



**Building blocks of the policy review  
on  
Water Scarcity & Droughts  
in the EU**

**Industry's input**

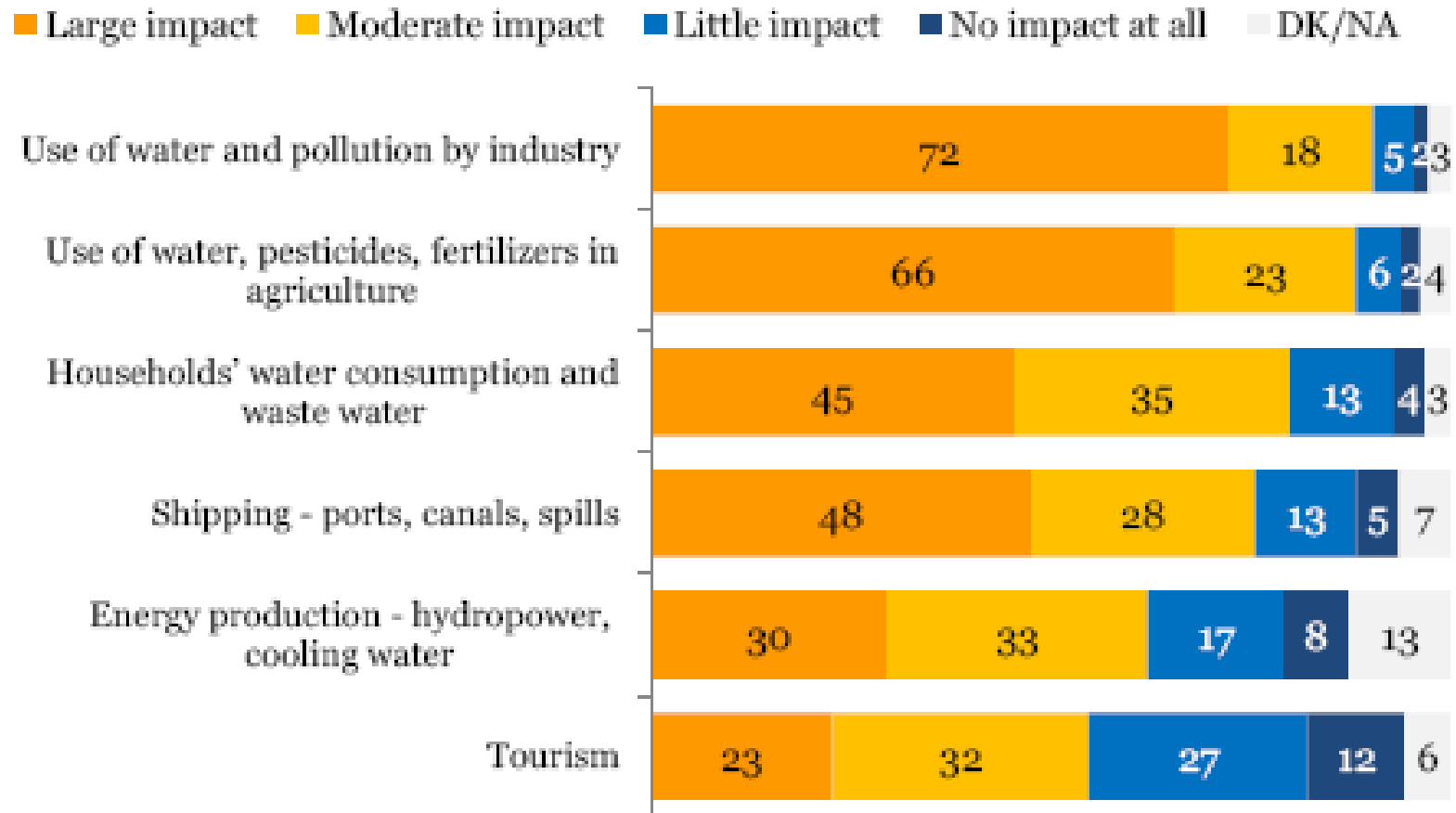
**Brussels, March 27, 2010**

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# Eurobarometer: European's attitudes to water

(March 2009)

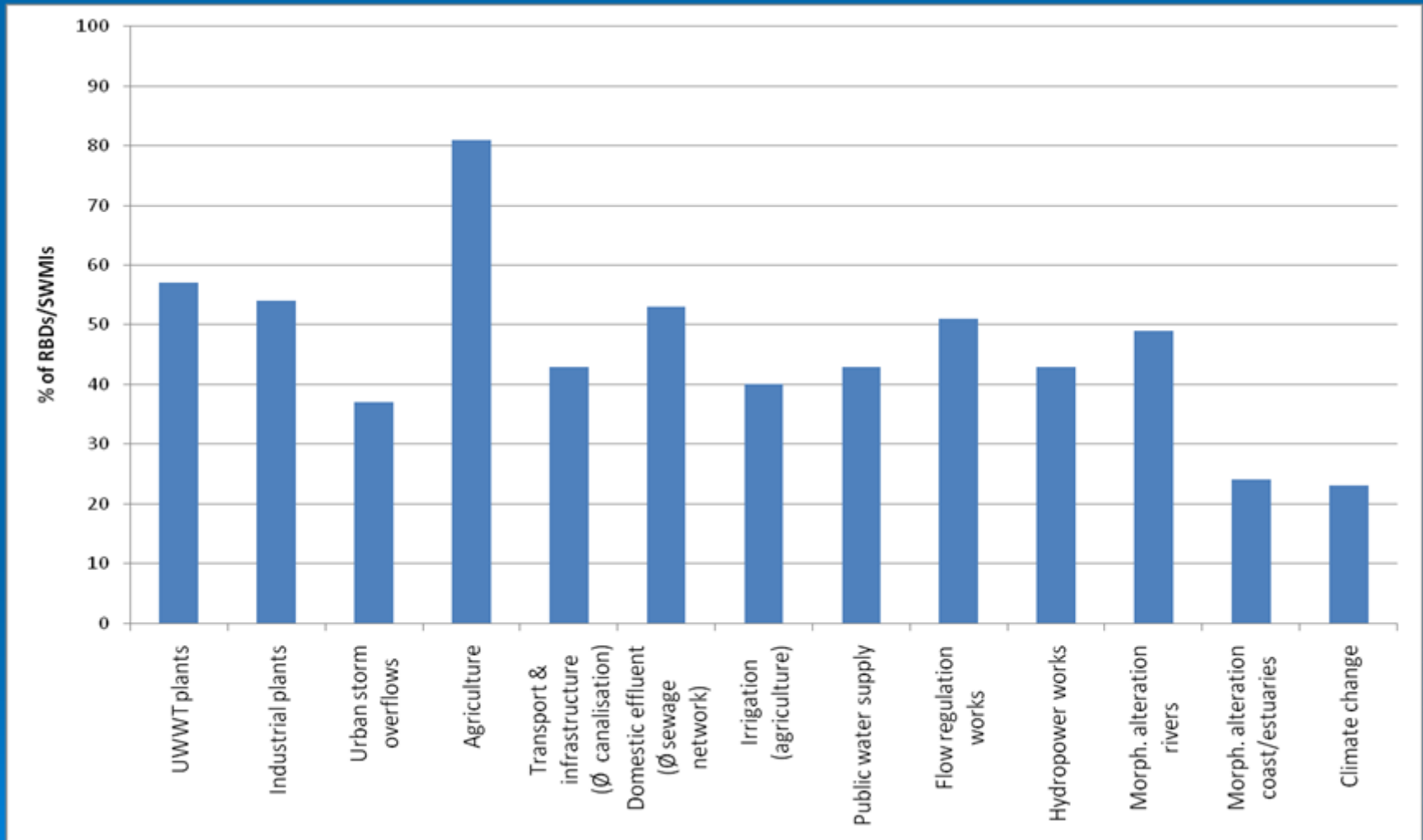
## Perceived impact of various factors on the status of water



Q5. Can you please tell me how much impact you think each of the following has on the status of water in your country? Does it have a large impact, moderate impact, a little impact or no impact at all?

Base: all respondents, % EU27

# Distribution of important pressures (2009 assessment)



## Input needed

- The **tourism industry** - key challenge identified: to reduce the seasonality of water demand and minimise resource use to reduce the stress on water. The Commission
  - gives financial support to tourism associations or networks (via calls for proposals)
  - is currently exploring the possibilities of elaborating a list of core indicators for sustainable tourism - European Destinations of Excellence-Award (EDEN)
- The European Environmental Agency reported that the **manufacturing industry** uses about 11% of the total freshwater abstracted across Europe
  - about half used for cooling and half for processing
  - The chemicals and the petroleum refinement industry are the responsible for approximately half of all water use by the manufacturing industry,
  - the basic metals, paper and food processing industries account for most of the remainder.
- The water use of the manufacturing industry can be reduced
  - by recycling and reusing water, changing production processes, using more efficient technology, reducing leakage and developing on-site treatment.
- Water abstracted for **energy production** accounts for 44% of the total freshwater abstraction but very little of this water is consumed in the process.
  - There is a potential for a greater use of alternative water sources for energy production (cooling) as these can be less impacted by droughts.

# Conclusion and way forward

- Industry could provide significant input to the achievement of the WS&D policy options
- No reporting is required for industry as regards WS&D because industrial water treatments are covered by other environmental legislation and different environmental permitting
- The way forward could be
  - voluntary reporting/information exchange
  - voluntary agreements
  - ?
- Unsuccessful voluntary agreements as regards WS&D issues between COM and the private sector:
  - Corporate Social Responsibility (CSR) Europe - Company members informed COM that after having explored the possibility of launching a new initiative on water scarcity in the framework of the European Alliance on CSR, decided not to start as there might be a risk of duplication with other activities.

*Thank you for your attention*

*Questions?*