

## **Finding innovative solutions for Water Scarcity in Southern Europe**

**Dr. Blanca Chocarro Ruiz**

EIT Manufacturing, Spain

### **ABSTRACT**

The growing population, the demographic changes, massive urbanisation trends and climate change, among other factors, are increasing pressure over the available water resources. This programme carries out a series of activities, from research to innovation and education, to joint efforts and effectively find the appropriate solutions to water shortages in Southern regions, for Europe to lead the way towards a more sustainable future. The long-term objective of the Water Scarcity programme is to ease the transition to a water saving economy across Southern Europe and contribute to reducing Europe's water consumption and wastage by: 1) Fostering Innovation & Entrepreneurship by supporting scaleups and SMEs offering solutions to tackle specific water-related challenges faced by several stakeholders in their daily operations; 2) creating a strong experts' community to progress on the key challenges to tackle water scarcity, with a special focus on Water Governance, Financial Schemes and Legal Enforcement and establishing solid partnerships with relevant stakeholders; and 3) Sharing knowledge to build capabilities to business and individuals to ensure the environmental sustainability of any business and of our daily activities, fostering the adoption of a water saving culture among final users in Europe.

**Keywords:** water scarcity; innovative solution; water management; sustainability; climate change