



Water Innovation Europe 2020: Post-Conference Key Messages

Under the title 'A Water-Smart Society For A Post-COVID19 Green Deal', Water Innovation Europe 2020 concluded with success on the 26th of June. We have compiled the key messages of each session. Have a look at them below:

Session 1: A Water-Smart Society for a successful Post COVID19 Recovery Plan

1. We are all responsible for avoiding any future crises; hence, we all need to experiment, think out of the box, learn and embrace a forward-looking mindset.

2. Technological innovation is critical, if yet a means to an end. Social and financial innovation are also needed. We need new talent, new skills in the water sector, including a more integrated approach to policy design and implementation.

SESSION 1
KEY MESSAGES

**A WATER-SMART
SOCIETY**

for a successful post
COVID19 Recovery
Plan



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Session 2: A Water-Smart Industry for a Green Deal

1. We are at a stage where the industrial sector is reconsidering its priorities. In the past, water efficiency wasn't among them but the challenges of water scarcity and the others we face make it necessary to become water efficient. We have now arrived at this point of maturity as a sector.
2. It's been hundreds of years that we have been taking water for granted. Now we have an abundance of technologies, so what we also need is to share the best available knowledge. With training and education, we can reach much further from what we think it's possible.

SESSION 2 KEY MESSAGES

A WATER-SMART INDUSTRY

for a Green Deal



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Session 3: A Water-Smart Society to provide healthy food for EU citizens

1. The COVID-19 crisis has demonstrated how vulnerable our food security is and has emphasized the need to make it resilient, considering the international dimension, the length of supply chains and cross-sectoral implications of single-sector actions. The Water – Energy – Food – Ecosystem nexus has become the Water – Energy – Food – Ecosystem – Health nexus showcasing the interdependencies and interlinkages of resources and economic sectors with health, along with the complexity of their interactions.
2. High-tech solutions for efficient food production exist but they are not often accessible by workers on the ground. The biggest part of workers in agriculture are women and they don't always have access to modern technology. We need to translate these solutions to the right people for better and inclusive water

management, rendering the involvement of people and the engagement of stakeholders an absolutely essential part of the process. This is not only about publishing information on a website but about entering into a dialogue, involving everyone, reaching out even to the ones that are not technology-savvy and making communications accessible.

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KEY MESSAGES

A WATER-SMART SOCIETY
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Session 4: A Water-Smart Society for protecting aquatic biodiversity and habitats

1. We need three revolutions: a revolution in understanding, in planning (designing) and in financing. The EU Green Deal is a great opportunity that enables Europe to lead by example the fair and green transition we need. The trillion-dollar investments planned could create strong incentives for overdue public sector reforms and through blended finance bring in the private and financial sectors creativity to the table.

2. Nature-based solutions (NBS) must be part of the EU's recovery agenda; serving as a bridge between a Water-Smart Society and nature restoration. Provided a well-designed strategy for market creation, besides restoring our ecosystems and increasing systemic resilience, their implementation at scale can generate significant business and employment opportunities. This will require cross-sectoral collaboration and innovative partnerships between public, private and civil society actors.

SESSION 4 KEY MESSAGES

A WATER-SMART SOCIETY

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Session 5: A Water-Smart Society for excellent quality of water

1. Water quality is underestimated and its degradation is affecting society. It endangers economic growth, it harms public health, and it slows us down from reaching the Sustainable Development Goals (SDGs).

2. We need to encourage industries to use new technologies and circular processes.

Assessment tools are also needed to evaluate the risks in the course of climate change. There is a need to show how the environment will change in the long run. We need better tools to reduce uncertainty brought by climate change.

SESSION 5 KEY MESSAGES

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Factsheets



A **WATER-SMART** SOCIETY
FOR A **POST-COVID19 GREEN DEAL**



WHY WATER MATTERS FOR A POST COVID19 EUROPE ?

The COVID19 demonstrates the importance to have a strong water sector which provides the right quantity and quality of water for everyone, integrating a systemic approach to tackle externalities against the water needs such as climate, economic or sanitarian crises.

However, additional efforts are required to make the Europe and the world resilient, reboot our economy and prevent crisis.

23

millions
European people are not connected to public water supply system



Eurostat

1,8 billion

People use a contaminated source of drinking water



UN water

453 billions

losses caused by weather and climate-related extremes between 1980-2017 in Europe



EEA

Reboot the European economy to make Europe resilient and **create green jobs** requires investments in the innovative and sustainable **water sector**.



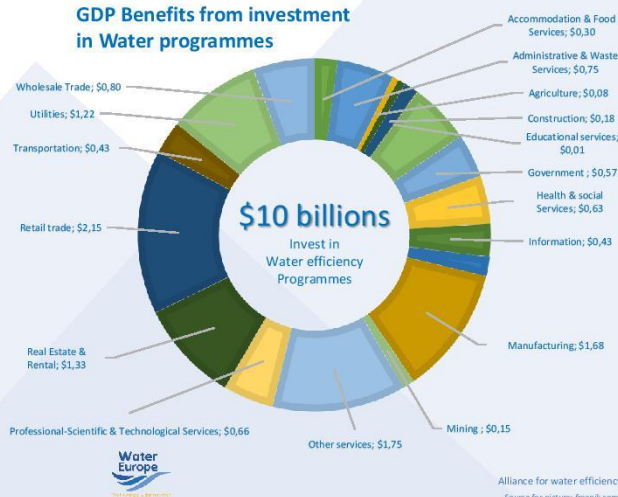
Citizens' support

79% of citizens agree that tackling climate change will lead to innovation to make the EU more competitive.

70% of citizens agree water-based activity can have positive effects for them.

BEUC

GDP Benefits from investment in Water programmes





WHY WATER MATTERS FOR THE EUROPEAN INDUSTRY OF THE FUTURE ?

Mobilising the industry for a clean and circular economy will require to transform our industry to encourage energy & water efficiency and reuse as much as possible materials before recycling them.

Up to 80%

of products' environmental impacts are determined at the design phase

EU

Less than
10% to 40%

of distribution losses in Europe

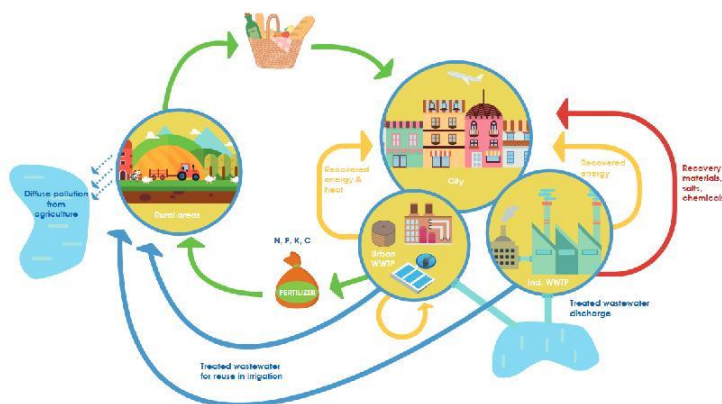
Eureau

Only
2.4%

of the treated urban wastewater effluents is reused annually

EU

Support EU Competitiveness, green jobs, & reduction of the emissions require investment in circular processes and water efficiency through digitalisation, reuse of water, leakages reduction and the full consideration of the Water footprint.



Digitalising the water sector to achieve full transparency on water quality and quantity, maximize resilience of infrastructures and improve EU competitiveness.



Considering Water Footprint to Improve EU competitiveness & Resiliency

The Water Footprint provides expert insights into water consumption at various levels: from individual consumer, to a commodity, a product, a business, a river basin, a country or a region.



WHY WATER MATTERS FOR THE FARM TO FORK STRATEGY ?

Becoming the **new international standard for sustainable food** is not possible without considering water in agriculture. Diffuse agricultural pollution, mitigate extreme climate change and reduce over-abstraction of water are also key priorities to secure healthy and affordable food in Europe.

38%

surface waterbodies are under pressure caused by diffuse pollution

EEA

40%

Extracted water is used by agriculture

EEA

30%

EU territories will suffer of water scarcity by 2030

WE

Create structural alternative
to **water overconsumption and the discharge of nutrients** by
building **Innovative agribusiness value chains** to provide
healthy food.

Value of Water

- Crops management
- Reused Water for irrigation (from UWWTP and Industry)
- Water Footprint

Nature-Based Solutions



- Restore and protect biodiversity
- CO2 sinks (e.g. wetlands)
- Water storage
- Mitigate extreme events (floods and droughts)
- Urban Agriculture

Value in Water (from UWWTP and Industry)



- Source of Fertilizer
- Source of Energy
- Reuse of sewage sludges

Digital Water



- Reduce diffused pollution
- Reduce over abstraction of water
- Reduce use of chemicals pesticide

55+
Rural Water-Oriented
LivingLabs



WE Atlas of Water-oriented Living Labs

EU Water diplomacy

Tackle water scarcity & secure food production



SDGs 6

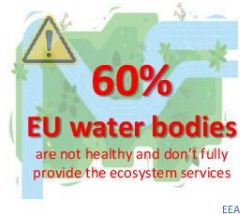
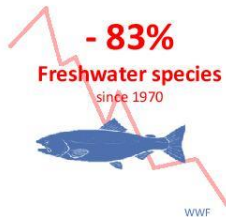


Source for picture: freepik.com



WHY WATER MATTERS FOR THE BIODIVERSITY STRATEGY 2030 ?

How can we conjugate protection and restoration of biodiversity with human activities? The biodiversity 2030 strategy aims to protect and restore biodiversity. Water management plays an essential role in this, as the main threat is on inland water quality.



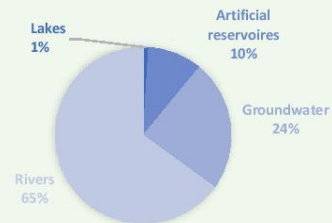
Create green jobs and CO2 storage areas
thanks to Innovative Water solutions through
Digitalisation and Nature-Based solutions.



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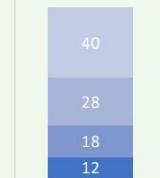
Cohen-Shadum, E., Walters, G., Jansen, C., Maginnis, S., 2016. Nature-Based Solutions to Address Societal Challenges. Gland, Switzerland: International Union for Conservation of Nature. <https://doi.org/10.2305/IUCN.CH.2016.13.en>

Annual Freshwater abstraction by source



Annual water use by sector (%)

1. Agriculture
2. Energy
3. Mining



EEA

✓
Increase of
citizen
involvement

✓
Support for
job creation

✓
Greening of
urban areas

✓
Carbon Storage



Source for picture: freepik.com



WHY WATER MATTERS FOR THE ZERO-POLLUTION STRATEGY?

Monitor, prevent and remedy are the key actions to eliminate pollution for a better quality of life (water, soil, air), and the restoration of the natural functions of ground and surface water.

EUR 129 to 206 billions

Over 2020-2040 to mitigate contaminants of emerging concern in the EU (projection based on swiss approach)

OECD

80%

wastewater

flows back to the ecosystem without being treated or reused

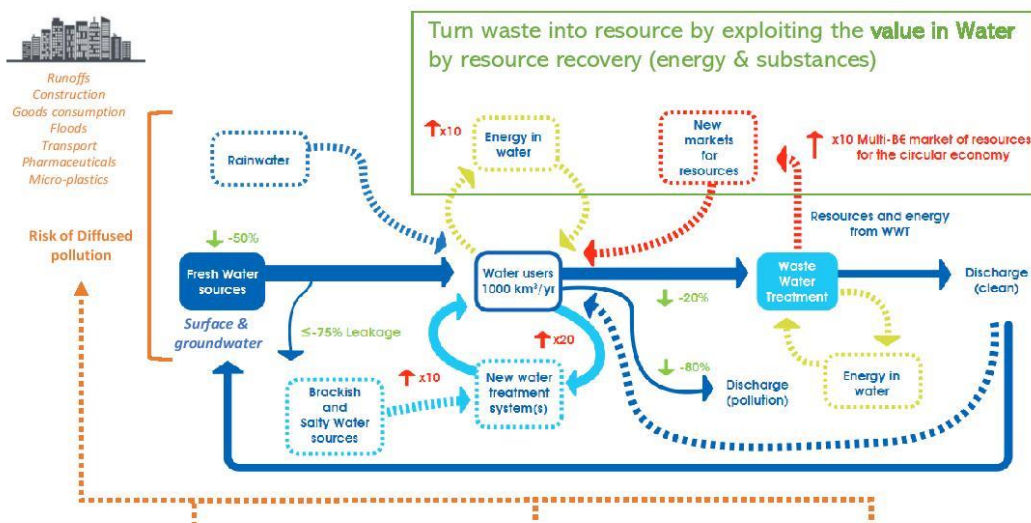
UN Water

EUR 150 billions

Floods : Largest source of GDP losses from natural disasters

EIB, for 2002-2013

A new paradigm from crisis management to risk management and prevention to tackle diffused pollution for our health, environment and the EU competitiveness



1. Digitalise the water sector
to monitor and prevent pollution by achieving full transparency on water quality and quantity

2. Tackle pollution at source
to avoid diffused pollution for protecting our health and environment.

3. Develop green-grey infrastructure
to remedy diffused & emerging pollution through adapted infrastructure