

# Widening Impacts

## Spring 2025 Webinar Series



## WATERWISE's Story

### From Idea Conception to Project Ambitions and Vision

**Date:** Friday, 23 May 2025

**Time:** 10:00 – 11:00 CET

**Presenter:** George Bariamis, NTUA

**Registration:** TBA

**Abstract:** *WATERWISE: An Excellence Hub on Water in the Circular Economy* is a European Union Excellence Hubs (EH) project funded under the Horizon WIDERA (2023, ACCESS-07) call. The objectives for this webinar are to:

- Support the formation of an EH Community;
- Increase awareness of and support for WATERWISE specifically, and EH projects and the Widening Programme more generally;
- Catalyze new collaborations;
- Disseminate best-practices and lessons-learned from elaborating the WATERWISE proposal and executing the WATERWISE project.

The primary target audiences are:

- Other EH projects and their external stakeholders;
- Water-intensive industries—municipal & industrial water utilities, process and manufacturing sectors, suppliers—driving the uptake of circular-water solutions.
- Stakeholders accelerating the circularity transition
- Stakeholders for the EU Widening Program, including those with interests / activities in writing EU proposals and executing EU projects.

The webinar opens with an introduction to the WaterWise Excellence Hub—its origin, objectives and milestones to date. Next, it summarizes the latest EU policy moves that push a circular economy for water (Water Reuse Regulation, recast Urban Waste Water Directive, forthcoming Water Resilience Strategy) and shows where WaterWise fits in. The third segment shares early findings from our Quadruple-Helix stakeholder mapping, highlighting key needs and collaboration opportunities. Expect a 30-minute presentation followed by 15 minutes of open Q&A to discuss lessons learned, ongoing challenges and the vision beyond 2028.



WATERWISE has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101184151. Views and opinions expressed are those of the project only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

## About WATERWISE

**Keywords:** Water in the Circular Economy, Industrial Symbiosis, Water Innovation, Decentralized Water Solutions, Research to Market, Water Innovation Acceleration.

**Summary:** In South-East Europe, water scarcity is increasingly impacting life and business (30 % of Europeans already face water stress each year; reuse and resource recovery remain marginal, with global circularity falling from 9.1 % to 7.2 % in five years). Despite existing ideas for reuse and resource recovery, implementation remains limited due to a lack of collaboration among researchers, entrepreneurs, utilities, and regulators. Conventional infrastructure persists despite cheaper circular alternatives over the life cycle. Utilities struggle to plug new small-scale reuse or recovery units into old, centralized networks; upfront costs, permitting and public-health concerns deter investments. Also, the shortage of trained staff and public concerns about health hinder progress. The WaterWise Excellence Hub tackles these barriers by linking laboratories, entrepreneurs, public authorities and civil society, turning proven circular-water concepts into everyday practice across the Widening region.

**Objectives:** The WaterWise Excellence Hub is a vibrant, action-oriented initiative that aspires to serve as a catalyst for R&I (creation and uptake), business development, and knowledge dissemination for water in the circular economy (CE). It leverages CE principles to rethink and transform water management in Romania, Greece and selected Western Balkans and Eastern Partnership countries (MD, SB, AL, NM and UA). WaterWise perceives the water sector not only as sustainable, but also regenerative, emphasizing closed-loop systems, optimal resource use, and reduced waste, in line with EU policies and RIS3 strategies.

It is based on a quadruple helix model of innovation, and works at the nexus of **technology acceleration, entrepreneurial support and R&I**. To this effect the Hub's partners co-create an R&I Strategy, an Action and Investment Plan, a FundFinder Portal, a Strategic & Tactical Decisions Toolbox as well as an Operational Decisions Toolbox, setup **Water Tech Challenges**, develop and launch an **Innovation Accelerator**, produce LLL Training Courses, create and share a Knowledge Hub and develop and deploy a Mentoring Scheme through a bottom up approach in collaboration with a wide range of key actors and stakeholders across the region. The Hub is empowered by its strong partnership that brings together actors from government, R&I-driven universities and research centres, funding bodies, business, water utilities, SME associations and civil society to create services tailored for post-project sustainability and real-world impact.

### Follow, More Information, and Contact:

**LinkedIn:** <https://www.linkedin.com/company/waterwise-hub>

**Project Website:** <https://waterwisehub.eu/>

**EU Cordis Website:** <https://cordis.europa.eu/project/id/101184151>

**Contact:** [info@waterwisehub.eu](mailto:info@waterwisehub.eu)

## About the Widening Impacts Spring 2025 Webinar Series

**Background:** The Widening Impacts Spring 2025 Webinar Series was seeded by the SolarHub Excellence Hubs project with an overall aim to increase the impacts of EU Widening Projects by creating a platform for Widening Projects to showcase their capacities, activities, and impacts to a large and diverse set of key stakeholders for the EU's Widening Program. The webinar series' specific objectives are to

- Catalyze inter-project collaborations;
- Create new opportunities by reaching new audiences;
- Increase ecosystem and hub knowledgeability;
- Gain competitive advantage by sharing knowledge & best-practices;
- Better exploit project results and improve project impacts;
- Achieve critical mass when engaging with key funding and policy decision makers at institutional, regional, and national levels.

### Watch Completed Spring 2025 Webinars:

**Jan. 31 SolarHub's Story: From Idea Conception to Post-Project Ambitions and Vision**

[Watch](#)

SolarHub is a Greek-Turkish Solar Energy Excellence Hub to Advance the European Green Deal

**Feb. 21 FINEST Centre: From Idea Conception to Post-Project Ambitions and Vision**

[Watch](#)

FinEst Centre is a Teaming Project to Establish a Smart City Center of Excellence

**Mar. 7 COALition: From Idea Conception to Post-Project Ambitions and Vision**

[Watch](#)

Promoting Innovation Excellence in Transformation of Coal Regions to Climate-Neutral, Thriving Economies

**Mar. 14 INNO2MARE: From Idea Conception to Post-Project Ambitions and Vision**

[Watch](#)

Strengthening the capacity for excellence of Slovenian and Croatia innovation ecosystems to support the digital and green transitions of maritime regions

**Mar. 28 CARBONICA'S Story: From Idea Conception to Post-Project Ambitions and Vision**

[Watch](#)

CARBONICA is a Project to Power Climate-Resilient Agriculture

**Scheduled Webinars for Spring 2025:** All webinars are nominally scheduled for 10-11 CET with time to be confirmed. The 1<sup>st</sup> announcement for each webinar that includes registration information will be released approximately 10 days before the webinar.

**May 23 WaterWise:** An Excellence Hub on Water In the Circular Economy

**June 13 CHAging:** Connected Hubs in Ageing: Healthy Living to Protect Cerebrovascular Function

**June 27 METACITIES:** MetaCities Excellence Hub in South-Eastern Europe

**Webinars To Be Scheduled:** The following projects have indicated their interest in organizing a webinar, where the dates and times for these webinars are *To Be Determined*.

**ADDIT-CE** Alzheimer's Disease Diagnostics Innovation and Translation to Clinical Practice in Central Europe

**BCThubs** Blue Culture Technology Excellence Hubs in EU Widening Member States

**CHESS** Cyber-security Excellence Hub in Estonia and South Moravia

- DxHub** Connecting Greek and Portuguese Innovation Ecosystems to Develop a Hub for Infectious Disease Diagnostic Solutions at the Point-of-Care-Tackling Cross-Border Threats
- ECHO** Energy Communities excellence Hubs: catalyzing energy innOvation ecosystems
- Excel4Pro** Strengthening the Capacity of Excellence Hubs of Türkiye, Greece, and Ukraine to Support Innovation Ecosystem of Novel Foods Based on Plant Proteins
- GeneH** Excellence Hub for Innovation in Gene Therapy
- GlaCerHub** Glass ceramic innovation ecosystem for implementation of new research directions in applications
- HERIFORGE** Cultural heritage and immersive technologies for innovation forge
- LASER-PRO** Excellent laser technologies for the Sustainable Prosperity of Europe
- MarTe** Marine Technology Excellence Hub for sustainable blue economy in Baltics
- VELES** Strengthening the South-East Europe Smart Health Regional Excellence and Boosting the Innovation Potential

**Additional Webinars:** If this webinar series proves successful, it will be opened to other Widening and Widening-Relevant Projects with an ambition to *Leave No Widening Project Behind*.

**Follow, More Information, and Connect:**

**YouTube Channel:** <http://www.youtube.com/@WideningImpacts>

**LinkedIn:** [www.linkedin.com/company/wideningimpacts](http://www.linkedin.com/company/wideningimpacts)

**Email List\*:** <https://groups.google.com/g/wideningimpacts>

\*At most 1 email/week using Google Groups

**Website:** <http://www.wideningimpacts.eu>

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**Supporting Projects:** The Widening Impacts Spring 2025 Webinar series is supported by the following cluster of Excellence Hubs (EH) projects working to create an EH Community, with all projects being funded by the European Union's Horizon Europe research and innovation program with GA number in parentheses: ADDIT-CE (101087124); BCThubs (101087146); WATERWISE (101087233); CHAngeing (101087071); CHESS (101087529); COALition (101087022); DxHub (101186531); ECHO (101185725); Excel4Pro (101186662); GeneH (101186939); GlaCerHub (101087154); HERIFORGE (101186573); INNO2MARE (101087348); LASER-PRO (101186838); MarTe (101186498); METACITIES (101087257); SolarHub (101086110); VELES (101087483); WaterWise (101184151).

**Privacy Statement:** All activities that are part of the Widening Impacts Spring 2025 Webinar series are committed to compliance with GDPR Regulations.

**Informed Consent:** By attending a webinar all participants consent to the webinars being recorded with the intent to make this recording publicly available using an appropriate channel such as YouTube.

**Personal Data:** Personal Data will be recorded to manage registration and participation. Participants who Opt-In may receive follow-up communications. The collected data will be used for project reporting purposes to the European Commission (EC). Any data shared outside the webinar organizers (specifically, FINEST TWINS, SolarHub and supporting EH projects) and the EC, such as for project Communication, Dissemination, or Exploitation activities, will first be anonymized by removing information that can be used to identify unique individuals (e.g., email addresses and names). The data collected will not be used for any other purposes outside those stated above.