

In Montpellier, April 19, 2023

PRESS RELEASE

More than 17 water institutions of the Euroregion gathered for the third monitoring visit of the LIFE WAT'SAVEREUSE project

The Euroregion Pyrenees-Mediterranean and its partners met on April 19 in Montpellier to present the progress of the European project LIFE WAT'SAVEREUSE

The [Agence de Développement Économique \(AD'OCC\)](#) and the [Pôle de l'Eau en régions Occitanie et Sud \(Aqua-Valley\)](#) co-organized the Conference Water and sustainable tourism: solutions adapted to the challenges, with the contribution of the coordinator of the [LIFE WAT'SAVEREUSE](#) project, the [Euroregion Pyrenees Mediterranean \(EPM\)](#).

The meetings of the water experts were held on April 19, 2023 at the Mercure Hotel in Montpellier, collaborator of the communication campaigns of the Occitan partners of the WAT'SAVEREUSE project.

Several professional witnesses linked to the tourism ecosystem of Occitania (establishments, local authorities and communes) presented quantified strategies of water resource management in the current context.

On this occasion, a technical meeting was held with the monitor of the CINEA project. The representatives of the consortium of eight partners led by the Euroregion shared the updates of the actions and the next steps of the LIFE WAT'SAVEREUSE project with a satisfactory response from the monitoring visit.

The impact of the value-added communication campaigns of the three regions are the highlights of the day:

- The Occitania Region's campaign, [Laissez-nous de l'Eau](#) reached 3 million people.
- The Catalonia campaign [Take Back Memories, not Water](#) collaborated with more than 210 tourist offices and 40 companies and operators of the tourism sector to promote water saving.
- The Balearic Islands campaign, [In the Balearic Islands we have many things but little water](#), launched in 6 languages, and reached more than 5 million people in just two months. The impact on social networks has been even greater. On YouTube, it reached more than 5 million impressions and in terms of impressions on social networks, it added 18 million: 10.5 on Facebook, almost 6.5 million on Instagram and 1.1 million on Twitter.

The European project LIFE WAT'SAVEREUSE implements initiatives in the tourism sector that promote a circular economy model based on the reduction of water consumption and its reuse, with a direct impact for a better adaptation to climate change and for the preservation of the Mediterranean environment in particular. The elected officials have thus highlighted the very good dissemination of the initiative through communication campaigns and events, workshops and meetings that have been organized in the three territories over the past two years, which have focused on the promotion of innovative solutions and in which public entities and other actors in the tourism sector have participated.



More information:

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