EU Strategy for the Danube Region (EUSDR)

**Second Stakeholder Seminar of the
Water Quality (PA4) and the Environmental Risks (PA5) Priority Areas**

"*EUROPEAN FUNDING OPPORTUNITIES IN THE WATER SECTOR*"

Enhancement of Public Awareness of the Importance of Water for Life, its Protection and Sustainable Use in Accordance with the Water Framework Directive

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General characteristics of the Project

Project No: *LIFE08 INF/SK/000243*

Project Acronym: *WATLIFE*

Main partner: *Water Research Institute, web: http://www.vuvh.sk/*

Project partners: *Slovak Environmental Agency, web: http://www.sazp.sk/*

DAPHNE – Institute of Applied Ecology,

web: http://www.daphne.sk/

Project period: *01/01/2010 – 31/12/2013 (48 months)*

Project area: *Slovak Republic*

Total budget: *1 056 895 €*

EU financing: *527 272 € i.e. 50, 00 % of the total eligible costs*

Co-financing: *529 623 € i.e. 50,11 % of the total costs (financed by Ministry of Environment of the Slovak Republic)*

Project objective

To change the attitudes and patterns of water users that are causing inefficient use and pollution of water in order to prevent degradation of water resources.

To show that the water resources protection in everyday life and their sustainable use are important for mankind and ecosystems.

Key messages to target audience:

1. **To explain the importance of protection and rational use** of water resources;

2. **To explain the consequences of the water pollution** that can cause the ecological disasters and underline the waste water treatment;

3. **To concentrate on spreading the information about drinking water resources protection** regarding their quantity and quality;

4. **To enhance the interest of the children in water issues** - make them understand WHY and present them HOW to protect water in everyday life;

5. **To influence the positive attitude of the public** to water protection and rational use;

6. **To address the institutions involved in water management** – to stimulate the acquaintance among various stakeholders.
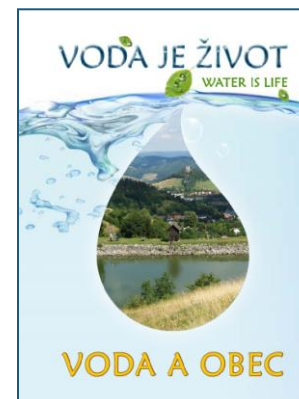
Actions and outputs

Action 1 – Information Campaign

1.1. Media campaign - short spot production, interviews in radio, press releases, articles in magazines,

1.2. Short film production (DVD) – 26 minutes, for basic schools
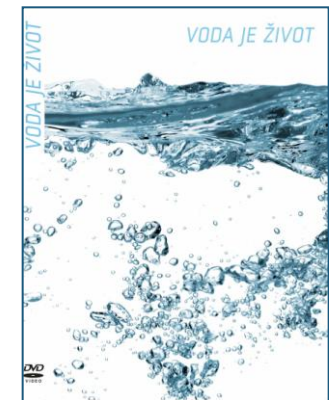
1.3. T-shirts production

1.4. Leaflets

farmers

local authorities

public

Actions and outputs

Action 2 – Interactive mobile exhibition

Target group – general public and schools

Installations – in 12 Slovak towns :

Presov,
Povazska Bystrica,
Liptovsky Mikulas

Banska Bystrica,
Kosice, Bardejov,
Zvolen

Nove Zamky Nitra,
Trnava, Trencin,
Bratislava

Actions and outputs

Action 3 – website www.vodajezivot.sk
- project outputs available – see „Materialy na stiahnutie"

Actions and outputs
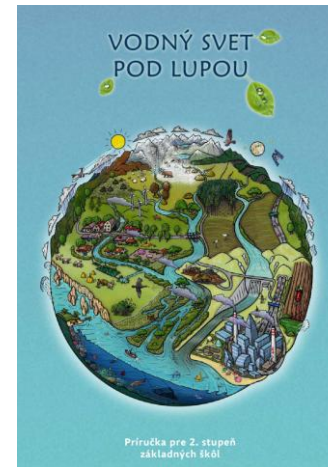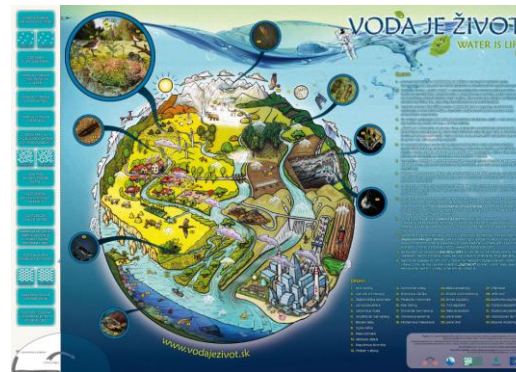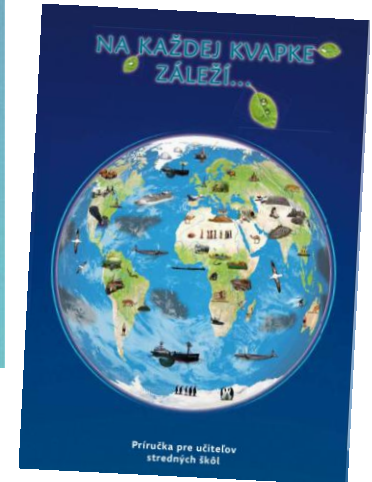
Action 4 – Educational materials

4.1 picture book for kindergartens

Clause of MoEd SR – official supple-mentary literature for environ-mental education

4.2 methodical handbooks for basic and secondary schools + CDs

4.3 picture book for kindergartens

Actions and outputs

Action 5 – Special events

5.1 training programme for teachers (24)
5.2 educational programme for pupils (30) + excursion to WRI
5.3 interactive competition for schools "Water Academy"
5.4 seminars for mayors and local administration (8)
5.5 workshops for water managers (3)

Project realization

Lessons learned:

+ Positive reactions from teachers to handbooks; interactive exhibition and website with availability of materials

+ Positive reactions of children to film made

+ Positive reactions of public and children to website (almost 40 000 visitors)

- Unexpected long public procurement threatening the project implementation
- Unexpected political changes
- Distribution of the materials only to teachers who will to work with them

Project outputs are still vivid (i.e. active website, exhibition installation, film distribution)

To choose LIFE 2014-2020 funding instrument depends on co-financing possibilities from the state budget.

Thank you for your attention

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