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Water Europe (WE) is the recognized voice and promoter of water-related innovation, research, and technology development in Europe. WE is a purpose-driven multi-stakeholder association with over 250 members, representing the entire range of actors in the innovative water ecosystem. WE was established by the European Commission as a European Technology Platform. WE is guided in all its activities by its Water Vision, with the ultimate ambition of achieving a Water-Smart Society.

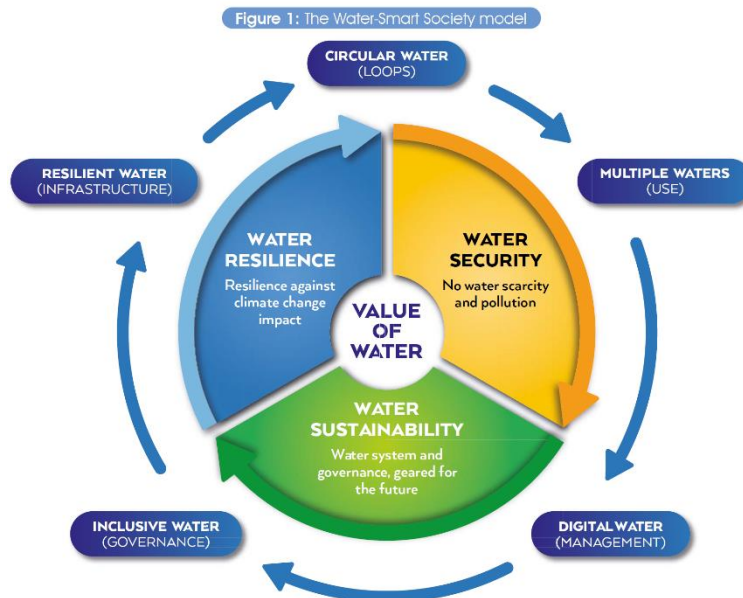
Water Europe Vision sets the pathway towards society's better use, valorisation and stewardship of our water resources, and the development of resilient and sustainable solutions to address our key water challenges. It describes how these challenges can be transformed into opportunities for developing and deploying new European technologies, solutions, businesses, and governance models for the Water-Smart Society of the future. It projects a future of comprehensive water security, sustainability, and resilience for all societal functions, and of full environmental protection. It is a vision in which all relevant stakeholders are involved in the sustainable governance of our water system, in a way that meets ecological, social and economic needs, without compromising the ability to meet these needs in the future; water scarcity and pollution of European groundwater and surface water are avoided, while biodiversity is restored; water, energy and resource loops are largely closed to foster a circular economy; the water system is resilient and robust against demographic pressure and climate change events; and European water-dependent businesses thrive, thanks to forward-looking research and innovation.

The Value of Water is at the heart of Water Europe's vision for a Water-Smart Society. This core value reflects the centrality of water as a human right and its fundamental role in our society. A multifaceted role that includes enabling all economic activities, underpinning societal functions related to citizen health and well-being, while also representing a source of economic value generated from the extraction and valorization of raw materials and energy contained in water systems, thereby offering a unique sustainable source to serve a circular economy.

This will lead to the achievement of three key objectives:

- **Water Security:** safeguarding sustainable access to sufficient quantities of affordable and fit-for-purpose water, in order to preserve the health of the population and ecosystems, foster the socio-economic development of society, and ensure their protection against water-related disasters, such as those resulting from climate change.
- **Water Sustainability:** ensuring water infrastructure, management and use that are economically and environmentally sustainable, in a way that meets current ecological, social and economic needs, without compromising the ability to meet these needs in the future.
- **Water Resilience:** achieving long-term resilience, so that natural and anthropogenic water systems can withstand unexpected disruptive events, averting serious consequences, such as droughts and floods, while guaranteeing the reliability of the water system.

For Water Europe, the achievement of these key objectives depends essentially on the implementation of the following five innovation concepts: 1) Circular Water 2) Multiple Waters 3) Digital Water 4) Inclusive Water and 5) Resilient Water. The relationship between the different elements – the core value, key objectives, and innovation concepts – involved in the paradigm shift to a Water-Smart Society are presented in the complete model shown below. The model indicates how the innovation concepts and key objectives are interrelated, and together generate a ‘flying wheel’ effect that drives the process towards the Water-Smart Society.



Source: Water Europe