



Water Knowledge Europe

Warsaw, Poland

13-15 May 2025

Under the Patronage of the Polish EU Presidency



POLAND25.EU



Technology & Innovation

Agenda

- Water Europe: Who are we?
- What is Water Knowledge Europe?
 - Main event
 - B2B meetings
 - Gala Dinner
 - WE's Community Annual Meeting
 - Side Events/Water Projects Europe
- Partnership & Exhibition



Water Europe

Who are WE?



Who are we?

Recognized voice and promoter of water-related innovation, research, and technology development in Europe

Mission:

- Improve **coordination and collaboration** in the water ecosystem in the EU and beyond;
- Enhance **performance and competitiveness** of the water ecosystem;
- Contribute to solving **global water challenges** through RTD&I.

Water Europe Strategy

- **Multi-stakeholder association** representing the entire range of actors in the innovative water ecosystem
- **Purpose-driven association:** Water Vision



275+
members

from

31
countries

representing

1
million employees

and a

€232
billion turnover

College A: Multinational corporations

College B: Research & Technology developers

College C: Utilities

College D: Suppliers & SMEs

College E: Large water users

College F: Public Authorities

College G: Civil Society Organisations



Water Europe Key Events



Expert Groups Workshops are held back-to-back to each event



All WE members have free access to all events



WE Advocacy Programme raises the awareness of the value of water for our society and economy, and promotes the uptake of innovative solutions through European policy-making and legislation.

Water Innovation Europe brings together all the aspects of the water sector and offers an open platform for information gathering and networking among the most influential stakeholders from within and beyond the water sector.

Opportunity to Present (Speaker):

- Your business, challenges and expectations – as a sponsor



Held in **JUNE** every year



WE Collaboration Programme allows our members to network, share knowledge and experiences, and collaborate along the whole water value chain, when addressing common challenges, developing and implementing new solutions, promoting the inclusion of water-related topics in European research and innovation funding programmes, and enabling them to shape successful project consortia.

Water Knowledge Europe features a range of EU officials and experts who present the European Funding Calls, sharing their insights with you and providing guidance.

Opportunity to Present (Speaker):

- Project Ideas



Held in **OCTOBER** every year



WE Implementation Programme assists our members in the implementation of their research results and innovative solutions, as well as their further uptake in markets in Europe and beyond. A key instrument in this implementation effort are Water-Oriented Living Labs (WOLLS).

Water Market Europe is made for you to address challenges and needs for innovation by matchmaking the demand and the offer for efficient solutions.

Opportunity to Present (Speaker):

- Challenges that require technology innovative solutions
- Solutions that have terrific market opportunity



Held in **MARCH** every year



Water Projects Europe (WPE) is a series of events of Water Europe made to learn from and build on the experience of innovating projects working on converging topics. The event's objectives are:

- Foster collaboration and synergies between EU-funded projects.
- Develop strategies for the market outreach of the projects' outcomes.
- Extract and valorise components useful to policy building.



Held **2-3 TIMES** every year

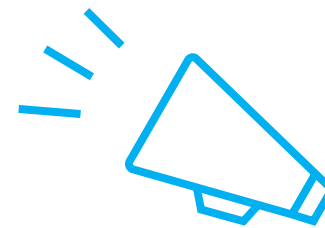
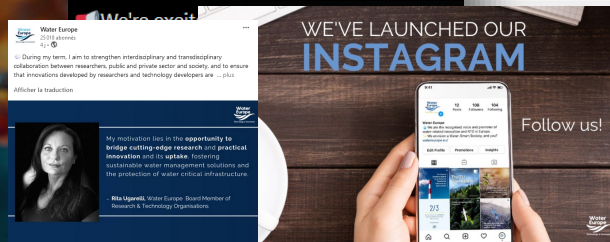
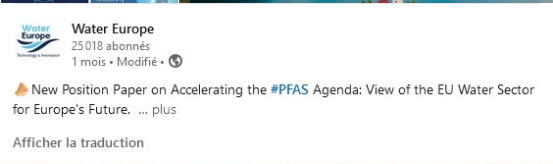
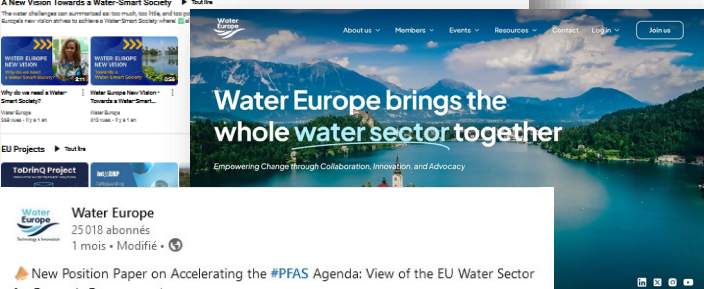
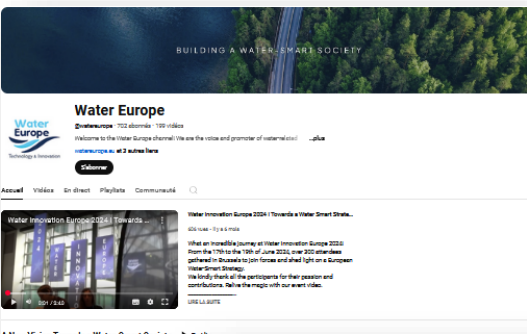
Water Europe: What we deliver



Social Media

Water Europe is active on several social media channels with a combined impact through WE email campaigns and social media of more than **50,000 followers**, offering a communication hub for:

- **Tailored messaging** for and by the innovative water Community.
- **A huge diversity of water stakeholders** from the EU level and beyond.
- **Exchange of knowledge** and News from the EU water sector.
- **Promote water-smart practices** among the community.



50.000

Contacts reached through WE emails campaigns and social media



Water Knowledge Europe 2025

Under the Patronage of the EU presidency

What is it?



What is Water Knowledge Europe 2025?

- **Water Knowledge Europe BlueDeal 2025**, combined with the **Blue Deal Conference**, under the **patronage of the EU Presidency**, represents a critical juncture for shaping the future of water in Europe and beyond.
- This event will run over three days, providing an opportunity to tackle urgent water challenges at a time when water resilience, security, and sustainability are becoming central to both European and global policy agendas. Within ongoing global geopolitical tensions, this set of events take on added significance, as Europe seeks to reinforce its global competitiveness and sustainability efforts.
- In this critical moment, where Europe's water challenges are interlaced with global sustainability and geopolitical concerns, Water Knowledge Europe BlueDeal 2025 and the Blue Deal Conference will offer a unique space for **advancing research, innovation, and policy integration**. It will also highlight innovative models, including Water-Oriented Living Labs (WOLs), which bridge research with real-world applications, advancing resilience and sustainability across sectors.



What is **Water Knowledge Europe 2025**?



Under the Patronage of the EU Polish Presidency

- **Main Events:**
 - **Blue Deal Congress**
 - Keynote speech(es)
 - Policy-oriented discussions on water security within agri-food, energy, and industrial sectors
 - Multi-sectoral dialogue featuring policymakers and business leaders
 - Showcasing innovative models and best practices
 - **Water Knowledge Europe Blue Deal**
 - Brokerage sessions with EU funding call presentations
 - B2B meetings for successful project proposals
 - **Water Knowledge Europe Blue Deal Gala Dinner**
 - Networking opportunity (Participation fee required; complimentary for VIP guests)
- **Side Events:**
 - Water Projects Europe – Climate Challenge (EU-funded projects NEXOGENESIS and ARSINOE)
- **Water Europe Community Events**
 - Experts Groups & Community of Practice Events

DAY 1	DAY 2	DAY 3
EU Expert Groups' meetings	Blue Deal Congress	Water Projects Europe: Climate Challenge
Lunch	Lunch	
Community of Practice Meetings	Water Knowledge Europe Blue Deal & B2B Meetings	
WE Ambassadors Dinner	WKE BlueDeal Gala Dinner	

Partnership & Exhibition

How does it work?



Sponsorships



What is the Water Europe Knowledge Sponsorship ?

Water Europe can host sponsorships during the main day of the conference:

- Previous Water Europe events' sponsors: [Hansgrohe](#) – [IANIC](#).

Benefits:

- **Gain European-wide visibility of your brand in this Water Knowledge Europe edition organised under the EU Polish Presidency**
- Be a water-smart ambassador
- Voice your perspective on the topic

Rules:

The selection of the sponsor is on a "First come, first served" basis. Moreover, the selection will be based on the following criteria:

- The sponsor cannot directly influence the theme and content of the event,
- The speech must respond to the following questions: how is the WKE topic linked with your activities, and how will it contribute to your societal responsibility to achieve a Water-Smart Society?

Advantages:

- speech during the WKE main programme (only for Blue Sponsor)
- free entries to the gala dinner
- free entries to WKE for Water Europe Non-Members
- Communication materials for your social media
- Your logo on our WKE materials (website, flyer and post-event documents)
- 1 article featured in the Water Europe newsletter
- 1 booth

Previous Sponsors at Water Europe Events



Sponsorship and Exhibition Packages



Water Knowledge Europe Blue Deal 2025 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 options. below
- 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: 1100 EUR
Benefits



- 1 stand
- 1 free entries to the Gala dinner
- Ongoing communication support

Only for WE members

Tap Pack

Price: 1 800 EUR
Benefits :



- 1 stand
- 1 free entries to the Gala dinner and WKE 2025
- Ongoing communication support

Flow Pack

Price : 2 500EUR
Benefits



- 1 double stand
- 2 free entries to the dinner and WKE 2025
- Ongoing communication support, logo and name of the sponsor on the event webpage.

Sponsorship and Exhibition Packages



Blue Sponsor Pack

Water Europe welcomes you to talk about your challenges and expectations from Water Knowledge Europe 2025 in **a 10-minute speech during the WKE Blue Deal 2025 main session**: how does the theme of WKE 2025 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 gala dinner** and join the knowledge water community.

So, are you still wondering how you can accelerate your Water-Smart journey? In this critical moment, where Europe's water challenges are interlaced with global sustainability and geopolitical concerns, Water Knowledge Europe BlueDeal 2025 and the Blue Deal Conference will offer a unique space for advancing research, innovation, and policy integration.. Be among us!

Only one package available !

Price:

BLUE SPONSOR PACK & STAND - WE Member (4.990 €)*

BLUE SPONSOR PACK & STAND - WE Non-member (6.990 €)*

BLUE SPONSOR PACK & Stand - WE Member (5.990 €)* BLUE SPONSOR PACK & Stand - WE Non-member (7.990 €)*

Rules:

If you are ready to apply, don't wait too long! The selection of the blue sponsor is on a **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-minute speech must respond to the following questions: how is the WKE 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 WKE BlueDeal 2025 main programme

2 free entries to the gala dinner

2 free entries to WKE BlueDeal 2025

Communication materials for your social media

Your logo on our WKE BlueDeal 2025 materials (website, flyer and post-event documents)

1 article featured in the Water Europe newsletter

1 stand (if selected)

Sponsorship and Exhibition Packages



Confirm your participation

To confirm your participation as a **sponsor and exhibitor** or as a **blue sponsor**, and have access to the different options, please contact directly Ana de León, Head of Administration and Projects at Water Europe. She will help you arrange your participation, and inform you about the possibilities. The package will also include some materials for communication on social media.

Ana de León

Head of Administration and Projects

Email: ana.deleon@watereurope.eu

See you soon!

Let's work together!

Water Europe



Technology & Innovation

