

Aquawareness

The European Water Awareness and Water Stewardship Program



Aquawareness

The new voluntary program Aquawareness sets sights on changing behaviour and practices, shaping and integrating water into policy and strategy agendas as well as creating a water saving and efficiency culture among private, industrial, business and agricultural users. Through information, education and training a paradigm shift from supply to demand management shall be achieved.

European Water Vision

In order to position common goals and objectives for the European water sector, a Water Vision for Europe has been worked out in a multi stakeholder process. The Vision shall serve as a joint basic starting point for both – policy making and future project setting of the European water sector - and therefore unites stakeholders to joint action on advanced water management. Actually, the vision already underpins the project settings of the European Water Awareness and Water Stewardship Program.

European Water Awareness Program

This programme directs to introduce a water saving and water efficiency culture among political decision makers, key stakeholders and inhabitants within Europe. The basic tool to implement awareness on sustainable water use on all social and geographical levels is to make information on sustainable water use available for everybody. Improved information creates transparency on the water situation and ensures a realistic and objective decision making process on all levels. In that way, the program encourages the change of behaviour, practices or habits and supports an efficient policy making process.

Water Stewardship Program

The objectives of this program are to establish and provide a voluntary scheme for sustainable water use that:

- Becomes an extensively adopted instrument for sustainable water management crossing public, private and sectoral barriers
- Promotes water to become integral part of policy and business agendas
- Creates knowledge&transparency on production and consumption patterns
- Presents a common framework for assessing, implementing and communicating sustainable water management

Aquawareness modules

ONGOING MODULES:

EUROPEAN WATER VISION:

MODULE E1: Regional workshops and project mapping

MODULE E2: Vision film

AWARENESS PROGRAM:

MODULE A1: Young people – Generation Blue International

MODULE A2: Summer School for decision makers

MODULE A3: Internet platform

MODULE A4: European Water Barometer

STEWARDSHIP PROGRAM:

MODULE S1: Assessment of standard setting

MODULE S2: Implementation study

ENVISAGED MODULES:

AWARENESS PROGRAM:

MODULE A5: Initiating&supporting water campaigns in pilot regions

MODULE A6: European River and Lake Days

MODULE A7: European Water Awareness Bus tour

MODULE A8: European Fair on water campaigns

MODULE A9: European Water Awards

STEWARDSHIP PROGRAM:

MODULE S3: Study on European Water label



Be part of Aquawareness!

Aquawareness aims to be as inclusive and interactive as possible, trying to reach stakeholders in all corners of Europe.

Get involved in Aquawareness by:

- Participating in our meetings and activities
- Joining our projects and modules
- Expressing your vision on the future of Europe's water
- Sharing your best practices and knowledge on sustainable water management
- Supporting the shift of mindset in Europe towards a water saving and efficient culture
- Becoming a strategic partner of the programme
- Benefitting from access to a large network of water specialists and link to main stakeholders

Aquawareness is crucial

Many stakeholders do not know the situation in their region, city or river basin. Nor do they know how they could contribute to a more efficient and sustainable use of limited resources. Engaging global actors in strategic partnerships, Aquawareness aims to become the most widely adopted sustainable water tool crossing public, private and sectoral barriers.

Strategic partner:

The Coca-Cola Company

Supporting partners:

BASF AP, Danish Water Forum, EUREAU, Federal Ministry of Agriculture, Forestry, Environment and Water Management (Austria), French Water Partnership, IBM, ICLEI, Netherlands Water Partnership, Norit, Valenciana Region, WETSUS, Women for Water, WWF EPO

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