

WE DATA EUROPE CITY CAMPAIGN

“EVERY DROP COUNTS”

Why This Campaign

Cities across Europe face rising pressure on water resources due to climate change, population growth, and aging infrastructure. Many lack the granular data needed to reduce waste or detect leaks.

Water submetering is a proven, cost-effective solution

WE Data Europe's study shows submeters can deliver up to 25% water savings for citizens while improving planning and operational efficiency. With the EU Water Resilience Strategy and the Smart Water Metering for All Initiative, now is the moment for cities to lead.

What the Campaign Offers

A Europe-wide platform showcasing how cities are using water submetering to cut consumption, save costs, and strengthen resilience. Participating cities share short video testimonials that highlight real-world results and inspire replication across Europe.

How to Join the Campaign

Cities, EU policy-makers and water experts record 2–3 minute videos sharing their water metering stories to inspire other cities and regions. The video can be shot on a phone and in any setting, so long the audio and image are clear:

- Who you are and your city
- Water challenges before submetering
- How submeters were implemented
- Results and measurable impact
- Advice for other cities

Benefits for You

- Demonstrate leadership in water efficiency and climate resilience
- Gain visibility through a coordinated Europe-wide campaign
- Align with EU policy priorities and upcoming initiatives
- Share practical insights with peers and strengthen collaboration
- Inspire other cities while showcasing your achievements

Campaign Platform

A dedicated microsite features:

- All city and EU-level videos
- Key data on water savings
- Further information on water submetering

Join the Movement!

Your experience can help shape a more resilient Europe. Become part of a growing network of cities leading on water efficiency. Contact: www.wedata.eu, [Guillaume Février](mailto:Guillaume.Fevrier@wedata.eu) (guillaume.fevrier@wedata.eu) or [Sofia Lettenbichler](mailto:Sofia.Lettenbichler@wedata.eu) (sofia.lettenbichler@wedata.eu).

