



See Water Differently

Key messages

Get inspired by these 12 key messages to encourage people to see water differently. The water crisis we are facing is serious, and its causes are complex and interconnected. While it is important to understand them, the messaging of this campaign aims to inspire change by focusing on solutions. You can add in your own concrete solutions to align with the messaging.

1	<p>See water differently</p> <p>40% of people worldwide already feel the effects of water scarcity. We need to change our attitude to water. Let's transform how we manage, use and value water.</p> <p>Together, we have what it takes to get this right. We can fix the water cycle. We can use water efficiently across the EU. We can make sure we all have access to clean and affordable freshwater. The time is now to be a #WaterWiseEU.</p> <p>Learn about the many water solutions and how we can all be part of the change.</p> <p>Share your number one water solution. How do you see water differently?</p>
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2	<p>Water is not an infinite resource</p> <p>Water is vital, yet scarce. Less than 3% of the world's water is freshwater, and most of this is unavailable for human consumption.</p> <p>Water flows from the sea to the clouds to the land and the rivers, sustaining life. But our water cycle, vital for all life, is being disrupted by climate change and land and ecosystems degradation. By safeguarding nature, we can help restore balance.</p> <p>Let's cherish water as a shared gift, not just for humans, but for all life on Earth.</p> <p>Find out how the EU is taking action to protect and restore our ecosystems.</p>
3	<p>The colours of water</p> <p>To see water differently, we need to understand its various types.</p> <p>Blue water is found in lakes, rivers, and groundwater bodies. It is vital for drinking and household use, but also agriculture: In Europe, farming uses 50% of blue water.</p> <p>Green water resides in plants, soil, and forests. Healthy ecosystems help retain and purify water, sustaining the global water cycle.</p> <p>Grey water, from cities and industries, undergoes treatment and can be reused.</p> <p>Black water, which is used water from toilets, is wastewater that cannot be reused unless is treated It is essential that it is managed correctly, so that it does not come into contact with freshwater or ground water sources.</p> <p>By working with nature, we can make sure there is water for all. Find out how we can keep nature's water reserves full to benefit society, nature, and the economy.</p> <p>And discover what the EU is doing to ensure our wastewaters are properly treated.</p>
4	<p>Water as the next crisis</p>



	<p>We are not only experiencing a climate crisis, but a water crisis as well. Decades of mismanagement, pollution, and unsustainable practices are pushing our water systems to the brink. Floods and droughts are becoming more frequent, and our rivers and seas are suffering.</p> <p>This crisis is driven by overdemand and the impacts of the triple crisis of climate change, biodiversity loss, and pollution.</p> <p>In 2019, nearly 30% of EU territory faced water scarcity. Since 1970, we've lost a third of our freshwater ecosystems, and freshwater populations have plummeted by 83%. Wetlands are disappearing, and rivers are losing their connections to the sea.</p> <p>We cannot continue down this path. The EU is already taking action, with robust legislation and considerable investment, but we need to go further. We need to see water differently and be #WaterWiseEU.</p> <p>Let's protect our most precious resource before it's too late.</p>
5	<p>Water in everyday life</p> <p>Water plays an important role in almost everything we buy, not just in food and drinks. From agriculture to industry and leisure, freshwater is vital. It's crucial to understand this, and how we can ensure our freshwater is efficiently used and replenished, to ensure demand does not outstrip supply.</p> <p>The EU is taking action by implementing water-saving measures, promoting sustainable agriculture practices, and investing in water infrastructure projects. It has already invested over €15 billion in water-related projects, aiming to ensure clean and sustainable water for all. But we need your input too!</p> <p>Do you know how to find out where your water comes from and how much water is hidden in the products you use? Share in comments!</p>
6	<p>Water connects us all</p> <p>Water is not just a resource; it's an ecosystem and a thread woven into the fabric of our identity and heritage. From the winding rivers to the vast lakes and seas, Europe's waterways carry the stories of our past, shape our present, and chart our future.</p>



	<p>Over 60% of European rivers are transboundary, flowing through more than one country. Just think of the Danube, Rhine, and the Vistula, where waterways play vital roles in international relations, water management, and environmental cooperation among the countries they traverse.</p> <p>We are 60% water ourselves, making our connection to water even more profound.</p> <p>How else does water connect us? Share your thoughts!</p>
7	<p>Too much water</p> <p>Did you know? 90% of disasters are weather-water-related, including drought and aridification, wildfires, pollution, with floods alone having cost the EU over EUR 170 billion a year since 1980.</p> <p>River floods are hitting the EU harder than ever, affecting millions, wreaking havoc, and damaging our economies. Recent reports, like the European Environment Agency's European climate risk assessment, show that Europe is not prepared for rapidly growing climate risks.</p> <p>How can we predict and prepare for water-related disasters, rather than just reacting to them?</p> <p>Let's work with nature to protect our communities, homes, and cities from floods.</p> <p>Nature can be our strongest ally, with amazing abilities to absorb water and restore balance. Reflooding wetlands, planting trees, and restoring natural floodplains are just a few ways we can work with nature to mitigate the impact of climate change.</p> <p>Together, we can weather any storm!</p> <p>How is your city and region planning for floods? Share your solutions for flood resilience!</p>
8	<p>Too little water</p> <p>Climate change, combined with mismanagement and overconsumption, is fuelling longer, harsher, and more frequent droughts across Europe and the globe. This wreaks havoc on food and energy production, biodiversity, forestry, and transportation infrastructure.</p>



	<p>Droughts and water scarcity are no longer anomalies in Europe. Currently, 20% of the European territory and 30% of Europeans face water stress each year, with costs soaring to an estimated €9 billion annually.</p> <p>We need to use water more efficiently and also use less water in areas where it is scarce. Nature holds the key to drought resilience. By enhancing our landscapes to capture and release water more effectively, we can turn the tide against droughts. Rewetting wetlands, restoring natural floodplains, and planting drought-resistant crops that use less water are just a few ways nature can come to our aid.</p> <p>And we have already made progress: thirteen Member States have already acted, adopting drought management strategies to combat this pressing issue.</p> <p>Share your ideas for water-wise practices, about saving water and drought resilience in the comments below.</p> <p>Find out about projects helping to increase nature's capacity to store and release water.</p>
9	<p>Polluted water</p> <p>Having an abundance of water means little if it is not clean. Industrial discharge, farm runoff, urban pollution, sewage, litter, oil spills, and mining are major causes of water pollution.</p> <p>We must tackle water pollution at its source. Every sector—industry, cities, agriculture, tourism, and transport— must play a role in guaranteeing water remains clean and potable or all.</p> <p>Did you know? Only 44% of the EU's surface waters meet good ecological status, with just 31% reaching good chemical status. Agriculture contributes to 80% of nitrogen discharge into EU waters.</p> <p>Despite challenges, the EU's bathing water quality remains high. In 2022, 85.7% of bathing sites were rated excellent, meeting minimum water quality standards at 95.9% of sites.</p> <p>Let's work together to protect our precious water resources! Share your efforts for clean water.</p>
10	<p>Water management</p>



	<p>Water isn't just a resource; it's the lifeblood of our food, economies, and ecosystems. Without water, crops wither, industries grind to a halt, and communities suffer.</p> <p>Global freshwater demand is predicted to exceed supply by a staggering 40% by 2030.</p> <p>So how do we ensure everyone has their fair share? We need to think big picture to find innovative solutions that benefit everyone.</p> <p>Recycling water or fixing a leak in your house that stops water being wasted and saves you money. Revamping irrigation systems, transforming urban infrastructure and utilising green innovation can turn our towns and cities into lush oases, reduce flood risks and revitalize communities.</p> <p>Integrated water management isn't just a buzzword—it's about finding solutions where everyone wins.</p>
11	<p>Water for peace</p> <p>Water: Bridging Divides or Fuelling Conflicts?</p> <p>More than 3 billion people worldwide depend on water that crosses national borders.</p> <p>When water is scarce or polluted, tensions can soar across communities and countries. But ensuring everyone has equal access to safe, clean water and sanitation can help prevent conflicts and maintain peace!</p> <p>The EU is leading the charge for water resilience by 2050 and promoting transboundary water cooperation as a catalyst for peace and security. We need to prioritize water, including water security, in all global processes. Water resilience is essential for achieving the Sustainable Development Goals (SDGs) and combating climate change.</p> <p>Let's break down barriers because water knows no borders. Together, let's ensure equitable access for all, in the EU and around the globe.</p>
12	<p>Water and EU</p> <p>Did you know? The EU boasts strong laws and cutting-edge technologies to safeguard water. We are committed to improving access to clean drinking water and sanitation, both at home and abroad.</p>



As we roll out the European Green Deal, water must play a major role in our green transition. Whether it in agriculture, industry, or energy, water quality and quantity are key to our success.

But we face considerable challenges. Last year, Europe faced its worst drought in 500 years. Agriculture is a major source of water consumption and pollution, and many European water sources are depleted.

Furthermore, many EU laws are not being adequately implemented.

We have to step up our game. Water resilience lies at the heart of tackling health, food, and energy challenges now and in the future.

Let's ride the wave of innovation and cooperation to build a sustainable water future for all!