardship champions (business, regions, cities, etc.)

→ Complementing, not supplementing legislation

Objectives:

- Becoming widely adopted **instrument for sustainable water management**, crossing sectoral barriers.
- Promoting water to become an **integral part of policy and business agendas**
- Creating **knowledge & transparency** on production and consumption patterns



Setting up Aquawareness

Second phase

- **Developing the various elements** of Aquawareness to be ready for a high-level launch in June.
 - Core Group
- **Identify pilot regions/cities/river basins** for regional and local awareness programmes
- **Develop timetable and governance structure**

High-level launch planned to coincide with presentation of EP report on EU Communication on Water Scarcity and Droughts



Schedule 2008

Events leading up to **launch Aquawareness** in June

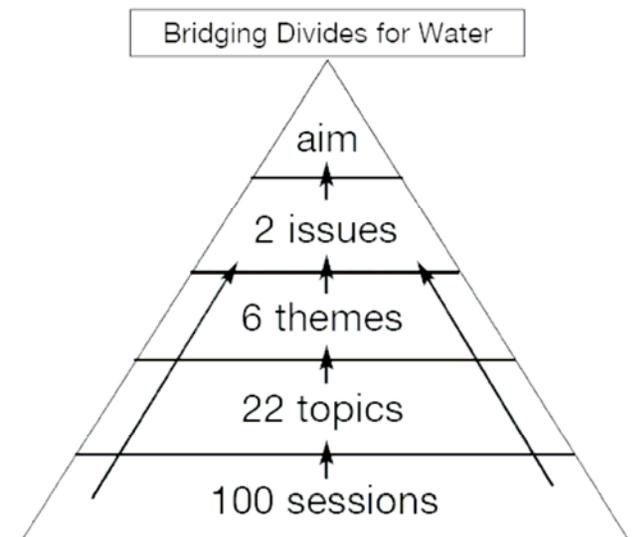
- February 13th and 14th **European Parliament High-Level Event and Stakeholder Meeting**
- February 19th and 20th: **First Aquawareness workshop**
- March 13th: **EWP General Assembly**
- April 8th: **European Parliament Expert Hearing**
- May 27th: **Stakeholder Meeting**

More information via www.ewp.eu
or info@ewp.eu



World Water Forum

- Fifth World Water Forum, Istanbul 2009: “**Bridging divides for Water**”
- Programme divided into **six themes**
- Political, thematical and regional processes
- EWP appointed **European Regional Coordinator**





Themes World Water Forum

Providing Water for Sustainable Development

- Global Changes and Risk Management
- Advancing Human Development and the MDG's
- Managing and Protecting Water Resources and their Supply Systems

Enabling Mechanisms for Development

- Governance and Management
- Finance
- Education, Knowledge and Capacity Building

ISTANBUL 2009
5th WORLD WATER FORUM



BRIDGING
DIVIDES
FOR WATER



European Regional Process

Goals regional process:

- **Developing themes** in a regional context, follow up on themes fourth World Water Forum
- Bringing together an inclusive **European consortium**, including business
- Connecting **European Politicians** to the Forum.
- Organising the **European session** and the “**European Water House**”

**First meeting of European Regional
Coordination: 27 February in Brussels.**



Thank you for your attention!

more information on:

www.ewp.eu

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