

# WATERWISE INDUSTRY WORKSHOP - CONCEPT INTRO



- **Key objective**

- Increase participation and engage large water consuming industries in the IWA WWCE2020
- Strengthen industrial focus on SDGs, water and wastewater

- **Meeting at DI Oct. 2 at 9.00-11.00 – to join contact [SEJ@di.dk](mailto:SEJ@di.dk) or [SRHS@ramboll.com](mailto:SRHS@ramboll.com)**

- **One day side-event workshop with focus on industrial water consumers**

- One-day admission ticket to the workshop event and a reception at the exhibition hall
  - Idea to get a taste of what industries can benefit from by participating in IWA WWCEs.
  - Industrial market participants likely hesitate to pay full package tickets for IWA WWCEs (first time)
  - Increase number of exhibitors/sponsors by attracting suppliers focusing on the industrial water and wastewater segment. If there are a lot of clients on the programme, sponsors will be attracted
- Ordinary full-price WWCE2020 participants can participate in the industrial workshop event
  - Industrial water segment will very likely also attract other participants.



# FOLLOW UP STEPS: IWA PRINCIPLES FOR WATER-WISE INDUSTRIES

Could it lead to developing of a new set of IWA principles focused on water wise water-consuming industries?

- A working group needs to be established
- What is a realistic target? IWA2024 Canada?
- Synergy with the DRIP Partnership and others

