



European conference on ways and methods to improve water efficiency globally and in Europe – Copenhagen 3rd February 2014 – 10:00 – 17:00 Preliminary programme

Welcoming Remarks

- Danish Ministry of the Environment
- Confederation of Danish Industry

The global call
for water efficiency

- Water in the SDG's – What next? Status and activities/discussions for the coming year, Danish Ministry of the Environment
- Water efficiency targets as an element in a future water SDG – UNEP or Peter Kofoed Bjørnsen, UNEP/DHI
- European contributions to global water efficiency improvements – securing water for food, energy and cities, Pavel Misiga, Head of Water Unit, EU Commission DG Environment
- Industrial perspectives on water efficiency – policy and technology challenges and good lessons learned, Merck Group – Germany

The European level in Policy and
Practice – how do we move
forwards?

- Water efficiency in policy – Blueprint and water directives – where is efficiency targeted and is this sufficient - Presentation of EU activities and upcoming policy areas related to Water Efficiency / Pavel Misiga, EU Commission, DG ENV., including
- EEA Water Efficiency and Reuse in Europe – outlook and visions to 2050/ Beate Werner, Head of Water Group, European Environment Agency
- Cost and price of water, legislation and other incentives to improve water efficiency by Jørgen Bielskou, Grundfos
- What are barriers to implement efficiency in practice – overview presentation: need for new technologies, more funding or dissemination of knowledge
- Delinking growth and resources – UNEP report by UNEP representative
- Will improved water and energy efficiency lead to economic growth and job creation in Europe?, Stephen Hart/Monica Scatasta, European Investment Bank

Implementing Solutions
throughout the water cycle –
Cases on promoting and
improving water efficiency
and barriers/challenges for
doing so

Key messages from Day 1 workshop on Urban Water Management Water in industries, Water and energy Water and food – Challenges, Solutions and ways to implement them

- Water resources management and economic incentives to improve performance efficiency in water companies by Steve Kay, Anglia Water Services
- Water efficiency in drinking water distribution – Danish and international experiences by Morten Riis, Grundfos
- Energy efficiency in German drinking water supply by Azmi Ghneim, German Water Partnership,
- 3GF – international cooperation to promote Green Growth.
- McKinsey – presentation of The business opportunity in water conservation
- European cities, Rotterdam, Hamburg, Copenhagen: What are experiences of water and energy saving? What is the impact of high water prices and strict regulation?
- European Industries and Agriculture, Farming, Dairies, Water and energy

Discussion and next steps

Discussion and next steps – implementation of European activities within Water Efficiency at World Water Forum and beyond with a focus on the SDG's.