

In Perpignan, June 7th 2022

PRESS RELEASE

The LIFE program supports the actions of the European project WAT'SAVEREUSE to raise awareness of the benefits of reducing and reusing water

Catalonia, the Balearic Islands and Occitania meet at the headquarters of the Euroregion to present the communication actions of the European project.

On Thursday, May 12th, 2022, the Euroregion Pyrenees-Mediterranean (EPM) as project leader, promoted the WAT'SAVEREUSE coordination meeting at the Perpignan headquarters with the presence of a delegate representing the authority of the LIFE program. Its 8 partners have taken part in presenting the communication actions of the LIFE WAT'SAVEREUSE project co-financed by the European Union.

During the day, the EPM presented concrete and communication actions of the three regions to raise awareness of the need to reduce water consumption and promote its reuse in the tourism sector. It implements initiatives that promote a circular economy model based on the reduction of water consumption with a special emphasis on the Mediterranean climate and environment.

The EPM showed the [project's website](#) and the [video presentation of the project](#) in its original English version.

In addition, the consortium of partners representing Catalonia, the Balearic Islands and Occitania presented their communication campaigns. The three Catalan partners, Fundació EURECAT (EURECAT), Agència Catalana de l'Aigua (ACA) and the Associació Catalana per a la Innovació i la Internacionalització del sector de l'Aigua (CWP), presented the website with the slogan "[Take back memories, not water](#)", through which they will be sending messages to visitors. In addition, they showed a [water footprint calculator](#) to know the impact of daily habits on water consumption in a personalized way.

The three partners of the Balearic Islands including the Agència Balear de l'Aigua i de Qualitat Ambiental (ABAQUA), Agència d'Estratègia turística de les Illes Balears (AETIB) and the Clúster de la Indústria Química de les Illes Balears (CliQib) have presented the website with the slogan "[In the Balearic Islands we have many things but little water](#)" through which they will send messages to the sending visitors. In addition, they announced that a series of videos are already underway that will be broadcast in the languages of the five main issuing markets (Germany, the United Kingdom, Spain, France and Italy).

The two Occitan partners, including the Agence de Développement Economique de la Région Occitanie (AD'OCC) and le Pôle Eau des régions Occitanie et Sud (Aqua-Valley), have presented three videos through which they will evoke the messages addressed to the tourism sector and which will soon be online.

In addition to the Euroregion Pyrenees-Mediterranean, the consortium includes 8 partners from the regions of Catalonia and the Balearic Islands (ES) and the Occitanie Region (FR):

- Agència Balear de l'Aigua i de Qualitat Ambiental (ABAQUA)
- Agència d'Estratègia Turística de les Illes Balears (AETIB)
- Clúster de la indústria química de les Illes Balears (CliQib)
- Fundació EURECAT (EURECAT)
- Agència Catalana de l'Aigua (ACA)
- Catalan Water Partnership (CWP)
- Agence de Développement Economique d'Occitanie (AD'OCC)
- Pôle de l'Eau en régions Occitanie et Sud (Aqua-Valley)



LIFE WAT'SAVEREUSE is a project of 1,5 M€ financed to 55% by the European Union. For the next phases of the project, it is necessary to emphasize the importance of the dissemination of the project through communication campaigns and events, workshops and meetings that have already been organized in the three territories that involve advanced solutions in the water sector involving public entities and other stakeholders in the tourism sector in the three territories.

In addition, the Canary Islands, Corsica, Sardinia and Malta are actively participating in WAT'SAVEREUSE and are part of the project's working group, participating in replication and capitalization activities that we can look forward to next year.

For further information:

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