



PRESS RELEASE



Every Drop Matters Project Announced Its Results

Bucharest, May 7, 2008 – The United Nations Development Programme (UNDP) and Coca-Cola Romania today announced the results of the EVERY DROP MATTERS (EDM) project one year after the start of its implementation.

This project is part of a regional UNDP and Coca-Cola partnership signed in 2006 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.

“In Romania, 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 under the EU Rural Development to construct piped sewerage,” added Mr. Sorensen.

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

The project **EVERY DROP MATTERS** had 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 social and economical needs and challenges in the selected communities.
- Three pre-feasibility studies, carried out in the communes Dorna Candrenilor and Cosna, which determined the best solutions to be employed by locals in order to secure access to healthy 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 and made available to all the stakeholders.
- An integrated awareness campaign which improved locals’ information of safe 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 titled “People and Water.” The event gathered representatives of the central and targeted 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.

Additional details are available on the project website: www.everydropmatters.com

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