



Time for a Blue Deal: Sustainable water management

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Secretary general



EurEau

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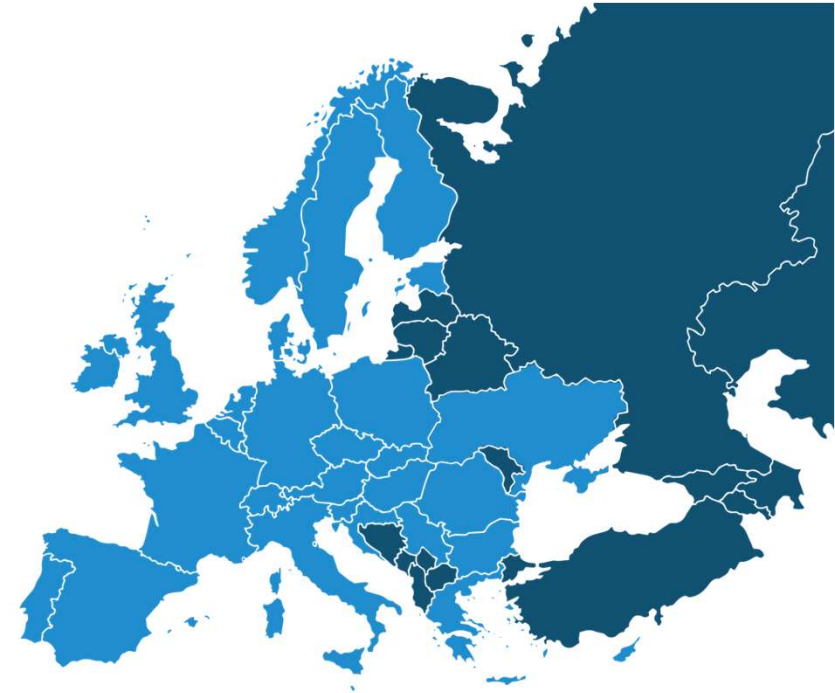
The voice of water services in Europe

Water service provider from 32 countries

Water is a scare and precious resource

YES

to the Blue Deal initiative



Better water management

-> Consumers / public sector must contribute

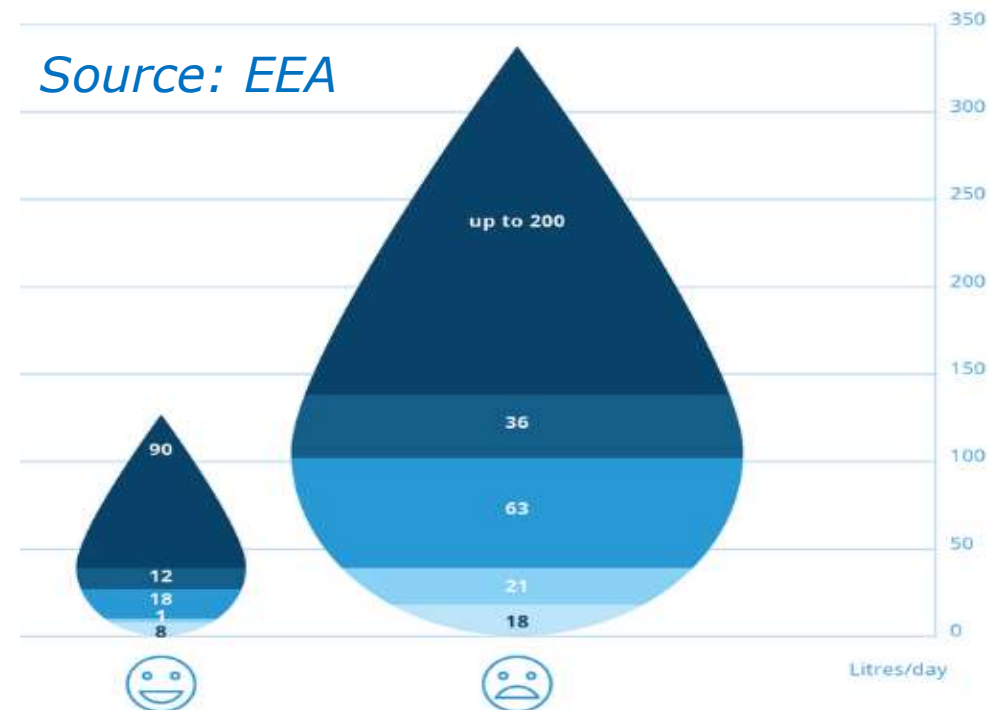
Awareness
dependent on
national
situation

Water
consumption
or water
footprint

Overall
consumption
versus peak
demand

Substantial savings potentials at
household level

Source: EEA





Holistic approach to water management

Changing consumer behaviour

Communication
Price signals
Restrictions (!)
Rain water harvesting

Public authorities

Refine climate models and water demand predictions
Product labelling
Priority to public water supply
Urban planning

Utility measures

Alternative water sources
Water storage
Leakage reduction

Cooperation: Regulation - Financing – Communication - Governance

Thank you for your attention

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