

HOW TO INCENTIVISE EUROPEAN BUSINESSES TO ADOPT WATER-EFFICIENT MEASURES

INTRODUCTION

- Due to climate change Europe becomes a water-stressed region rapidly
- Water remains under-addressed in most sustainability strategies compared to other initiatives (e.g. energy)
- Industry = Europe's biggest water user, yet focus mainly on agriculture



METHOD

- Semi-structured interviews with European businesses (in Germany, Poland and Belgium)
- Qualitative analysis of the answers including characteristics of the companies (size, location, industry)
- 10 interviews

THEMES UNDER ANALYSIS

- approach to EU regulation
- current incentives and effectiveness
- hierarchy in significance proposed incentives



RESULTS



Needs

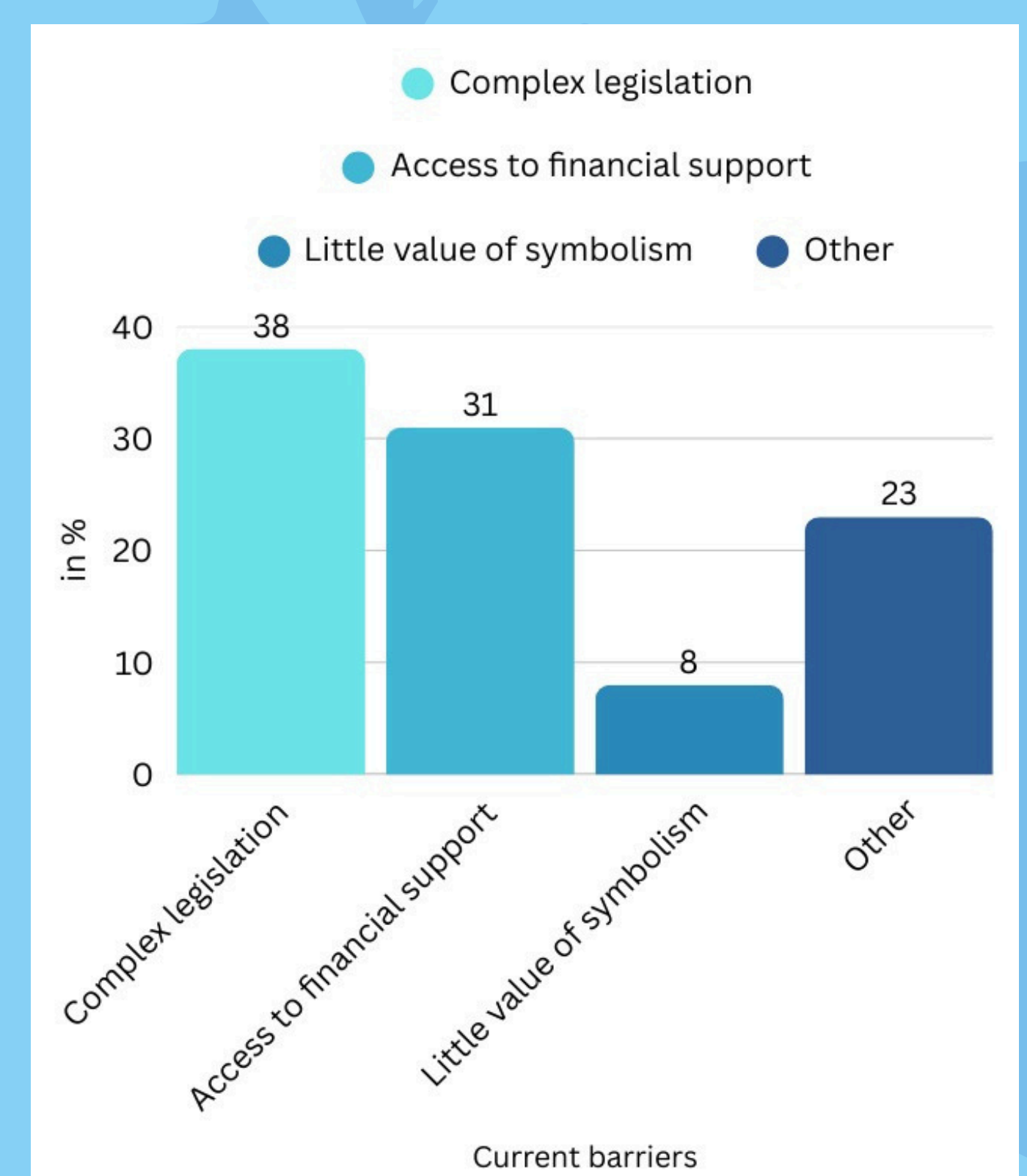
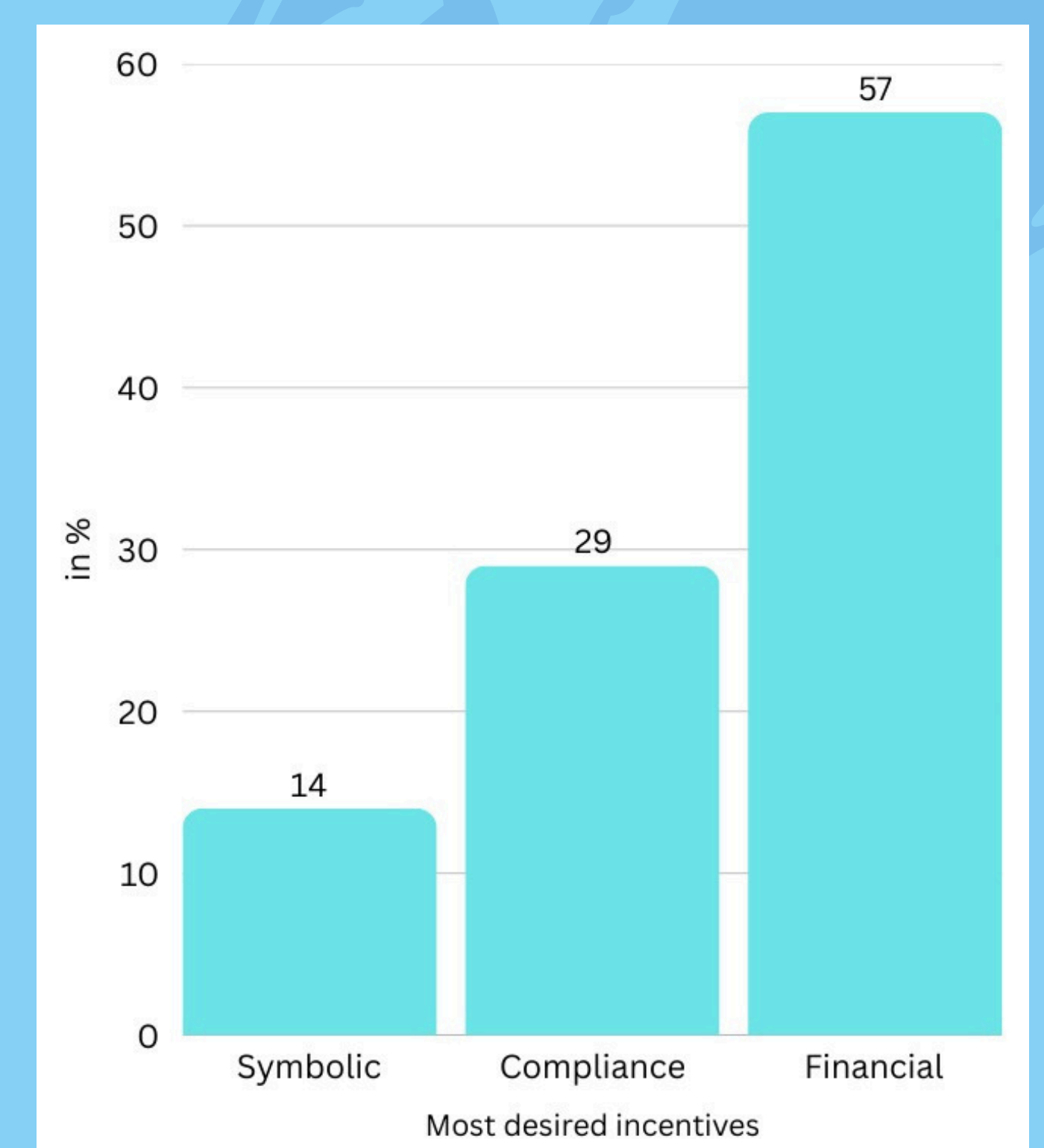
Current issues

Awareness

Companies are faced with **complex regulation**, which is **not enforced effectively** and generates high compliance costs. Financial support mainly for **SMEs**.

Businesses acknowledge the growing issue of water scarcity and are in general **willing to incorporate water-efficient measures** in their practices.

Additional funding for water-related projects, also for bigger enterprises + lowered compliance costs. Less administrative burdens (more informed legislation)



CONCLUSIONS

- Businesses are in need of more financial support, to be able to introduce water-efficient measures effectively
- Already existing willingness to develop more sustainable practices can be encouraged and enhanced with the right support
- Current framework proves insufficient, can however be build on / modified / simplified



RECOMMENDATIONS

- Scientific-business as well as intra-industry dialogue
- Water Fund (reallocation of priorities and resources)
- Water Scarcity Emergency Plan



theoretical solutions

practical implementation

