

BULGARIA: Finding solutions that really work for the Danube and its people

Bulgaria's Danube Day secured positive action for the Danube through official meetings in Pleven, Lom and Montana; a media television campaign (supported by the Ministry, ICPDR and Coca-Cola Bulgaria) and youth information sessions at Svishtov and Rousse.

Protect the River – she will protect you the slogan of the Danube Region Basin Directorate's (DRBD) contribution. This year's events centred on flood prevention with a Meeting of the Basin Council at Pleven. The state-public advisory commission reviewed EU and UN ECE expert documents on sustainable practices and flood risk reduction and developed Bulgaria's flood prevention programme.

The Ministry of Environment and Water together with Coca-Cola Bulgaria focussed on a public outreach campaign involving Danube Day information pack for journalists in national and local media, Danube Day posters published in national newspapers, billboards in Sofia, Vidin, Rousse and Pleven. The television campaign supported by two national channels targeted the youngest viewers. 29 June 2006 in Bulgaria started with a Danube Day forecast of the popular national channel bTV, followed by other news on the Danube River Protection Convention and activities planned.

A series of working groups on flooding and nutrient pollution formed part of the Centre for Environmental Information and Education's (CEIE) events. Water sector professionals met in Montana and Lom to debate specific problems and the ICPDR's new Flood Action Programme. Officials from the DRBD in Vratza, the Civil Protection Agency, Irrigation Systems, Regional Inspectorate of Environment & Waters, Hydro Ameliorations and Lom municipality participated.

More breeding birds in the Danube was the positive news from Green Balkans' Danube Day birding expedition, which recorded increased numbers of waterfowl and the expansion of Heron, Cormorant and Spoonbill colonies. Numerous rare and globally threatened species were noted including Pygmy Cormorant (*Halietor pygmeus*), Dalmatian

Danube Day: more than just water!

For general information view www.danubeday.org or email: jasmine.bachmann@unvienna.org.



Pelican (*Pelecanus crispus*) and Ferruginous Duck (*Aythya nyroca*). The annual trip is part of a wider partnership programme of wetland conservation and restoration – the *Lower Danube Green Corridor*. Supported by the Netherlands Embassy, the tour will form part of a documentary on the area's unique natural heritage.

Danube day also saw the start of the 2006 search for the *Danube Art Master* of Bulgaria. Organised by the CEIE, the contest is part of an international creative challenge to children across the Basin. Also aimed at pupils, the DRBD held a series of lectures at secondary schools. Pupils from the Dimitar Blagoev School in Svishtov and the Yordan Yovkov and Friedrich Schiller schools in Rousse quizzed experts on environmental and economic problems, pollution and flood prevention. Officials from the Vratza office also spoke about the DRBD's work and national policy in Kozloduy and Lom.

"Protect the River - she will protect you" Main message on the Danube Day posters and bill boards in Bulgaria

PARTNERS

Ministry of Environment and Water • Danube Region Basin Directorate
• Centre for Environmental Information and Education (CEIE) • Coca-Cola Bulgaria • Green Balkans • EcoBulPack • bTV • Bulgarian National Television

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