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# WATERLIFE - WORKING WITH COMMUNITIES, BUSINESS AND GOVERNMENT FOR HEALTHY RIVERS

## OUR RIVERS PROVIDE A VITAL SERVICE FOR PEOPLE, ECONOMIES AND NATURE

Yet, throughout Europe, they are under threat from many pressures, including over-abstraction, pollution and human modification. For our freshwater environments to be healthy, they need to be managed in a co-ordinated way that makes sense for the environment. Otherwise, they will not be able to meet our economic, social and ecological needs.



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## THE WATER FRAMEWORK DIRECTIVE – ONE OF EUROPE'S MOST INFLUENTIAL PIECES OF LEGISLATION

**The Water Framework Directive (WFD)** requires member states to look at the health of the whole ecosystem, and requires governments to work with communities and companies to develop and deliver River Basin Management Plans. The fundamental objective of the Directive is to protect, enhance and restore all of Europe's waters, with the aim of achieving Good status throughout.

If implemented correctly, the WFD will see our rivers, lakes and beaches managed sustainably and safeguarded for future generations. So far, however, implementation has been inadequate, with more than half of Europe's water bodies reported to be below the required Good status. A lack of policy and practice has contributed to this failure to meet the WFD's objectives.

Many of the threats facing our rivers cannot be solved by one organisation alone: communities, business and government need to work together to tackle them effectively.

For successful WFD implementation, we must have the right conditions to deliver the step change that's needed, as well as the means and opportunities to talk to each other, develop successful and innovative approaches, and share best practice.

**IN 2013 ONLY 21% OF RIVERS IN THE UK ACHIEVED THE REQUIRED GOOD STATUS**





## THIS IS WHERE WATERLIFE COMES IN

This three year project is funded through the European Union's LIFE+ programme for the environment and is a €2.2 million initiative being implemented by WWF-UK, The Rivers Trust and the Westcountry Rivers Trust.

### Through WaterLIFE, we will:

Accelerate the implementation of the WFD and improve the freshwater environment.



Work with communities, business and government agencies to deliver innovative initiatives in five demonstration catchments in England and Wales.

Share these successes across the UK and Europe to enable replication of WaterLIFE's benefits elsewhere.



## THE WATERLIFE APPROACH

**Our approach is simple. We will address some of the most important governance challenges that we believe are hindering effective implementation of the WFD.**

Nationally, we will work with government and policy makers to ensure the right conditions are in place to support the accelerated delivery of the Water Framework Directive.

In two catchments, we will work with businesses to demonstrate the potential and the implementation of water stewardship.

In three further catchments, we will inspire positive action by civil society groups through building capacity and enabling them to influence the health of their rivers.

We will act as a knowledge conduit; sharing successes, ideas and best practice across the UK and Europe through a European Knowledge Exchange.

# WaterLIFE

## GET IN TOUCH

For more information about WaterLIFE and how to be involved, please visit [www.waterlife.org.uk](http://www.waterlife.org.uk) or email: [waterlife@wwf.org.uk](mailto:waterlife@wwf.org.uk)

