



EU Interreg IV B project **noPILLS**

Wrap Up



Day 1: everyone has a role



4+5: High levels of 'goodwill'

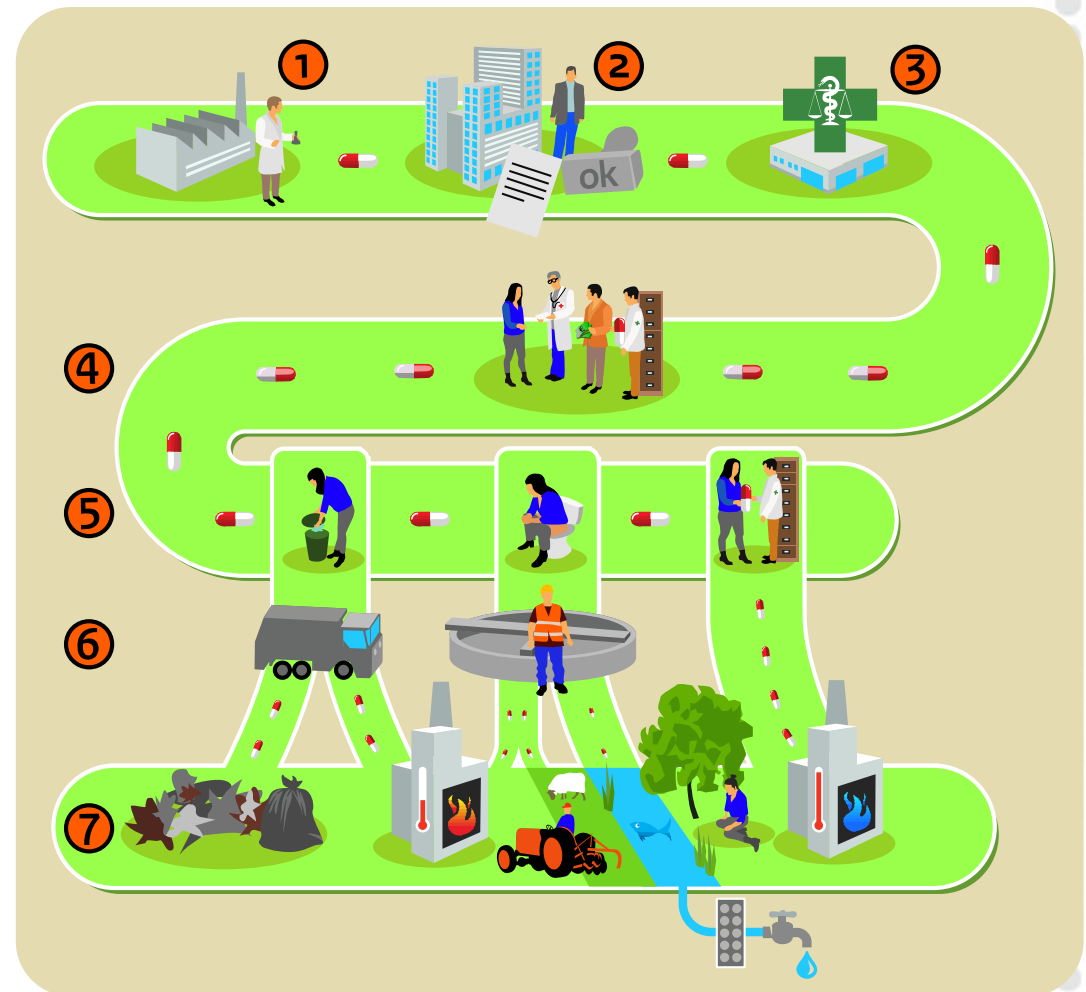
- Communication
- Opportunity, Consistency
- Lifestyle choices

6: Technical levers work

- Scope; Reliability
- Mixtures
- Cost (€ and CO₂)

7: Wider aspects

- ABR
- Agriculture
- Media shift
- Drinking water?





Day 2: policy



6: Mandate for utilities

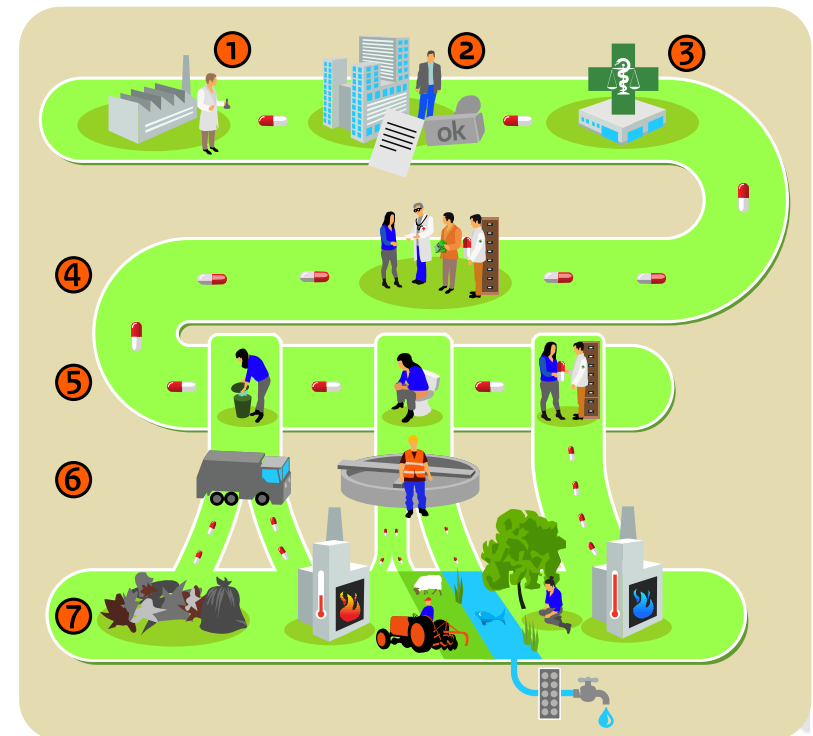
- Regulations (specific vs. 'spirit')
- Reliable data (operation / effect)

2: Government: 'wicked' problem

- International decisions needed
- Monitoring tools & data need (mix?)
- EQS \neq Abatement ability
- Environment vs. Health vs. Cost

1+2+3+6: Stakeholder communication

- Effects and Risks
- Cost of intervention vs. cost of non-intervention
- Link: Environmental health => Human health?
- Involve public (perception, discussion, communication)
- Lifestyle choices





Day 2: Panel's 3 priorities



Industry

- Closing the data gap – especially on ‘historic’ products (How? Who pays?)
- Manufacturing ‘mandate’ (global)
- Don't overlook “end of pipe”

Water agency

- Close the data gap – make data available
- Consider EQS and drinking water quality, and
- Agree on principle of dealing with data (approach) and come up with commonly accepted EQS & drinking water standards



Day 2: Panel's 3 priorities



Regulator

- Don't prioritise measure
 - => every step of life-cycle
 - => short and long term; easy and hard to reach
- Awareness raising (every actor)
- EU agreement => then (!) feed back into member states

Social scientist

- Complex (adaptive) systems; joined up approach
- Economics, cost-benefit and 'willingness to pay'
- Public engagement in ambiguous, complex situation



**NO
pills
IN WATERS**

Day 2: Audience's priorities



- Extend pharmaceutical authorisation to whole life cycle
- Sensible and large scale debate, especially on 'waters' (not a 'public' distinction)
- Precautionary and polluter pays principles, especially for human exposure:
 - information exchange, debate and pro-active approaches
 - but: caution needed due to lack of data
- Indicator substances vs. whole-effluent-toxicity

In essence:
Everyone has a role (to keep up)
...we are “just in time” for PiE.

