



Climate action, Environment, Resource Efficiency and Raw Materials

WssTP Water Innovation Europe 2017- The value of water

Water is critical for our economy, food security, environment, and the well-being of our citizens. Water scarcity, pollution of our fresh water sources, and the effects of more frequent and intense floods and droughts can have severe economic impacts. To prevent these risks, investments in water infrastructure, in technologies for water-efficiency in industrial and agricultural sectors, and in the restoration and maintenance of well-functioning natural water systems are necessary.

Technological and non-technological innovation will be essential to address these water challenges and to keep the cost of the solutions affordable. [The WSSTP Water vision "The value of water"](#) has introduced 4 innovation concepts that show the way to a future-proof circular water-smart society that is effectively and efficiently governed. These innovation concepts are: **Multiple Waters including reuse and recycling, Digital Water including IoT and Big Data, recovering the Value IN Water, and an underpinning Hybrid Grey and Green Infrastructure**. Innovation in water and Digital Water offer also unexploited and solid market opportunities within and outside Europe, which we need to tap.

This year's edition of Water Innovation Europe conference has showcased that pro-actively addressing these water challenges can create and secure jobs and strong investment and market opportunities within and outside Europe. European industries, service providers, research institutes, and consultancies will have a great chance to develop and grow in the global €650 Billion water market and contribute to Europe's global lead in Sustainable Development.

The WssTP's annual stakeholder conference was held in Brussels on 14th-15th June 2017. With over 220 participants and dedicated to "The Value of Water" the programme was built upon the main concepts of the new [WssTP Water Vision 2030](#).

Jyrki Katainen, EC Vice-President for Jobs, Growth, Investment and Competitiveness raised the curtains of the conference, emphasising that water is the key factor for the sustainability of our economy and societies and **Claire Pace, President of the European Youth Parliament for Water**, closed the conference, with a strong message on the importance of involving the young generation in the future's challenges and opportunities of the water sector.

Distinguished in their field, speakers participated in five different sessions of the agenda and debated on how to boost the future water-smart society, as envisaged in the WssTP Vision. The outcomes emerged out of the panel sessions, speeches and discussions during the WIE2017 conference, [can be found here](#).