



WATER MARKET EUROPE
16 September 2024 14:00 – 18:00
EISMEA – Avenue Simon Bolivar 34, 1000 Brussels

Rationale

The European Green Deal is a game changer for European society at large, and Europe aims to reach climate neutrality and a circular economy by 2050. This goal cannot be achieved without including new models and solutions for the symbiotic management of industrial and urban water.

Ambitious goals – such as achieving near-zero water discharge – require that new models are finalized in integrated and interconnected ecosystems towards efficient industrial-urban symbiosis, in view of EU strategies and legislation such as the Water Framework Directive, the Urban Wastewater Treatment Directive, the Circular Economy Action Plan, and the Zero Pollution Action Plan.

The transition to a climate-neutral and circular society calls not only for technological innovation, but also for a holistic systemic socio-economic approach and outreach of innovations.

Water Market Europe (WME) 2024 was set up to showcase challenges and needs for innovation by matchmaking the demand and the offer for efficient solutions for water industrial and urban management.

This edition of WME 2024 is supported by the EU-funded Horizon 2020 [ULTIMATE Project](#) (Industry Water-Utility Symbiosis for a Smarter Water Society), co-organized by the European Innovation Council (EIC) and Water Europe with the support of European Research Executive Agency (REA), and will showcase solutions coming from the experience of EU-supported innovation projects.

Date

Monday, 16 September 2024, 14:00 – 18:00h

Location

[EISMEA, Avenue Simon Bolivar 34, 1000 Brussels – Room 13/206](#)



Water Market Europe 2024 Draft Agenda

Time	Topic	Speakers
13 :30	Registration	
14 :00	Welcome & introductions	EISMEA hierarchy (tbd) Andrea Rubini, Director of Operations, Water Europe Francesco Matteucci, EIC Programme Manager for Advanced Materials for Energy & Environmental Sustainability
14:20	Intro by the ULTIMATE Project	TBD
14:30	Presentation on the new EIT Knowledge Innovation Community on Water, Marine and Maritime	Luca Perego, Head of Unit - Innovation and EIT, DG EAC
14:40	Water treatment focus session	
14:40	Plenary lecture on water industrial symbiosis	TBD
15:00	Project presentations on: <ul style="list-style-type: none"> - Industrial - Desalination - Urban water treatment 	4 projects (2 EIC projects, 1 project by Water Europe (iWAYS)) <ul style="list-style-type: none"> - CIRSEAU cluster 10 min per project
15:40	Coffee break	
16:00	Water monitoring and management focus session	
16:00	Plenary lecture on water quality monitoring	TBD
16:20	Project presentations on: <ul style="list-style-type: none"> - Sensors - Digital management 	4 projects (2 EIC projects, 1 project by Water Europe (AquaSpice)) <ul style="list-style-type: none"> - ICT4Water cluster 10 min per project



17:40	Round table & conclusions	Francesco Matteucci, EIC Programme Manager for Advanced Materials for Energy & Environmental Sustainability Andrea Rubini, Director of Operations, Water Europe REA representative (tbc)
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