



BLUE PLANET

Berlin Water Dialogues

The Political Forum
for Water and
Waste Water Management

INTERNATIONAL

INNOVATIVE

INTEGRATIVE



Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety

Senate Department for
Economics, Energy
and Public Enterprises



WASSER BERLIN
INTERNATIONAL

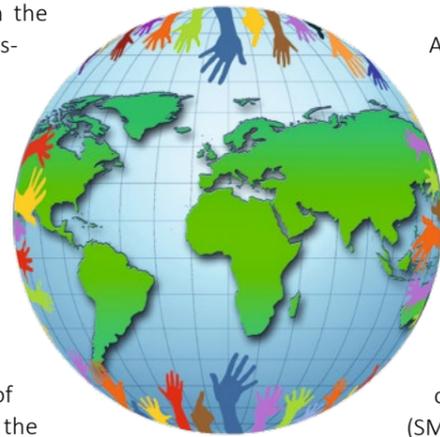
INTRODUCTION BY THE PARTNERS

Using water in an environmentally compatible and innovative way is one of the key geopolitical tasks of the 21st century and simultaneously a significant economic challenge.

In 2015 the United Nations called on governments, the private sector and civil society to participate in the implementation of the Agenda 2030 for Sustainable Development. Given the importance of water for successfully implementing the objectives of other policy areas, such as health, agricultural or energy policy, there are several respects in which the sustainability goal for water plays an important role in this round of tasks. As a result, the issue of water is rightly gaining worldwide attention and is increasingly present on the global agendas of the World Economic Forum and the World Business Council for Sustainable Development. A growing market that is charged with solving the complex challenges has developed around the whole task field of water. The investment required globally is estimated at EUR 400 to 500 billion a year.

The German water industry has the expertise, qualifications and skills for the technologies and services that are needed to solve these tasks. It wants to contribute its share and, by making a commitment on the global markets, it also wants to take advantage of the opportunity to generate new jobs and strengthen the competitiveness and growth of the industry in Germany.

The BLUE PLANET Berlin Water Dialogues platform serves the goal of bringing together the demand that exists worldwide with the solutions and implementation skills of the German water industry. Based on analysis of the water industry's political framework at home and abroad, it presents specific technological approaches and provides a forum for solution-oriented discussion.



As an internationally acknowledged location of expertise in the water sector, the capital Berlin is ideal, within the framework of the BLUE PLANET Berlin Water Dialogues, for the exchange of knowledge, ideas, concepts and experience between politicians, the private sector, scientists and non-governmental organisations. Germany's largest water supplier, a significant number of small and medium-sized enterprises (SMEs) in the industry, some also operating globally, universities and research establishments, networks and, last but not least, the WATER BERLIN INTERNATIONAL trade fair are at home here. As a result, the water industry is among the top performers within the German economy.

With the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, the Berlin Senate Department for Economics, Energy and Public Enterprises, and Messe Berlin GmbH as supporters and partners, the BLUE PLANET Berlin Water Dialogues offer an international "marketplace" where global water management issues are analysed and, based on best practice examples, are brought together with the expertise and problem-solving skills of the German water industry at round table meetings, presentations and discussions.

WATER – HUGE CHALLENGES, SMART SOLUTIONS

Water management worldwide is facing enormous challenges: In coming decades there will be a sharp increase in the pressure on both the availability of water and also on the demand for water. The reasons for this development and the factors influencing it are diverse and differ widely in their importance depending on region. Thus, in addition to natural requirements and conditions, such as economic structures and their changes, it is the political conditions, existing infrastructures and technological progress that decide on the resource's availability. The impact exerted on the water resources by advancing globalization and climate change, increasing population figures, particularly in megacities, and the growing demand for food and energy can also be felt all over the world. The result is an increase in the economic significance of water as a resource evidenced by the billion-dollar market that has grown up around it in recent years.

According to a study by Deutsche Bank Research, the investment required in the water sector is estimated at EUR 400 to 500 billion a year worldwide. The German water industry sees huge business

potential in this market and therefore the opportunity to generate new jobs and economic growth in Germany and throughout the world. At the same time, there is the issue of making a German contribution to solving the global challenges and, in countries where water represents a potential for conflict between competing interests, of contributing to a preventive foreign policy. The expertise, qualifications and skills for the sought-after technologies and services are available.

The BLUE PLANET Berlin Water Dialogues provide a policy-oriented platform for the broad international networking required and for intensifying the dialogue between political and economic fields. Both for the experts and the decision-makers of major water users from industry, large cities and agriculture and also for the decision-makers of foreign and economic policy, the events of the BLUE PLANET Berlin Water Dialogues are an appropriate forum for discussing specific options for and solutions to the worldwide challenges of global water management. They are a platform with a broad international impact – also, and above all, for presenting and marketing the German water industry's expertise.



STRONG OBJECTIVES, CONSISTENT IMPLEMENTATION

Since BLUE PLANET Berlin Water Dialogues were launched in 2011, the platform has evolved and adapted in its orientation to both the issues and needs of the target groups and to the changed global water markets.

BLUE PLANET Berlin Water Dialogues see themselves in the long term as the leading political forum of the water industry in Germany. This is typified by the internationality of the participants from governments, non-governmental organizations, research and science, by the participation of the decision-makers of international water users from industry, energy and agriculture and also from the major cities, and by the benefits associated with Berlin as a location of trade fairs and as an internationally acknowledged site of expertise in the water sector.

INTERNATIONAL – PLATFORM AND MOTIVATOR

BLUE PLANET Berlin Water Dialogues are a platform and motivator for exchanging potential solutions to improving the global water situation. The various event formats closely link the water industry with major water users. On the one hand this is achieved by including them in the major Berlin trade fairs (e.g. WASSER BERLIN INTERNATIONAL, Internationale Grüne Woche Berlin) or international conferences (e.g. Asia-Pacific Weeks Berlin), on the other hand formats such as direct dialogue, lecture series/panel discussions, round table meetings or workshops provide attractive opportunities for a direct exchange of ideas and opinions. The platform provides users with easy access to the topic by simultaneously presenting new solutions from water management, technology, operation, capacity development and financing.

INTEGRATIVE – WATER SECURITY AND FOOD SECURITY

BLUE PLANET Berlin Water Dialogues make a contribution to networking water security and food security. The nexus idea of linking water and food security is just one of the many topics offered at the BLUE PLANET Berlin Water Dialogues, the aim of this approach being to supplement the content/topics dealt with by well-known major water events. It follows therefore that the fulfilment of tasks in agriculture is closely linked to the use of water. Inclusion in the appropriate Berlin trade fairs and conferences (e.g. Global Forum for Food and Agriculture, GFFA) has proven successful for dealing with relevant issues. Partnerships and collaborations in the agricultural sector are set up within the framework of events aimed at broader networking of the platform.

INNOVATIVE – EXPORT OF GERMAN EXPERTISE

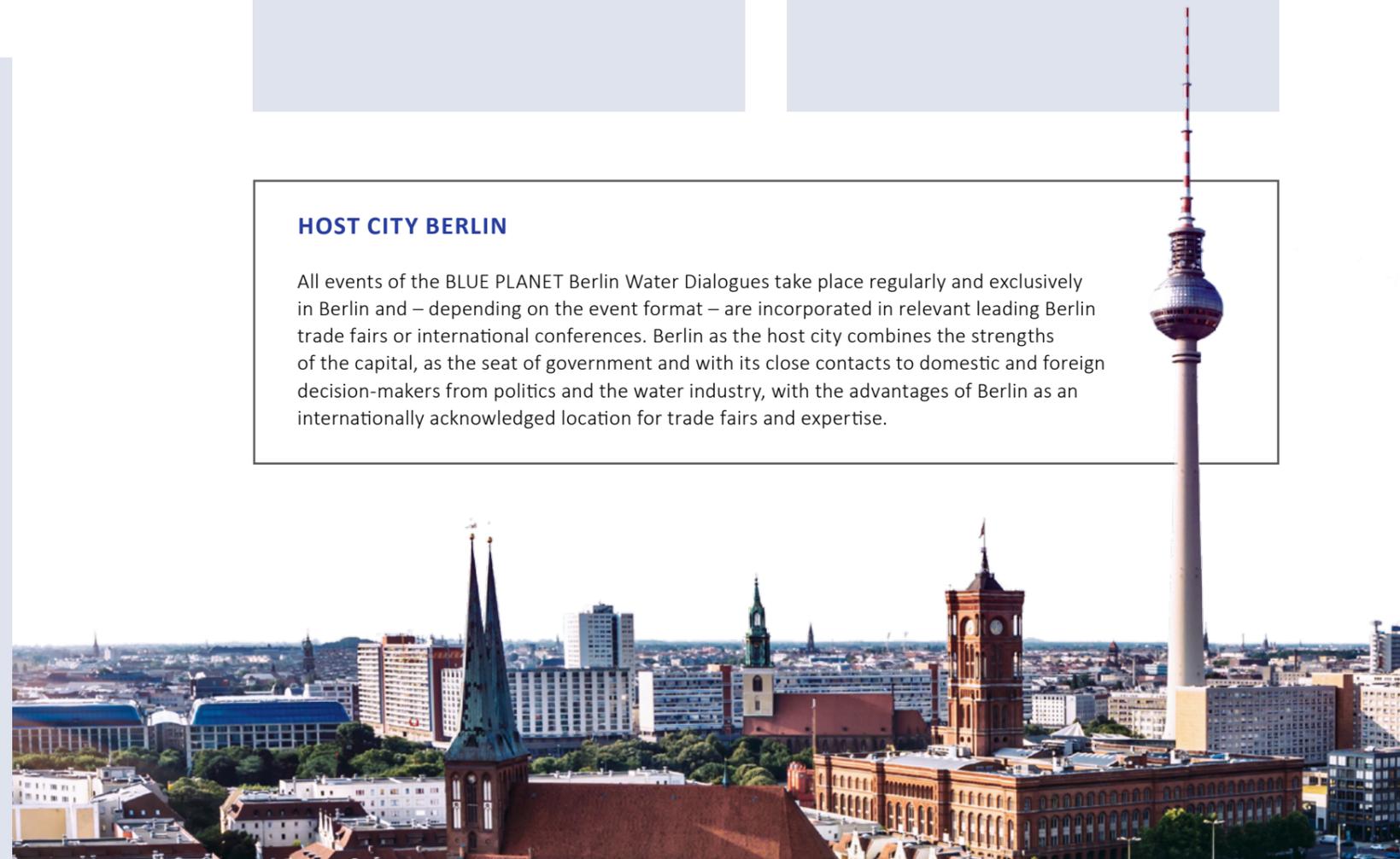
BLUE PLANET Berlin Water Dialogues provide the forum for promoting the export of German expertise worldwide. The fast growing international water markets offer huge opportunities for engineering companies, manufacturers, operators, research and science – the need for investment is huge. The platform, which also places emphasis on introducing and discussing novel, innovative measures and “fresh” projects as part of its events, facilitates the presentation and positioning of German expertise in these markets. The “Innovative Strength of Start-ups in the International Water Sector” and the “Design of the City of the Future” are examples of such forward-looking themes. Carefully considered integration of the various event formats into the Berlin trade fairs and conferences offered also plays an important role.

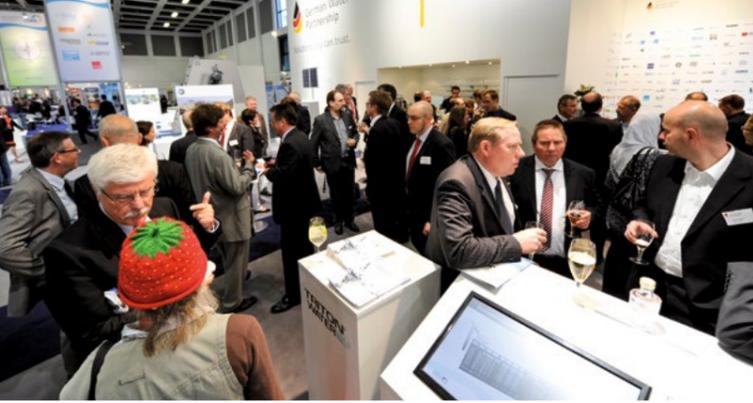
INTERNATIONAL – COLLABORATION AND PARTNERSHIPS

BLUE PLANET Berlin Water Dialogues see themselves as a platform for promoting collaboration and partnerships. Collaborations and partnerships between the energy, agriculture and industrial production sectors and with the fields of politics, administration and research are indispensable for achieving broad international networking and for exerting a far-reaching effect. Stable relationships such as these form a good basis for working on and exchanging options for solutions. The linking of water, energy and food security is a key issue in the Agenda 2030 and therefore belongs firmly on the program schedule of the BLUE PLANET Berlin Water Dialogues. The event formats that have proven successful include workshops and round-table discussions.

HOST CITY BERLIN

All events of the BLUE PLANET Berlin Water Dialogues take place regularly and exclusively in Berlin and – depending on the event format – are incorporated in relevant leading Berlin trade fairs or international conferences. Berlin as the host city combines the strengths of the capital, as the seat of government and with its close contacts to domestic and foreign decision-makers from politics and the water industry, with the advantages of Berlin as an internationally acknowledged location for trade fairs and expertise.





LOOKING AHEAD TO THE FUTURE – UPCOMING EVENTS

The course is set for events of the BLUE PLANET Berlin Water Dialogues in the near future.

**GLOBAL
FORUM OF FOOD &
AGRICULTURE**



**WASSER BERLIN
INTERNATIONAL**
Fachmesse und Kongress
für die Wasserwirtschaft
28.–31. März 2017



On 19 January 2017, as part of the Global Forum for Food and Agriculture (GFFA) 2017 in Berlin, the main topic area will be “Agriculture and Water – Key to the World’s Food”; aimed at international key players from politics, business, science and civil society. The BLUE PLANET Berlin Water Dialogues will play a part in this forum with an expert panel taking “Sustainable solutions for water and food production” as its main theme. The contributions will focus on:

- » Integrated (core) strategies linking food security and sustainable water resource management
- » Increasing the effectiveness and efficiency of water management in irrigated agriculture
- » Cost-effective and practical solutions to waste water treatment and purification for the use of treated waste water in agriculture

The BLUE PLANET Berlin Water Dialogues will therefore enrich the exchange of ideas and will enhance the political understanding of a topical agricultural policy issue by contributing important water management aspects and thus strengthening the network.

On 30 March 2017, the BLUE PLANET Berlin Water Dialogues will once again be an integral part of the specialist programme of WASSER BERLIN INTERNATIONAL with “Waste water – The Untapped Resource” as its guiding theme.

Sustainable management is a key challenge of the 21st century. The paradigm shift of using waste as a resource has also taken place in the water sector. Waste water of industry and households do have a great potential for nutrition and energy recovery. The BLUE PLANET Berlin Water Dialogues in the context of the WASSER BERLIN INTERNATIONAL 2017 will cover the following topics:

- » Resource Efficiency in Water Management – A Contribution to the Development Goals
- » Waste Water – The Untapped Resource 2017
 - The World Water Development Report 2017
 - Potentials, Conditions for Success and Limits of Using Waste Water as a Resource
 - Solutions, Applications, and Innovations

FLEXIBLE EXCHANGE FORMATS SINCE 2011

BLUE PLANET Berlin Water Dialogues began organizing and developing attractive and highly informative events with its collaboration partners in 2011, 2012 and 2013. Its inclusion in the leading Berlin trade fair WASSER BERLIN INTERNATIONAL and Internationale Grüne Woche Berlin guaranteed it the attention of an international audience.

The now established, politically-aligned event series with a wide variety of formats was developed in 2015. It has evolved and adapted in its orientation to both the issues and needs of the target groups and to the changed global water markets. It kicked off as part of WASSER BERLIN INTERNATIONAL 2015 with further events of an international character following since then at six-monthly intervals, always with Berlin as the host.

Supported by:



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Building and Nuclear Safety



Senate Department for
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berlin Berlin



**WASSER BERLIN
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Further information about the
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