

Water for Climate Action

World Water Week 2025

Developing solutions to the world's greatest water-related challenges



BE A PART OF THE UK PAVILION EXHIBITOR PROSPECTUS



STOCKHOLM SWEDEN



24-28 AUGUST 2025



**BRITISH
WATER**

UK PAVILION

Invitation to Exhibit



What is World Water Week?

World Water Week is one of the pre-eminent water events in the world. It is held annually in Stockholm, Sweden and hosted by the Stockholm International Water Institute. This event has been held every year since 1991 and is designed to help develop solutions to the biggest water-related challenges facing the world. World Water Week hosts sessions on a broad range of topics convened by global organisations.

World Water Week 2024
14 000 registered participants from
198 countries and territories



Prof. Taikan Oki, the winner of the 2024 Stockholm Water Prize, presented by King Carl XVI Gustaf, credit: siwi.org/press

Who else will be there?

There are various organisations that attend World Water Week, from non-governmental organisations, academics, and researchers to business, governments, and intergovernmental agencies from 198 countries and territories.

World Water Week Theme 2025
Water for Climate Action

Dates and Location

World Water Week is running from 24th to 28th August. It takes place in Stockholm, Sweden at the Stockholm Waterfront Congress Centre and will be a hybrid event both on-site and online, with registrations opening in May 2025.

To find out more about the event and its content, please refer to [World Water Week's website](https://www.worldwaterweek.org).

What is the UK Pavilion?

5 Reasons to be part of The UK Pavilion

- 1 Unique opportunity to be part of the team representing the UK at World Water Week
- 2 Great chance to connect with UK partners and peers in an inspiring setting
- 3 Help to articulate and project the strong GB brand's water experience
- 4 Explore opportunities for international collaborations and partnerships
- 5 Increased impact through co-ordinated presence

The UK Pavilion is a convening space at World Water Week for organisations involved in the UK water sector. This pavilion functions as a space to get together and create a focal point for UK organisations, while providing access to events and exhibition opportunities including and additional to those on the formal World Water Week programme.



UK PAVILION

Call for Partners



The UK Pavilion 2025

The UK Pavilion at World Water Week 2024

Last year, we ran the first ever UK Pavilion at World Water Week. This created a space to engage with attendees, and played host to a full programme of presentations and report launches by the pavilion partners throughout the week to highlight the water expertise in the UK. External to the pavilion space, the contingent also hosted a UK Government session at the UK Embassy in Stockholm and a Wet Networks innovation talk series in the conference centre.

If you want to find out more about the UK Pavilion last year and its impact, read more in The Water Report [here](#).



UK winners of the 2024 Stockholm Junior Water Prize, Christopher Whitfeld and Wenqi (Jonathan) Zhao credit: siwi.org/press

The UK Pavilion at World Water Week 2025

Building on the success and foundation of last year's pavilion, this year we have developed a strategic theme for the UK Pavilion within World Water Week: Better Connected, which is intended to embody the UK's commitment to collaboration and sharing

This has led to the development of four thematic days for our programme at the pavilion:

25th Connecting through collaboration

26th Connecting people to places

27th Connecting to the future

28th Connecting across sectors

UK Pavilion Theme 2025 Better Connected

Partnering Opportunities

British Water is leading the process of inviting organisations to be Partners to the UK Pavilion. We are looking for UK-based organisations that want to partner with us and be part of this collaborative, outward-facing initiative.

We are looking for partners that are able to financially support the UK Pavilion and become part of the UK team at World Water Week, bringing the UK's passion for climate action and collaboration to the conference.

If you are interested in partnering with the UK Pavilion 2025, please get in touch with margret.mwanza@britishwater.co.uk

Exhibition Fees

£5.0k

Partner fees- Inclusive of naming rights, convening opportunities and 2 in-person tickets (excl. travel/accommodation)

The pavilion is also exploring the opportunity for other events included in the exhibition price. This would include the Kings Dinner, an event at the British Embassy, and speaking opportunities in a formal World Water Week programme session, which will be confirmed over the next few months.