

# WATER INNOVATION EUROPE 2022

What is the role of water in a net-zero carbon society?

14-15 June 2022

# Sponsorship & Exhibition Pack

# AGENDA

- Water Europe: Who are we?
- What is Water Innovation Europe?
- Benefits of sponsorship and exhibition at Water Innovation Europe
- Confirm your participation



# Water Europe

Who are we?

# Water Europe: Who are we?

Water Europe (WE) is the voice and promoter of water-related innovation and RTD in Europe. WE is a **value-based multi-stakeholder association** with over 250 members representing the whole diversity of the water ecosystem, including industry, academia, utilities, public authorities and civil society organisations.

Water Europe strives to increase coordination and collaboration, to enhance the performance of the water service providers, water users, and technology providers, in a sustainable and inclusive way, and to contribute to solving water-related global challenges.

All WE activities and positions are guided by our **Water Vision** "The Value of Water" and the ambition to achieve a European **Water-Smart Society** which is defined as a society in which:

- the true value of water is recognised and realised,
- all available water sources are managed in such a way that water scarcity and pollution of water resources 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 change events,
- and all relevant stakeholders are involved in the governance of our water system.

WE has grouped its activities in **3 key programmes**:



**WE Collaboration Programme** allows our members to network, to exchange knowledge and experiences, and to collaborate along the water value chain by addressing common challenges, developing and implementing new solutions, lobbying for inclusion of the water-related topics in the European funding programs, and enabling members to shape successful project consortia.



**WE Advocacy Programme** raises the awareness of the value of water for our society and economy and advocates for the inclusion of the drivers and enablers for the uptake of innovative solutions in European policy making and legislation.



**WE Market Programme** aims to help Water Europe members with the implementation of their research results and innovative solutions to the market in Europe and beyond. A key instrument for the WE Market Programme includes the Water-Oriented Living Labs (WOLLS) and the WE International Water Dialogues.



**250**  
Members



**28**  
Countries



**230b**  
Turnover



**1m**  
Workforce

# Water Europe: What we deliver

## Publications

Water Europe is the European hub for water-related topics. Its position papers crystallise the consensus of the full water sector - challenge owners and solutions providers - who want to be part of the solution and embrace their societal responsibility.

Last year, Water Europe released **11 position papers** on several water-related European dossiers with the objective to achieve a Water-Smart Society for our people, our environment and economy.

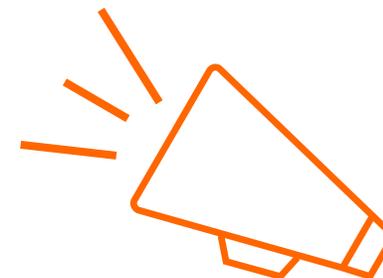


## Events

Water Europe organises **4** dedicated **events** on an annual basis: **Water Knowledge Europe**, **Water Innovation Europe**, **Water Market Europe** and **Water Projects Europe**.



## Social Media



# 33.000

Contacts reached through WE emails campaigns and social media

# Water Europe: Our Teams



## Working Groups Teams

The 16 WE Working Groups are the place where WE members collaborate and exchange knowledge. Clustered in **6 thematic areas**, they provide 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.



## Vision Leadership Teams

Water Europe (WE) will drive the transition to a **Water-Smart Society** through its **Vision Leadership Teams**. As the main instruments to test successful results of research, the WE Vision Leadership Teams define actions to foster and accelerate the process of bringing successful innovations to market in Europe and beyond.

The Vision Leadership teams are functioning as a top-down element in the WE governance under the direct guidance of the WE Board of Directors and all WE initiatives fit into their structure.



The background of the entire image is an aerial photograph of a river. The river flows from the top to the bottom of the frame. On the left bank, there is a dense forest of trees with vibrant autumn foliage in shades of yellow, orange, and brown. A wooden boardwalk runs along the edge of the river. The water in the river is a deep, clear blue-green color, with some fallen leaves visible on the surface. The overall scene is peaceful and scenic.

What is  
**Water Innovation Europe?**

# What is **Water Innovation Europe**?

With **over 500 participants** from all around Europe last year, Water Europe annual conference 'Water Innovation Europe' has grown to become the landmark event of the European water sector every summer.

The event brings together all the aspects of the sector: scientists and technology developers, utility representatives, large water users, European and national/ regional policy makers and finance experts. Water Innovation Europe offers an open platform for information gathering and networking among the most influential stakeholders from within and beyond the water sector.

## Objectives



- Shape Europe's Water Future with op-note speakers of the water sector offering new perspectives and insights;
- Collaborate, debate and discuss with a targeted pan-European audience;
- Connect, network and be part of the discussions with EU-level decision makers and leading actors and companies from across the whole water value chain;
- Learn about new technologies, innovations and projects that will allow you to get the vibe of the current and future market trends and how you can take advantage of them;
- Contribute actively to achieve a Water-Smart Society.



10 keynote speeches  
6 awards



5 sessions  
10 side events



600 registrations  
6700+ social media viewers

# 100

## Speakers in 2021



## 5 Keynote Speakers during the week in 2021



**Virginijus Sinkevičius**

Commissioner for Environment



**Vahap Seçer**

Mayor of the Metropolitan city of Mersin



**Alexander Vandermissen**

Mayor of Mechelen



**Loïc Fauchon**

President of World Water Council



**Inês dos Santos Costa**

Secretary of State for the Environment

# Water Europe Innovation Awards



## What are the Water Europe Innovation Awards?

As every year, the Water Innovation Europe shed light on the most innovative water solutions across the EU.

Water Europe Ambassadors recognised the excellence and the high market potential of ground-breaking innovators in six different categories. This is key opportunity for water experts to excel in their respective fields of specialization by winning an award in one of the 6 following categories:



### Digital Water Award

Open to any solutions providing digital value to water.



### Water Governance Award

Open to public and private organisation proposing successful governance solutions for the water sector.



### Water Technology & Infrastructure Award

Open to innovative technologies related to all aspects of the water cycle.



### Global Water Challenge Award

Open to innovative initiatives that have contributed to achieving the water-related Sustainable Development Goals – SDGs.



### SMEs

Open to SMEs that are innovative both in terms of the solutions and the technologies they create and the way they market themselves and/or their solutions.



### MEP Award

Open to MEPs who have demonstrated an outstanding work as a Member of the European Parliament offering a valuable contribution on achieving a Water-Smart Society in Europe and beyond.

# What are the exhibition and sponsorship packages?

# Exhibition Packages



Water Innovation Europe 2021 offers you a dynamic exhibition space to promote your research projects, products or services, no matter where you are!

## Benefits:

- Exchange with potential clients and partners at the landmark water event of Europe;
- Strengthen your brand image;
- Gain high visibility to a diverse pan-European audience.

## How does it work?

- Make a choice between the 3 options.
- Then, we give you a space and you do what you want to promote your business! The exhibition area is open for the full day. The exhibition area is also connected to the lunch area to maximise the opportunities to exchange with participants.

## Drip Pack



Price: 990 EUR  
Benefits

- 1 stand
- 2 free entries to the dinner and WIE 2022
- 1 communication package for your social media

**Only for WE members**

## Tap Pack



Price: 1 450 EUR  
Benefits :

- 1 stand
- 2 free entries to the dinner and WIE 2022
- 1 communication package for your social media

## Flow Pack



Price : 2 400EUR  
Benefits

- 1 large stand
- 2 free entries to the dinner and WIE 2022
- 1 communication package for your social media

# Sponsorship Packages

## Blue Sponsor Pack

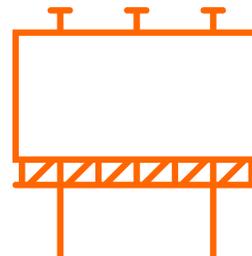
Water Europe welcomes you to talk about your challenges and expectations from Water Innovation Europe 2022 in a **10-minute speech during the WIE plenary session**: how does the theme of WIE 2022 fit with your societal responsibility to achieve a Water-Smart Society? You will only need to pick the key topic for your business and deliver your speech to the most targeted audience.

By becoming an official sponsor, you will also have the opportunity to get **full access to all the event's sessions, increase the visibility of your brand by having a booth at our water-smart district** and get involved in networking activities with a diverse audience of European stakeholders.

You will also get **2 free entries to the networking dinner** and join the innovative water community.

So, are you still wondering how you can accelerate your Water-Smart journey? The 2022 edition of Water Innovation Europe becomes the vehicle to address the most critical issues for your business and share your experiences with highly influential representatives of the European water sector. Be among us!

**Only one package available !**



### Price:

BLUE SPONSOR PACK – WE Member (6.990 €)

BLUE SPONSOR PACK – WE Non-member (7.990 €)

BLUE SPONSOR PACK & Exhibition booth – WE Member (7.990 €)

BLUE SPONSOR PACK & Exhibition booth – WE Non-member (8.990 €)

### Rules:

If you are ready to apply, make sure to not wait too much! The selection of the blue sponsor is on the **"First come, first served"** basis. Moreover, the selection will be based on the following criteria:

- The sponsor cannot influence the theme and content of the event,
- Consecutive blue sponsorship at the next WIE edition cannot be possible for the same member,
- The 10 min speech must respond to the following questions: how is the WIE topic linked with your activities and how will it contribute to your societal responsibility to achieve a Water-Smart Society?

### Benefits:

- 10-minute speech during the WIE2022 main programme
- 2 free entries to the networking dinner
- 2 free entries to WIE2022
- Communication materials for your social media
- Your logo on our WIE2022 materials (website, flyer and post-event documents)
- 1 article featured in WE newsletter
- 1 booth (if selected)

# Sponsorship Packages

## Supporting Sponsor

If you are not ready for the blue sponsorship, you can still support the debate and participate in Water Innovation Europe 2022 as a supporting sponsor by:

- Raising your interest during the WIE2022 debates,
- Supporting us to spread the word for a Water-Smart Society.

### Benefits:

The supporting sponsor will get several benefits:

- 2 free entries to the networking dinner,
- 2 free entries to WIE2022,
- Communication materials for your social media,
- Your logo on our WIE2022 materials (website, flyer and post material document).

### Price:

SUPPORTING SPONSOR – WE Member (1.990 €)

SUPPORTING SPONSOR – WE Non-member (2.990 €)

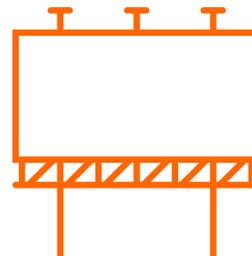
## Institutional Sponsor

Are you an international or national institution? You can also support Water Europe's landmark event and express your interest during the event's debate.

### Benefits:

- 2 free entries to the networking dinner
- 2 free entries to WIE2022
- Communication materials for your social media
- Your logo on our WIE 2022 materials (website, flyer and post material document)

**Price:** Free.



Confirm your participation

# Confirm your spot

To confirm your participation as an **exhibitor** or as a **sponsor**, and have access to the different options, please contact directly Anca Popa, Water Europe Community and Event Officer.

She will help you arranging your participation, inform you about the possibilities. The package will also include some materials for communication on social media.

**Anca Popa**  
Community & Event Officer

Phone: +32 (0)489 63 82 20  
Email: [Community@watereurope.eu](mailto:Community@watereurope.eu)



# See you soon!

# Water Europe



WE Collaborate.



WE Advocate.



WE Innovate.