

# Project partners

Aquapath project is developed by a consortium of seven partners from six EU countries, providing a good synergy thanks to the qualified mix of trans-national, trans-sectorial and interdisciplinary backgrounds, cultures and fields of expertise.

PARTNER	WEBSITE
 <p><b>eurocrea merchant</b> consulenza direzionale d'impresa</p>	<p><b>EUROCREA Merchant srl.</b> Management consulting company with a multidisciplinary approach assisting business projects of excellence in various economic sectors. (Italy) <a href="http://www.eurocreamerchant.it">www.eurocreamerchant.it</a></p>
 <p><b>AREANATEjo</b></p>	<p><b>AREANATEjo</b> Regional Energy and Environment Agency which aims at promoting and developing activities that contribute to a major energy efficiency and a major use of endogenous resources. (Portugal) <a href="http://www.areanatejo.pt">www.areanatejo.pt</a></p>
 <p><b>water footprint network</b></p>	<p><b>Water Footprint Network</b> International learning community and platform for connecting diverse communities interested in sustainability, equitability and efficiency of water use. (Netherlands) <a href="http://www.waterfootprint">www.waterfootprint</a></p>
 <p><b>Kim</b> Knowledge innovation market</p>	<p><b>Knowledge Innovation Market S.L</b> Company offering technology-based, innovation services to both companies (SMEs) and public institutions. (Spain) <a href="http://www.kimglobal.com">www.kimglobal.com</a></p>
 <p><b>aiforia</b></p>	<p><b>Aiforia</b> It coordinates international activities on mainstreaming of good practices, the facilitation of know-how exchange and the development of projects and processes for sustainability. (Germany) <a href="http://www.aiforia.eu">www.aiforia.eu</a></p>
 <p><b>ENERGIES 2050</b></p>	<p><b>ENERGIES 2050</b> NGO working on the energy transition and the shift towards a more human, plural and united society, bringing peace and respecting the common goods of humanity. (France) <a href="http://www.energies2050.org">www.energies2050.org</a></p>
 <p><b>COMUNE DI MONZA</b></p>	<p><b>Comune di Monza</b> The Municipality due of it public roles carry on several activities and departments made to meet citizens' needs. (Italy) <a href="http://www.comune.monza.it">www.comune.monza.it</a></p>

## Contact us

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## From Local to Global, raising European citizens' awareness for sustainable water consumption

[www.aquapath.eu](http://www.aquapath.eu)



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## Context of the Project



Even if water is the most common substance on the earth surface, fresh water resources are more and more endangered by human's activities which cause poor water quality, water scarcity and pollution. Our ways of living and the availability of fresh water are thus inextricably linked.

While fresh water consumption is a global challenge, action at local level is essential, with our consumption patterns having a major impact on water resources. As consumers of products with different water footprints, European citizens can significantly affect direct and indirect water consumption and contribute to sustainable savings.

## Project Objectives



Aquapath project aims at fostering citizens' awareness (children -tomorrow's citizens- and adults) regarding water consumption in Europe. Taking into account populations' various backgrounds, the objective is to educate Europeans at making responsible choices and eventually assist the implementation of law directives, which will only become effective when followed by a real mind-shift.

The project will thus develop an awareness raising campaign so that European citizens have the knowledge to act responsibly and affect water consumption. Becoming responsible citizens will require:

- To change consumption habits from products intensive in water to products with small water footprint;
- To reduce direct water consumption;
- To pressure manufacturers so they alter their processes and offer products with smaller water footprints.

## Project Activities



The project will develop communication supports training materials and tools that are adapted to both publics, children and adults.

The awareness raising campaign regarding water consumption will be led through the following activities and media:

- *Web Platform - App* – Water Footprint Calculator including practical suggestions for water consumption through a drop-down menu and guidelines for household management; "see-click-fix" tool, etc.
- *Hardware training material* developed with an informative and pedagogic purpose but having a scientific basis;
- *Awareness raising modules for children* (through interactive games and cartoons)
- *State of the art and training needs analysis.*

## Outcomes of the project



As European citizens, we can significantly contribute to water consumption reduction, by optimizing our daily choices and by reducing our water footprint. In this context, awareness and consciousness are the first steps to making a significant and sustainable impact. The "local to be global" principle is one of the basics of sustainable development, meaning that global challenges can only be properly faced through tailor-made solutions at local levels.