

Save the Date

Water World Day 2025

Advancing Digital Innovation for Water Management

 21 March 2025 | 9:00-11:30

 Helsinki, Finland



Time: 21.3.2025 9 -11:30 (coffee 8:30)

Location: Kirkkokatu 6 (Tieteiden talo) 00170 Helsinki

[Yhteystiedot – Tiedekahvila](#) - Room 505

Target group: stakeholder, researchers, policy maker

Register: <https://link.webpolsurveys.com/S/6696E77C5EF867F2>

Introduction

The Water-Smart Society entails a paradigm shift in the way the value of water is recognised and realised, water-smart solutions are developed and deployed, and our future society organised and managed with regard to water. This shift calls for bold and courageous decisions, investments, changes, and new types of stakeholder partnerships at all levels of society, involving citizens, public authorities at all levels, scientists, industries and farmers, as well as the stewards of the natural environment.

The Horizon Europe project IDEATION, with its vision of integrating inland waters into the Digital Twin Ocean (DTO), sets the stage for this transformative journey. In particular, IDEATION aims to prepare the development of the Digital Twin of the inland waters (rivers and estuaries, lakes, reservoirs, wetlands, groundwater, transitional, coastal, snow and ice, urban water). It strengthens decision-making, stakeholder collaboration, and adaptive water management. In this context, Water-Oriented Living Labs (WOLLS) that act as dynamic innovation ecosystems, bridging research, policy, and practice can benefit from the potential of DTO offering advanced data management, predictive modeling, and real-time monitoring, thus boosting WOLLS' ability to test and scale water-smart solutions in different scenarios.

To celebrate the World Water Day, which highlights the importance of freshwater and advocates for the sustainable management of water resources, we organize an event open to stakeholders. Through this event, participants will explore how digital tools, stakeholder engagement, and cross-border collaboration can address Europe's critical water challenges, from enhancing resilience to climate change to fostering sustainable water usage. Showcasing the experiences and innovations from Water Association, DIWA, Water Europe, and the IDEATION consortium, the event highlights a collective effort to achieve the European Green Deal's water-related objectives.



Objectives

[IDEATION](#) (Inland watErs in the digitAl TwIn Ocean) aims to integrate inland waters into the Digital Twin Ocean (DTO), thus setting the stage for a new era of water management, driven by data integration, digital twins, and collaboration across diverse water bodies.

- Boost cooperation between Water Oriented Living labs in EU
- Support [Freshwater Competence Centre - Water Europe](#)
- Help to Develop Digital twins (model functionalities, co-creation)
- Boost science and international cooperation of Water Association

Organisers: [Home - digitalwaters.fi](#) & [Hydrologian jaosto | Vesiyhdistys](#) & [Water Europe](#) & [IDEATION](#)

Program

8:30 Coffee

9:00 Welcome (Water Association, DIWA, Water Europe, IDEATION) (5 min, each)

9:20 “Water digitalization” by the Water Association - DIWA

9:25 “Water-Oriented Living Labs for a Water Smart Society” by Andrea Rubini (Water Europe)

9:45 “A Digital Twin for Inland Waters: the IDEATION approach” by Eloisa Vargiu (CETAqua)

10:00 Multistakeholder forum with the participants

11:30 End

Contacts

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Links: [IDEATION](#) & [WaterOriented Living Labs - Water Europe](#) (FWCC [Freshwater Competence Centre - Water Europe](#)- DIWA) & [Hydrologian jaosto | Vesiyhdistys](#) & [Water Europe](#)