



PRESS RELEASE

## **LIFE WAT'SAVEREUSE, European project to highlight the benefits of saving and reusing water**

**WAT'SAVEREUSE is a 1.5 million euros project, the first under the LIFE program to be led by the Euroregion Pyrenees-Mediterranean and 55% funded by the European Union**

**This European project addresses all aspects of the economy and reuse of water in the tourism sector, as well as the reduction of the drought risk and the impact on water of tourism in the Mediterranean basin.**

This project was launched on September 1, 2020 and will end on October 30, 2023. The main objective of the LIFE WAT'SAVEREUSE project is to highlight the benefits of saving and reusing water, as well as the opportunities that this can bring to the tourism sector, the implementation of initiatives promoting a circular economy model based on the reduction of water consumption.

The aim of WAT'SAVEREUSE is to help alleviate the environmental problem of water scarcity and drought, especially in the tourism sector. In the midst of the Covid-19 crisis, this sector is facing particular difficulties; this is why the Euroregion and its 8 partners are working to help the tourism sector and meet future challenges around water in the tourism sector.

Among the actions defined, awareness campaigns are scheduled for 4 target groups: tourists, suppliers (hotels, camp sites, golfs...), municipalities and local authorities, to achieve the following objectives:

- Reduce by at least 10% the total water consumption of tourists during their stay in hotels
- Promote and sensitize the actors of the tourism industry to the economy and the reuse of water
- Encourage the tourism industry to implement at least 5 water reuse solutions
- Strengthen collaboration between public administrations and operators of the value chain
- Reduce global consumption of fresh water by 30%

In addition to the Pyrenees-Mediterranean Euroregion, the consortium brings together 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)

In addition, the Canary Islands, Corsica, Sardinia and Malta actively participate in LIFE WAT'SAVEREUSE and are part of the project working group, participating in replication and capitalization activities.

The partners encourage actions and collaborations that involve advanced solutions in the water sector and for end users, as well as public entities and other actors in the tourism sector.

The strategic axis of the LIFE program focuses on the validation of communication and governance actions in the regions, with the aim of reducing water consumption and promoting the circular economy, with particular emphasis on the Mediterranean environment.

To achieve the defined objectives, a series of actions will be carried out mainly at national, regional and local levels, creating a common appropriation of shared ends and objectives and guaranteeing a level playing field for companies and public authorities.



The LIFE WAT'SAVEREUSE project is launching its new visual identity as well as its new website, set up by the Euroregion Pyrenees-Mediterranean.

The visual and intuitive presentation of the site facilitates the navigation of the user, allowing a better knowledge of the project.

The new site is available in 3 languages, English and French being the main languages of the project, and also Catalan, following the Euroregional will to express the richness of the cultural and linguistic diversity of its large territory.

It not only allows to know the members involved in the project and to follow its events, but also to have access to the resources that will enable users to collect information.

It is also an opportunity to start following the WAT'SAVEREUSE project on social networks, such as Twitter and Facebook.

For more information, visit the site, on <http://www.lifewatsavereuse.eu>

**For more information:**

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