

“Every Drop Matters” Project Announces Its Results

Bucharest – May 2008 – The United Nations Development Programme (UNDP) today announced the results of the EVERY DROP MATTERS (EDM) project in Vatra Dornei area, North East of Romania, one year after the start of its implementation.

This project is part of a regional UNDP and The Coca-Cola Company (TCCC) partnership signed in 2006 and designed to address water challenges in 22 countries in Eastern Europe and Central Asia. While UNDP brings its expertise in water governance issues to the partnership; Coca-Cola underlines its commitment to help meet current and future water needs in environmentally and socially responsible ways. Romania, Kazakhstan, Croatia and Turkey are the pilot countries under this regional umbrella. Romania, one of the pilot countries, has successfully completed the project.

“The project had as main theme: ‘access to clean drinking water and sanitation,’” said Mr. Jan Sorensen, UN Resident Coordinator/UNDP Resident Representative in his welcoming remarks. “The efforts were directed towards helping several communities in Dorna Valley improve their perception on local water issues and assist them in developing eligible projects for EU Rural Development Funds to construct water supply systems and piped sewerage,” added Mr. Sorensen.



In the Dorna area people are still drinking water from wells.



Volunteer packing fridge magnets with a water management guide that was delivered to the locals.



Jan Sorensen (Centre) UN RC/UNDP RR, Bogachan Benli, EDM Regional Coordinator (R) and Monica Moldovan (L) UNDP Head of Environment at the closing event.

The selected villages, Dorna Candrenilor, Poiana Negrii, Dealu Floreni, Tesna and Romanesti, are typical small settlements with 2000 or less inhabitants. Their rivers are polluted by various causes and in dire need of proper water supply/water treatment systems.

The project **EVERY DROP MATTERS** achieved the following results in the Vatra Dornei area:

- A complex study of the socio-economic and physical context of Suceava county, including the current situation of the already existing water supply, sewage and waste-water treatment systems.
- A sociological study, assessing the locals’ perception of water related issues in the selected communities.
- A pre-feasibility study, carried out in the communes Dorna Candrenilor and Cosna, which identified the best solutions to be employed by locals in order to secure access to clean drinking water.
- An overview of the European and national legislation on the management of water supply, sewage and waste-water treatment services.
- A strategy on water supply and sewage systems for the rural areas with less than 2000 inhabitants, which meets the Romanian Government’s intentions of creating a national development strategy of the small villages with less than 2000 inhabitants.
- Several trainings of the local authorities on how to develop eligible projects in order to access the European Rural Development Funds. Part of the same component, a practical guide to financing development projects in the water-management domain was drafted, printed and is ready to be distributed to other villages in Romania and other similar rural settlements covered by the “Every Drop Matters” umbrella.
- An integrated awareness campaign which improved locals’ information of water related hazards. Villagers were taught to keep the river banks clean, stop discharging domestic garbage in sources of clean water, boil and save water. People became more responsible and understood how every action taken affects the quality of the water they drink.

The closing event featured several presentations of results by the main partners involved in the implementation, as well as a “making-of-the project” documentary film entitled “People and Water.” The event gathered representatives of the central and local authorities involved in the project, NGOs active in the environmental protection field, international consulting companies on water-management problems and representatives of mass media specialized on environment and CSR. The project’s results were debated and garnered great interest among the stakeholders. They will be replicated at national level through the strategy for the small rural areas development, and at regional level through the regional framework provided by the UNDP-TCCC partnership covering 22 countries.

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