

The Green Week- an unmissable event



The Green Week is the biggest annual event regarding European environmental policy. Its twelfth edition took place in Brussels from the 22nd to the 25th of May 2012 and turned the spotlight on water. Under the title "EVERY DROP COUNTS - The Water Challenge", the conference attracted over fifty exhibitors from all over Europe. There was also a conference, over some 40 sessions, taking place parallel to the exhibition. Distinguished speakers, representing the European Commission, the scientific world, NGOs, business and academia, explored on issues such as EU water policy, water and the Common Agriculture Policy, marine environments, water pollution, the Common Fisheries Policy, water scarcity and others.

The Green Week has established itself over the past decade as an unmissable event for anyone who has a stake in EU environmental policy. The 2012 edition was also marked by the 20th anniversary of the LIFE programme. The European Commission decided to mark this important milestone of the Natura 2000 network by inviting the project coordinators of LIFE projects to organize an open day in May. The ELO who is the Coordinator Beneficiary of the LIFE project 3WATER took this opportunity and organised a guided tour in the project area for children from primary schools in Hasselt.

Both the ELO and the RISE Foundation were delighted to present their activities during the Green Week exhibition. At the stand dedicated to the ELO and the RISE Foundation, participants could find information on the activities of these organisations either directly from the representatives of the ELO and RISE or from the various publications published by these two organisations. The exhibition attendees could also take part in a game called „Building bridges“. This game enabled to participants to understand why private-public partnerships are crucial to provide the necessary incentives to bridge the funding gap and motivate the necessary stakeholders to work together and engage in sustainable water management.



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As Coordinator Beneficiary of the LIFE project 3WATER, the ELO had its second stand in the LIFE area of the Green week exhibition. The 3WATER stand presented the origins of this LIFE project and its target species: Bittern (*Botaurus Stellaris*) and European Tree Frog (*Hyla arborea*). Overall, the project contributes to the implementation of Natura 2000, restoration and conservation of specific habitat types and species of Community importance in the core of the Natura 2000 area in Midden Limburg in Belgium.

The knowledgeable and experienced ELO staff explained to the exhibition attendees that the project 3WATER was unique, as it goes through a private-public partnership. The ELO staff answered also a lot of questions regarding the project. Most attendees were amazed that the project did not only focus on nature conservation but it gave also a special attention to the syner-

gy between Ecology, Education and Economy. The project was explained to the attendees in an interactive way through a comic strip. The comic strip was incomplete enabling participants to use their imagination to complete the story. The attendees could also virtually contribute to one of the project objectives to multiply the number of tree frogs in the target area by making an origami frog. Finally, attendees could participate at the LIFE stand in a Water Trivia game, following the well known structure of the «Trivial pursuit», to win a book.

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More information at
<http://www.greenweek-2012.eu> and
www.3water.eu