



**WATER MARKET EUROPE**  
**16 September 2024 14:00 – 17:30**  
**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 – 17:30h

**Location**

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

**Virtual Connection:**

<https://ecconf.webex.com/ecconf/j.php?MTID=m02decd67f24e6cf30d1c7dd93d83e836>



Water Market Europe 2024 Draft Agenda

| Time   | Topic  | Speakers  |
|--------|--|---|
| 13 :30 | Registration   |   |
| 14 :00 | Welcome & introduction   | <p>Anne-Marie Sassen, Head of Unit – <a href="#">EIC Programme Managers</a></p> <p>Andrea Rubini, Director of Operations, <a href="#">Water Europe</a></p> <p>Francesco Matteucci, <a href="#">EIC Programme Manager for Advanced Materials for Energy &amp; Environmental Sustainability</a></p>       |
| 14:20  | Intro by the ULTIMATE Project  | Gerard van den Berg, Coordinator  |
| 14:30  | Presentation on the new EIT Knowledge Innovation Community on Water, Marine and Maritime   | Ingrid Rigler, Deputy Head of Unit - Innovation and EIT, DG EAC   |
| 14:45  | Presentation Technical Assistance – Replication LIFE   | Ana Klenovšek, Project Adviser in CINEA.D.D2 LIFE Environment (Nature & Circular Economy)   |
| 15:00  | Water treatment focus session  |   |
| 15:00  | Setting the scene  | <a href="#">ULTIMATE</a> representatives  |
| 15:10  | Innovation in water-related technologies   | Ilja Rudyk, <a href="#">European Patent Office</a>  |
| 15:20  | Project presentations on: <ul style="list-style-type: none"> <li>- Industrial</li> <li>- Desalination</li> <li>- Water streams management</li> </ul> | Project presentation <ul style="list-style-type: none"> <li>- <a href="#">iWAYS</a>: Andrea Rubini</li> <li>- <a href="#">HydroVolta</a>: George Brik</li> <li>- <a href="#">CIRSEAU cluster</a>: Dimitris Xevgenos</li> <li>- <a href="#">H2oVortex</a>: Alain Mestat</li> </ul><br>10 min per project |
| 16:00  | Coffee break   |   |
| 16:15  | Water monitoring and management focus session  |   |
| 16:15  | Setting the scene  | ULTIMATE representatives  |



|       |  |  |
|-------|--|--|
| 16:25 | <p>Project presentations on:</p> <ul style="list-style-type: none"> <li>- Sensors</li> <li>- Digital management</li> </ul> | <ul style="list-style-type: none"> <li>- <a href="#">ICT4Water cluster</a>: Lydia Vamvakeridou-Lyroudia</li> <li>- <a href="#">AquaSpice</a>: Janelcy Alferes Castano</li> <li>- <a href="#">PYDRO</a>: Mulundu Sichone</li> </ul> <p>10 min per project</p> |
| 17:00 | <p>Conclusions</p>   | <p>Paul Webb, Head of Department, REA.B Green Europe</p> <p>Francesco Matteucci, EIC Programme Manager for Advanced Materials for Energy &amp; Environmental Sustainability</p> <p>Andrea Rubini, Director of Operations, Water Europe</p>                   |