



WATER INNOVATION EUROPE 2022

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

14-15 June 2022

Media Pack

AGENDA

- Water Europe: Who are we?
- What is Water Innovation Europe?
- How can media participate in 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.

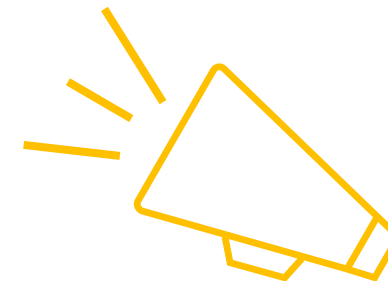


Events

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

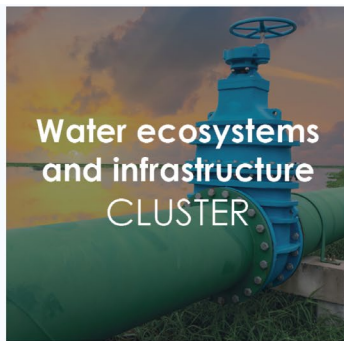
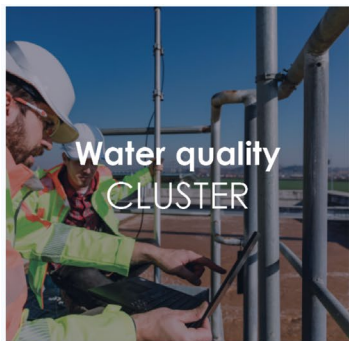
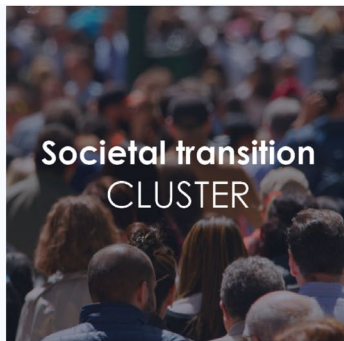
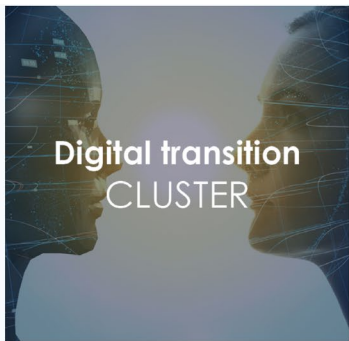
Contacts reached through WE emails campaigns and social media

Water Europe: Our Teams



Working Groups Teams

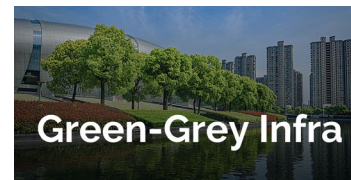
The 16 WE Working Groups are the place where WE members collaborate and exchange knowledge. Clustered in **6 thematic areas**, they provide technical and scientific inputs on a series of themes that voice the water-related challenges, needs and opportunities of each respective field at a European level.



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.



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:

[Check more info](#)



Digital Water Award

Open to any solutions providing digital value to water.



Global Water Challenge Award

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



Water Governance Award

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



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.



Water Technology & Infrastructure Award

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



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.

How can media participate in Water Innovation Europe?

How can media participate in Water Innovation Europe

If you are a media organisation and you wish to participate in Water Innovation Europe event, you can do it by applying for **5 different media packages**. The regular media pack is the basic offer for media. It can be combined with the different packs to the limit of their availability.

All the media packages are free of charge.

If you are ready to apply, make sure to not wait too much! The selection of the media organisations for the **gold media packs** are on the **"First come, first served"** basis.

Regular Media pack* – Unlimited

- Access to the media corner to interview some speakers/participants (based on the list provided closer to the event);
- Receive a media package (photos, programme, flyer, list of potential interviewees ...)
- Get visibility on our website and during the event's communications.
- Access for free to the event* (does not include the dinner).



Gold Award pack* – 1 applicant max.

- Free access to the dinner (1 person);
- Interview of the 5 winners during the dinner;
- Interview of the Vice President of Innovation.

Silver Award pack* – 5 applicants max.

- Planned interview with 1 winner during the conference;
- Interview with Andrea Rubini, Director of Operations of Water Europe, in charge of the awards.

Gold WIE pack* – 1 applicant max.

- Free access to the dinner (1 person);
- Interview of the President of Water Europe during the dinner;

Silver WIE pack* – 3 applicants max.

- Interview with the VP of Water Europe for advocacy, or the Executive Director or the responsible of the advocacy programme of Water Europe.

* For more information on the packs, please contact Maria Mirachtsi.

Confirm your participation

Confirm your participation

To confirm your participation in Water Innovation Europe 2022, and have access to the different options, please contact Maria Mirachtsi, Water Europe's Communications Manager.

She will help you arranging your participation, providing you with the media participation package before the event, as well as with more information on the possibilities to arrange interviews and further exchanges, as required.

The package will also include all the necessary materials for communication on social media.

See you soon!

Maria Mirachtsi
Communications Manager

Email: maria.mirachtsi@watereurope.eu



Water Europe



WE Collaborate.



WE Advocate.



WE Innovate.