

Luxembourg, March 2, 2026



ALUSEAU
association luxembourgeoise
des services d'eau

PRESS RELEASE

**Launch of the national awareness campaign "OfWaasser"
Wat leeft? – Better understanding of wastewater for better water protection.**

ANNOUNCEMENT

The national information and awareness campaign on wastewater, "OfWaasser," will be officially launched on March 2, 2026. The campaign is held by the ALUSEAU (Association luxembourgeoise des services d'eau), the association that regroups the public actors in the water sector in Luxembourg, in particular municipalities and intermunicipal associations.

With the support of the authorities, and in close cooperation with the municipalities, the campaign aims to raise public awareness of the crucial role of wastewater in protecting both the environment and water resources. The campaign is funded by the association's members (wastewater treatment sector) and the Ministry of the Environment (Fonds pour la protection de l'Environnement).

An often invisible but essential issue

Every day, wastewater from households, economic activities, and public facilities is collected, transported, and treated before being returned to nature. In spite of Luxembourg's wastewater infrastructure being efficient, its smooth operation depends largely on **the behavior of each individual person**.

The "OfWaasser" campaign hence aims to make the often invisible visible:

- the path of wastewater,
- how the sewers and wastewater treatment plants operate
- and the immediate impact of certain everyday actions on the environment, rivers, and ultimately drinking water.



"Wat leeft?" – a slogan that encourages reflection

The campaign slogan is "Wat leeft?", a Luxembourgish expression that deliberately plays with words.

On the one hand, it can be translated as "What's new?" or "What's going on?».

On the other hand, it refers to **what circulates or flows somewhere**.

In the context of this campaign, "Wat leeft?" thus refers to the question of what happens in sewers and wastewater treatment plants and invites the public to reflect on the fate of wastewater after it is discharged.



