EUROPEAN
aqua
AWARDS
2025
we
watercoolers europe
AQUA AWARDS
GALA DINNER
6 November 2025
MILAN, ITALY
GALA DINNER
SPONSOR:
Culligan

CONFERENCE & FAIR
6th-7th November, 2025
MILAN, ITALY

AQUA AWARDS

The Aqua Awards Ceremony, a cherished tradition spanning over three decades, takes place during the annual Watercoolers Europe Conference & Fair event. This ceremony is dedicated to acknowledging excellence in marketing, innovation, public relations, as well as recognizing outstanding products and programs that contribute to sustainability and environmental protection.

This could be your year! Have a look at the award categories and see where you can best present your company's work, services, products, campaigns, marketing initiatives - or all of them. This is your opportunity to present your company to an audience of experts and colleagues in the industry.

WHO CAN ENTER? Full members of WE, either directly or through their National Association - **THERE IS NO ENTRY FEE!**

AQUA AWARDS CATEGORIES

There are 4 categories – one of them could be your company's ticket to a treasured WE Aqua Award.

MOST INNOVATIVE PRODUCT OR TECHNOLOGY

This category recognises outstanding innovation that pushes the boundaries of what's possible in the watercooler industry. Whether it's a groundbreaking product, system, or technology, entries should demonstrate originality, efficiency, and meaningful impact.

WATER FOR ALL

Honouring initiatives that improve access to safe, clean drinking water, this category celebrates projects with a strong social purpose - highlighting the industry's role in promoting hydration and wellbeing across communities.

SUSTAINABILITY LEADERSHIP

Celebrating the best environmental practices, including eco-friendly packaging and carbon footprint reduction initiatives.

BEST MARKETING CAMPAIGN

This category recognises creative, effective campaigns that promote the watercooler industry in a compelling and engaging way. Strong messaging, brand storytelling, and positive industry impact are at the heart of every winning campaign.

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BENEFITS FOR APPLICANTS

We're excited to announce two key deadlines for submitting your applications to the Aqua Awards. Please read the details below carefully to maximize the benefits of your participation.

EARLY APPLICATION DEADLINE: JUNE 30TH, 2025

Submit your application by **June 30th** to unlock **exclusive promotional opportunities**, including:

- A feature on the **WE website**
- Promotion in **WE newsletters**
- Visibility on the **WE LinkedIn page**
- Early entries will also be presented during the Aqua Awards winners' ceremony

This means your nominated product or service will reach **ALMOST 5,000 INDUSTRY PROFESSIONALS!**

Make the most of this early entry window to gain additional exposure and recognition ahead of the Aqua Awards ceremony.

FINAL APPLICATION DEADLINE OCTOBER 17TH, 2025

Entries submitted between **July 1st, 2025, and October 17th, 2025**, will still be eligible for the Aqua Awards.

However, due to time constraints, these applications will not benefit from the promotional services mentioned above.

These entries will be showcased alongside early entries at the Aqua Awards winners' ceremony in Milan.

BENEFITS FOR WINNERS

Winning an Aqua Award offers recipients increased visibility and recognition within the water cooler industry. Awardees also gain valuable networking opportunities and enhanced credibility that can support future projects and partnerships.

Statuette & Certificates will be given to the winners

Interview with the winners will be published on the Watercoolers Europe website and Linkedin page

The winning presentations will be shown during the Aqua Awards ceremony at the Gala Dinner

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AQUA AWARDS & GALA DINNER

6th November 2025
19:30 Aqua Awards & Gala Dinner

This year's winners will be honored with Aqua Awards at a gala dinner to be held in the spectacular Galleria Meravigli.

Join us at this premier event, an unparalleled occasion to not only recognize outstanding accomplishments but also to forge lasting connections. Seize this opportunity to cement relationships amidst an atmosphere of elegance and shared excitement.

The Gala Dinner promises to be an unforgettable experience, blending sophistication, camaraderie, and the thrill of achievement. The evening will also feature a show, making it an unforgettable experience. Don't miss this extraordinary event!

Gala Dinner Show:
A JOURNEY THROUGH ITALIAN MUSIC
This year's Gala Dinner invites you on a nostalgic journey through the greatest moments of Italian music- from the romantic 1920s to today's contemporary sounds. Enjoy timeless classics like *Volare, Nel blu dipinto di blu, Ti Amo, L'Italiano, Gloria, Felicità, Azzurro*, and more.

A night of unforgettable melodies, passion, and the spirit of Italy awaits!

Dress Code:
semi formal

Gala Dinner Venue:
Galleria Meravigli
Via Gaetano Negri, 6,
20213 Milano MI, Italy
https://www.galleriameravigli.it

REQUIRED MATERIALS:

PRESENTATION:	the nominations must be presented in PowerPoint or Keynote format (3 - 5 slides)
MOVIES AND SOUND FILES:	all movies or sound files inserted into the presentation must also be attached as separate files (mp4, mp3)
	if original movies were created in a language other than English, they must have English subtitles
	all sound files must be submitted in English
PHOTOS:	all photos inserted into the presentation must also be attached separately in high resolution (.jpg, .gif, .png)
LOGO:	logos of the applying company and nominated product must be submitted in vectors (.eps or .ai)
STATEMENT:	a typewritten 50 word statement (in MS Word) explaining the aims behind the entry and stating the target audience must be submitted

NEED HELP WITH YOUR AQUA AWARDS APPLICATION?

We offer support to companies interested in submitting their applications for the Aqua Awards competition.

Our team can assist in preparing a polished presentation or an engaging video to help showcase your entry.

If you'd like to use our support, please contact us at: info@watercoolerseurope.eu

HOW TO ENTER?

Please complete the form at the watercoolerseurope.eu and ensure that each nomination is sent with the appropriate attachments.