

Commissioner Elżbieta Bieńkowska for Internal Market, Industry, Entrepreneurship and SMEs
European Commission
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Brussels, 30 January, 2015

Subject: Main priorities for water under the Juncker Commission 2014-2019

Dear Commissioner Bieńkowska,

On behalf of key members of the EU Water Alliance, we congratulate you on your new post as Commissioner. With over 136.000 SME's directly involved in the value chains of the water-related economy, a strong water services sector is a critical economic and social driver for implementing *a new agenda for Jobs, Growth, Fairness and Democratic Change*. As a constant supply of water of good quality is quintessential to support the Industrial Renaissance, treating water as a scarce natural resource, and recovering those resources where possible, is the foundation for sustainable management of Europe's water resources.

Further to the key messages of the Juncker's Commission, presented in the Annex to this letter we would like to discuss with you the **importance of water within the context of the new EC agenda** by sharing our ideas on cross-cutting water themes amongst the priorities for action, thereby ensuring better cooperation.

In your new role, we encourage you to seek combined approaches for innovative solutions in water management to strengthen industrial competitiveness. These approaches include both greening industry and their production cycles through stronger source control and pollution detection measures, particularly for emerging pollutants like pharmaceuticals and micro-plastics; as well as 'end of the pipe' approaches by applying advanced innovations to obtain adequate water quality for reuse.

In broadening a robust **Circular Economy** package, current water-related technologies need to be redesigned and dedicated technological concepts developed in order to address pollution generation and ensure optimal product recovery. Boosting industrial green growth and circular economy will be critical to establishing wastewater management and decreasing industrial pollution; while creating economic value for water recovery and reuse, with new market opportunities and removing barriers for water innovation, will further stimulate industrial water recycling.



In respect to **research, development and innovation investments**, their value is contingent on their successful conversion into business benefits and will be essential to strengthening SMEs and developing Jobs and Growth. Where water plays a role, reinforcing the links between H2020 and DG Enterprise and smart specialization in regional development and competitiveness programs will ensure the international valorization of these investments. Furthermore, implementing business models for sustainability and resource efficiency that are applicable for SMEs are a measure of their long-term benefits.

We are looking forward to scheduling a meeting to discuss these items at your earliest convenience. The contact point for further communication is Durk Krol, WssTP Managing director, durk.krol@wsstp.eu, tel.+32-473805042. We thank you in advance for your time and consideration.

Sincerely,

Members of EU Water Alliance: Acqueau, EurAqua, European Water Association (EWA), European Water Partnership (EWP), Networch₂O, WssTP.

Enclosure: EU Water Alliance: Main priorities for water under the Juncker Commission (2014-2019)

