

EU GREEN WEEK : DRAFT PROGRAMME

Expected size of the event* :

- 2,3 cumulated views
- 14 000 followers

Event type*

A 15-minute YouTube video in documentary format. The concept is to go out into the field to discover sites and water experts, and tackle environmental issues in depth.

The Youtuber of Verso will be attending the Green Week, sharing her experience and interviewing participants, panellists and experts

Mode of the event*

Short video published on Verso, a YouTube channel managed by Veolia.

Draft run-up

1mn - Context: European rules on reuse + why are we at the GreenWeek week? Objective / stakes.

5mn - REUSE: Educational and scientific explanation

- What is its purpose? (Connect with climate change, repeated drought episodes, the level of water in groundwater tables that continues to decrease)
- How does it work? (Treatment techniques used)

5mn - Interview with experts on the subject of wastewater reuse

- 1 Scientific expert (think tank, researcher, member of civil society, Veolia employee)
- Eco d'eau?
- 1 European representative (MEP, Commission member, EESC, Committee of the Regions, etc.)

2mn - Conclusion