

Press Release

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Brussels, 2 July 2026

WE Data Europe launches the #EveryDropCounts campaign highlighting the role of smart water metering in safeguarding Europe's most precious resource.

Today, the #EveryDropCounts campaign launches with growing support from cities and regions across Europe and backed by the European Commissioner for Environment, Water Resilience and a Competitive Circular Economy Jessika Roswall, as well as multiple MEPs and leading water experts.

Summer has just begun and Europe has already gone through two heatwaves. As the fastest warming continent in the world, Europe is facing increasing pressure on its water resources, making water scarcity a growing challenge not only in southern regions but across the continent. In the EU, the buildings sector accounts for 28% of water abstraction and 13% of overall water consumption (EEA 2024).

This is why every single drop counts.

Backed by Commissioner Jessika Roswall and multiple MEPs from all major political groups, it builds on a recent study (available [here](#)), showing that water submetering can reduce household water consumption by up to 25%.

As Nicolai Kuß, President of WE Data Europe, notes: “As *WE Data Europe*, we are the voice of the European energy and water data management sector. Smart water metering is an essential technology to efficiently manage water resources, by making water waste and unintended use visible. With the #EveryDropCounts campaign we want to showcase that it is already happening on the ground. This highlights the essential role of data-driven technologies in improving water efficiency, empowering consumers to consume water mindfully and strengthening the resilience of water systems in the face of growing environmental and resource challenges.”

Discover all testimonials and learn more about the campaign on our dedicated website: <https://wedata.eu/every-drop-counts/>

Digitalisation, and particularly smart water metering has been identified as an opportunity to foster water efficiency in the recent European Water Resilience Strategy, paving the way for the Commission's forthcoming “Smart Water Metering for All” Initiative later this year. The [Council](#) has also recognised these measures and the role of digital solutions in improving water management.

The #EveryDropCounts campaign highlights how digital water submetering helps households better understand and reduce their water consumption. As Commissioner Jessika Roswall notes: “*By tracking what we use, we can reduce what we lose.*” This simple message captures the core value of smart water metering: driving behavioural change through transparent, real-time consumption data.

Across Europe, a growing number of cities and regions are already demonstrating this impact:

- Flanders region (Belgium)
 - Groß-Gerau (Germany)
 - Hamburg (Germany)
 - Ploufragan (France)
 - Sevilla (Spain)
 - Vilnius (Lithuania)
 - Zaragoza (Spain)
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About WE Data Europe: WE Data Europe is the voice of energy and water data management in Europe. Guided by the belief that you can't manage what you don't measure, we unite leading companies promoting smart and efficient resource management of water and energy in buildings. 48% of EU residents live in apartments. Our sector serves 45 million dwellings in the EU - that is 40% of all dwellings in Europe. Our members are at the forefront of driving the digitalisation and decarbonisation of buildings throughout Europe, playing a vital role in the continent's path toward climate neutrality.

Contact information

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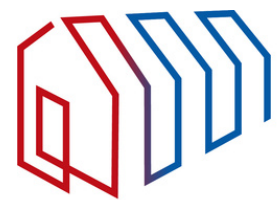
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**#EVERY
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COUNTS**

Smart Water Metering Pioneers

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