A coordinated approach to water in Europe

Living Lakes Eastern Europe Network Conference
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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

- 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
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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