

## **“Achieving solutions for water scarcity and drought – using policies to promote concrete implementation of innovative water technologies”**

*13 March, 1200 – 1500*

*Palais Phocéén, room PP2 (6<sup>th</sup> World Water Forum, Marseille, France)*

### **Draft programme**

*Water scarcity and drought are crucial challenges all around the world and will be even further exacerbated due to climate change and population growth. Innovative technologies can be a great asset in addressing these challenges, reducing water consumption by up to 40% as shown in European research. These technologies often do already exist, but face large challenges in reaching the market.*

*An important part of these challenges relate to policy. For instance standardisation, regulation, water pricing, etc. can form large barriers for new technologies to be implemented. This STREAM Policy Seminar addresses the question how policy frameworks should be better used to facilitate the market access of innovative water technologies.*

#### **1200 – 1215 Welcome and opening**

*Introduction to the STREAM project and the SPI-Water Cluster. **Hinano Spreafico**, Project Coordinator, STREAM*

#### **1215 – 1235 Session 1 – The Challenges**

*The European challenges on Water Scarcity and Drought. **Monica Eberle**, Project Coordinator, XEROCHORE*

*Barriers to market access of innovative technologies. **Harro Riedstra**, Project Coordinator, INNOWATER*

#### **1235 – 1315 Session 2 – Policies on Water Scarcity and Droughts**

*European Policy on Water Scarcity and Drought. **Robert Schroder**, European Commission, DG Environment (tbc)*

*Spanish Drought Management Plan. **Spanish Ministry of Environment and Rural and Marine Affairs** (tbc)*

*European Water Stewardship. Dr. **Sabine von Wiren-Lehr**, Coordinator, European Water Stewardship.*

**Discussion:** How can policies be better used to improve the implementation of innovative technologies to address water scarcity and droughts?

**1315 – 1345 Lunchbreak**

A networking lunch will be provided by the STREAM project.

**1345 – 1430 Session 3 – Innovative solutions**

- Improving water use efficiency in the agricultural, industry and domestic sector – *Dr. Markus Starkl, Project Coordinator, MAI-TAI*
- Reducing water use in agriculture – *Jos Balendonck, Project Coordinator, Flowaid*
- Reducing water use in business – *Willy van Tongeren, Project Coordinator, Aquafit4Use*
- Reducing water use by consumers – *Giulio Conte, Project Coordinator, Wataclis*

**1430 – 1500 Discussion**

What are the main challenges for innovators to bring their technologies to the market relating to policies? How can these challenges be addressed and which actions do innovators expect from national and European policy makers?