

BWF 2025 Program: The Grey Zone of Water

Wednesday, 4 June 2025

9:00 – 9:40 **OPENING ADDRESSES**

9:45 – 11:00 **PANEL 1: Global climate change, industry, people: the general state of water, the blue economy, and contaminants in water that are not under regulatory control**

Panel discussion will explore the intricate links between climate change, industrial activity, and human behaviour - and their collective impact on our most vital resource: water. From the root causes of scarcity and pollution to the journey of unregulated pollutants from source to sea, this session will uncover the hidden drivers of water degradation and their profound effects on ecosystems and communities.

Framed within the context of the blue economy, our experts will spotlight innovative, sustainable solutions and global best practices. Together, we'll explore how industry, governments, and citizens can collaborate to protect water resources and build a resilient, water-secure future.

11:00 – 11:30 Coffee break

11:30 – 12:45 **PANEL 2: The global role of technological innovations in addressing modern-day challenges in water availability**

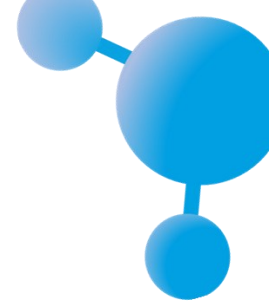
As climate change, pollution, and mismanagement threaten global water supplies, this panel will highlight the vital role of technology in securing water for people and nature. From desalination to reuse, storage, and groundwater recharge, we'll explore innovative solutions that improve water availability and quality.

The discussion will aim to inspire action, share best practices, and foster collaboration across industries, policymakers, and researchers for a more sustainable water future.

13:00 – 15:00 Lunch

15:00 – 16:15 **PANEL 3: What is the specific impact on human health of pollutants and the use of technological solutions?**

This panel aims to clearly define, in collaboration with experts, how modern pollutants impact the human body. Building on the insights from the previous two panels, the discussion will ensure that key messages have been effectively communicated and understood—framing these insights as actionable solutions to improve quality of life and support a more sustainable circular and blue economy.



Thursday, 5 June 2025: GLOBAL WATER STANDARDS

- 9:00 – 9:30 **BWF YOUNG**
Water Challenge presentations
- 9:30 – 10:15 **PANEL 4: The Premium Water Illusion - Cutting Through the Hype**
In a world filled with bold claims and glossy packaging, this panel cuts through the noise to spotlight what truly defines premium drinking water. With a focus on new quality standards, global market requirements, and the role of water in everyday life—from homes to hospitality—we'll explore how to identify and elevate the best waters worldwide.
The discussion will introduce four new categories for better consumer understanding, delve into international certification standards like BWF and Aquinity8, and highlight innovative solutions aimed at reshaping the water industry. The goal: to promote global awareness, ensure purity, and redefine what premium drinking water truly means.
- 10:15 – 10:45 Coffee break
- 10:45 – 11:45 **PANEL 5: Global Water Trends in Everyday Life and Gastronomy - The Future of Drinking Water and Water Menu**
This panel explores cutting-edge global developments in the distribution of drinking water to homes, hotels, and restaurants, showcasing breakthrough practices that set new industry standards.
By championing zero- and low-contaminant solutions that go beyond regulation, we're shaping the future of potable water. Through innovation, knowledge sharing, and smarter distribution, the goal is clear: to ensure clean, high-quality water reaches every corner of daily life—across households, hospitality, and industry worldwide.
- 11:50 – 12:20 **LECTURE: Jaeyoun Ko**, President, KISA, South Korea
- 12:30 – 14:30 Lunch
- 15:00 – 16:00 **European Water Awards award ceremony**
Presentation of the projects that have been shortlisted for the prize (3 projects)
Award ceremony
- 16:00 – 18:00 **International Water Tasting and Water Cocktails**
Under the aegis of European Water Sommelier Association and powered by Aquinity8
Presentation and testing of waters and water cocktails according to new global trends in understanding water.