



**One drop  
can't move  
a stone.  
But 7 million can.**



## **Flanders (Belgium)**

7 million people  
living  
in a small region  
with little resources  
in the heart of  
Europe.

**There are complicated problems.  
There are complex problems.  
And then there is water.**

**Our story began  
many years ago...**

# flâm

*Flanders, Flemming and Flemish are derived from flâm, an Ingeveonian form of the Germanic flauma, meaning "flooded area". So an inhabitant of this flooded area is a Flaming (Vlaming/Flemming).*

# Proud of our Flemish water challenges

Floods ↔ Water scarcity

Rising sea-level ↔ Declining groundwater levels

Use it alone ↔ Take care of it together

These  
**contradicting forces** make  
our identity



**Working  
smarter in  
complexity**



**Works speak  
louder than  
words**



**The more  
brains, the  
more power**



Our **solution** flows logically  
from our **identity**...



Bruce told the  
world to  
**be like water.**



Water always  
flows and finds a way,  
no matter how challenging  
the circumstances.



**Our 'trick' is simple.**

**As Flemish professionals,  
working with water...**

**We are like water.  
We work like water.**

**We are fluid.  
We work fluid.**

**FLUID**

**we are...**

**CREW**

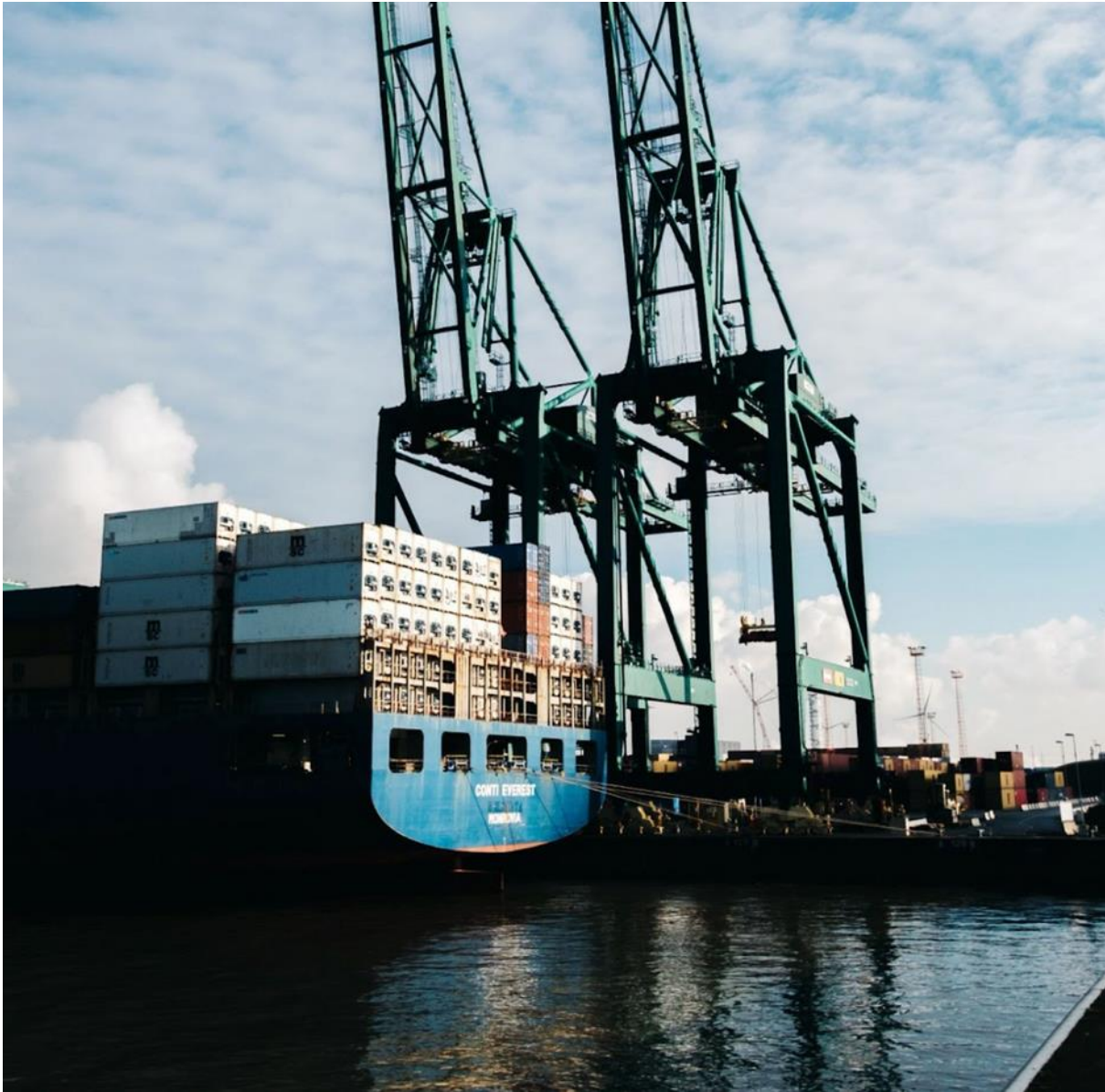
We are a group of Flemish water companies and organizations, operating in the public and private domain. A fluid workforce teaming up with you to solve water problems with a unique offer:

**Water  
solutions  
with a  
Flemish  
twist.**

**Don't believe us...**

**Believe our actions.**





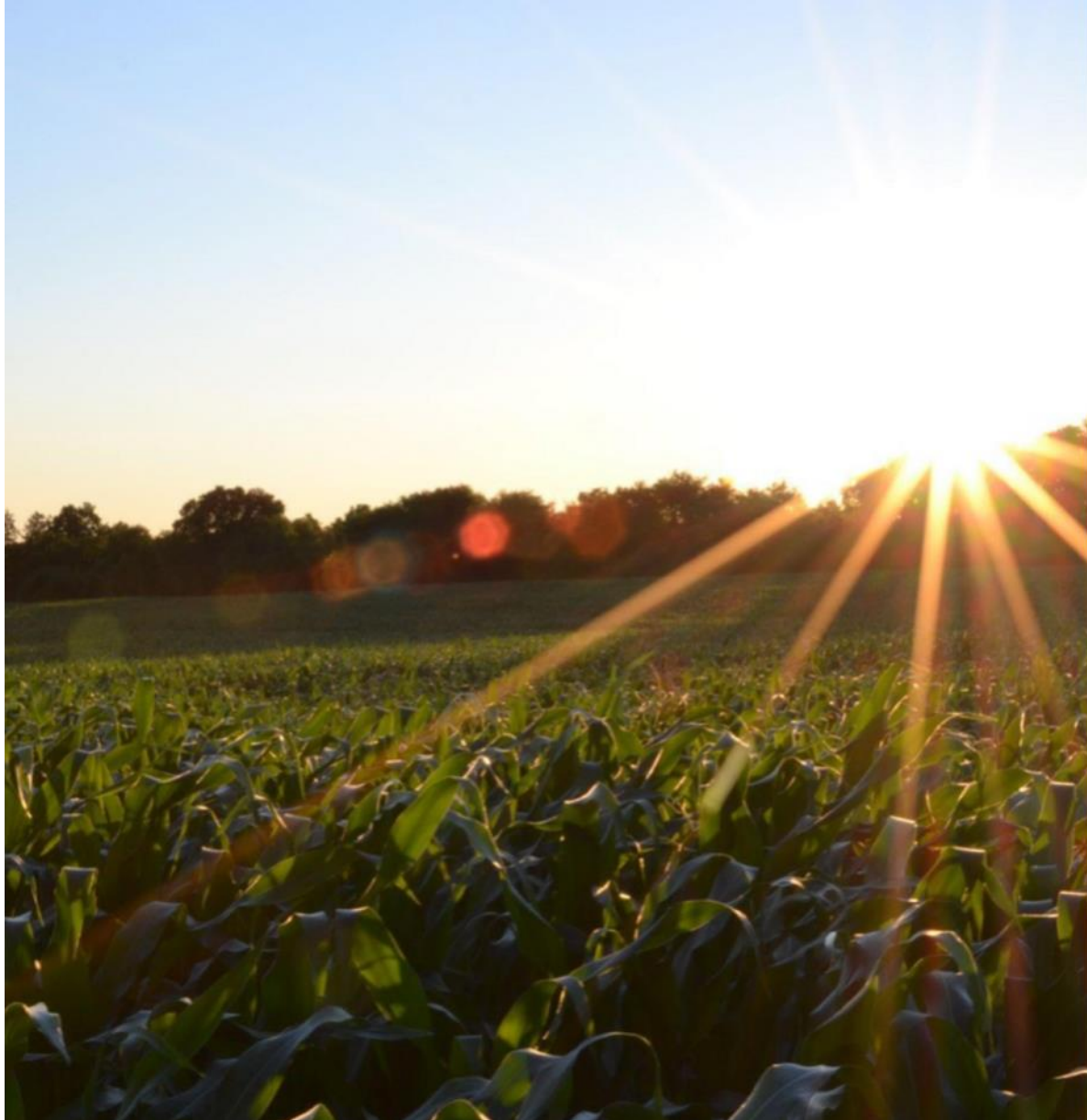
## Ports as large industrial clusters

However small our country, it hosts one of the world's biggest chemical clusters, next to Houston, Jubail, Singapore and Shanghai.



## Open space for water

Flemish people are said to have a brick in their stomach. And they weren't lying. Close to 7 million people with a big urge to build and own property has led to large paved surfaces: over 15% of the total Flemish surface area is sealed.



## **Flanders' food valley**

Did you know that beer consists of 90% water? And our country is home to thousands different kinds of beers. That is a lot of water. No water, no beer. And no potatoes, nor french fries for that matter.



One drop can't move a stone.  
But seven million can.

The true force of water  
comes from teamwork.  
Millions of drops constantly working together  
in a fluid way, to find the best way possible.

That's why in Flanders  
we act like water to manage droughts and  
floods, rising sea-levels and huge water-  
footprints.  
Because every challenge  
needs a different solution.

And while water might be the problem,  
it's also the solution.  
Because when acting like water,  
there's no stopping us.  
That's our true force.

The background features a close-up of water droplets on a dark surface, with a large, light blue abstract graphic element on the right side that resembles a stylized question mark or a fluid shape.

# In need of solutions for your water challenge?

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