

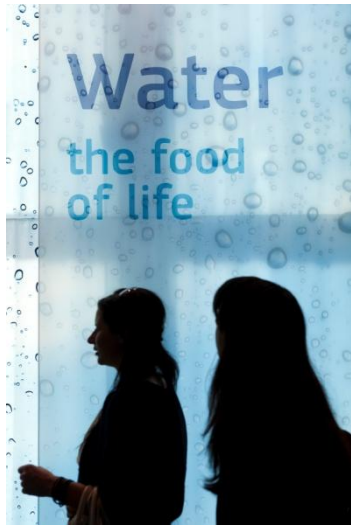
# 3<sup>rd</sup> European Water Conference

**Date:** 24–25 May 2012

**Participants:** 230 / Stakeholders, Member States, the European Commission

**Location:** European Commission's Charlemagne Building, Brussels

**Sponsor:** European Commission



Janez Potočnik (European Commissioner for the Environment)

## Ecologic Institute service:



Planning and organization of the conference for 230 participants on the 24<sup>th</sup> and 25<sup>th</sup> of May 2012

- Development of the event program and coordination of speakers
- Implementation of logistical arrangements, including: invitation management and assistance for guests' accommodation, catering service, technical equipment, photo reportage, conference material
- Creation of a trilingual website providing background information on the event, speakers' bios, practical information about accommodation and the conference venue, a photo gallery and a livestream of the conference with interactive possibilities
- Promotion of the event via social media
- Preparation of branding and promotional material (bags, USB drives, pens, luggage labels)
- Organization of a Poster Session featuring water-related projects (Identification of suitable projects, communication with exhibitors, design and printing of posters, setup of the poster exhibition)
- Development of a conference brochure in cooperation with a graphic designer

## The 3rd European Water Conference



The 3rd European Water Conference, which was organized by Ecologic Institute on behalf of the Directorate-General for Environment of the European Commission, aimed to promote consultation and debate on the policy options of the Blueprint to Safeguard Europe's Water Resources and related assessments. The event was integrated into Green Week 2012.

### “Working Together to Deliver on Water Policy Objectives”

The conference was organized to offer a platform to the different key stakeholders involved in the Blueprint. Janez Potočnik (European Commissioner for the Environment), Peter Gammeltoft (Head of Unit, Environment Directorate General), Yves Leterme (Deputy Secretary-General of the OECD) and other high-ranking speakers provided insights into the water policy and water situation in Europe.

Ecologic Institute provided overall conference planning, management and promotion, contributed to the preparation of background material, created and maintained the conference website, including livestream and interactivity with viewers.



## Conference



[www.ecologic.eu](http://www.ecologic.eu)  
[www.ecologic-events.eu](http://www.ecologic-events.eu)



### Event website

[waterblueprint2012.eu](http://waterblueprint2012.eu)

### Event Story

[ecologic.de/4529](http://ecologic.de/4529)

### Contact Person

Chiara Mazzetti  
Jennifer Reck  
Karl Lehmann