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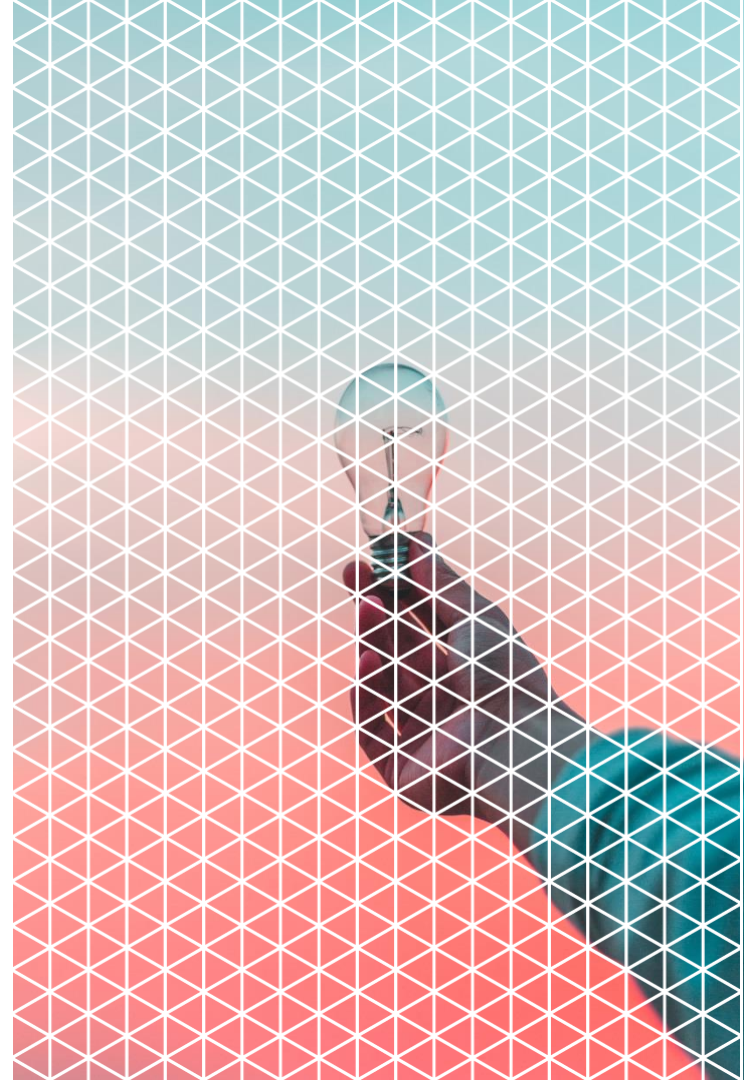
P R E S E N T

Empirical survey within „BEST WATER USE“ project

PREPARED FOR:



October 2018



SURVEY OF THE ATTITUDE OF THE TARGET GROUPS TOWARDS WATER RESOURCES, THEIR PROTECTION, EFFICIENT USE AND MANAGEMENT

Ecco Nevrokop Association, in partnership with the Agency for Development Anatoliki - Thessaloniki (Greece), Serres Anesser Development Agency (Greece), Economic Development Agency Bansko (Bulgaria) and Agency for Economic Development High Western Rodopi - Devin (Bulgaria) implements the Project Best Water Use with BEST-U acronym under contract B2.6f.05 of 02.10.2017. The Best Water Use project aims to promote innovative technologies to improve environmental protection and efficient use of water resources as well as soil protection.

The project is aimed at improving water management by organizing campaigns to promote "green behavior" in the following areas:

- Water management;
- Implementation of pilot activities involving existing innovative methods / technologies;
- Forming a comprehensive educational policy in local self-government.

The specific objectives of the project are:

- Build capacity for all stakeholders as well as water resource management;
- To improve knowledge and raise awareness of water users, aiming at more effective participation in environmental actions;
- Develop educational processes that promote a comprehensive, systematic and interdisciplinary approach to environmental issues and optimal water management in particular;
- To create a sense of responsibility among learners and teachers in terms of environmental protection and sustainable lifestyles.

This study is carried out by Technical Training Bulgaria LTD, under a contract for "Studying the attitude of the target groups towards water resources, their protection, efficient use and management" with the contractor Ecco Nevrokop Association.

The project is co-funded by the European Regional Development Fund (ERDF) and by the national funds of the countries participating in the "Greece - Bulgaria 2014-2020" Cooperation Program INTERREG V-A



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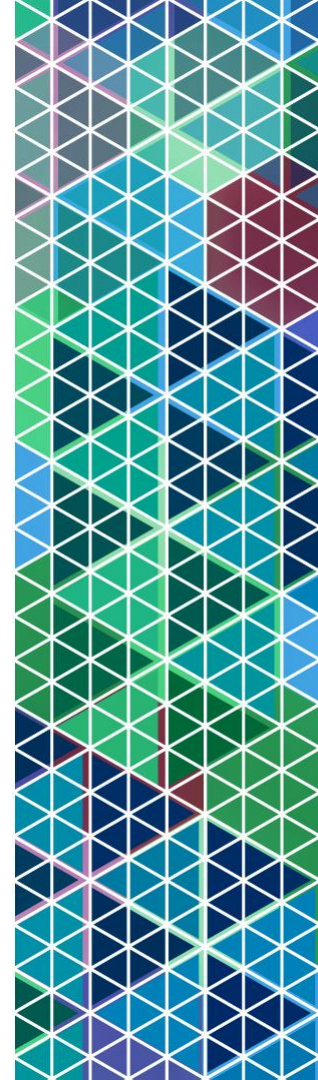
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Methodology

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: survey methodology

research objectives:

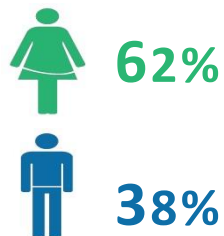
- attitude of the target groups towards:
 - protection of water resources;
 - efficient use of water resources;
- types of water resources used;
- water resource use and management practices;
- acknowledgement with the legal framework at local and EU level;
- available public information on the topic;
- assessment of the activity of the responsible bodies.

quantitative survey:

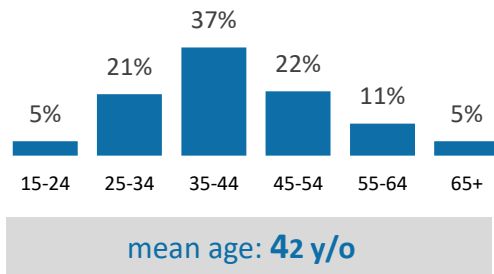
- registration method: CAWI (self-completed online questionnaire) / PAPI (self-completed paper questionnaire);
- scope: municipalities in the region of Blagoevgrad;
- sample size N=323, of which:
 - n=232 households;
 - n=40 farmers;
 - n=51 local business;
- fieldwork period: [September 5 – October 11, 2018](#).

: sample structure : households

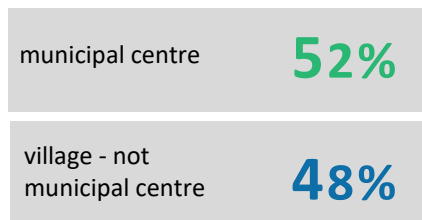
gender



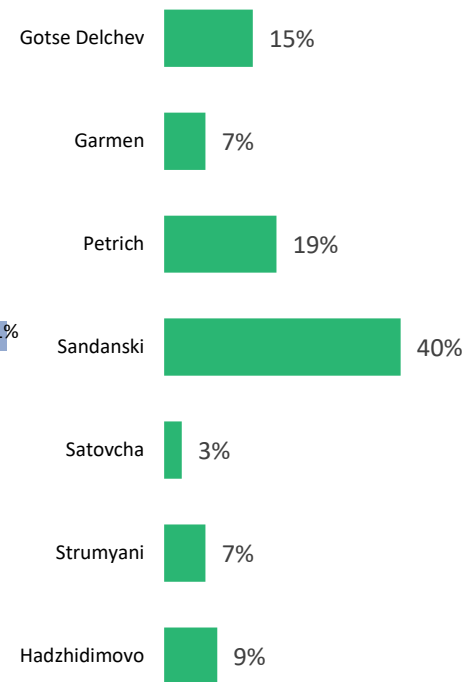
age



settlement type



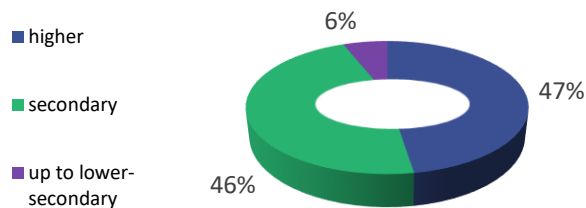
municipality



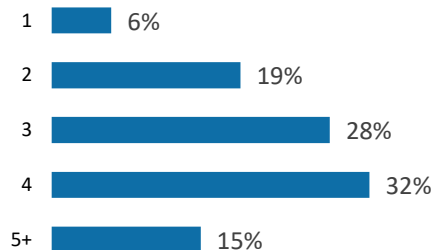
■ student ■ employed ■ self-employed ■ unemployed ■ maternity /housekeeper ■ retired ■ not employed (health issues/ disability)



education



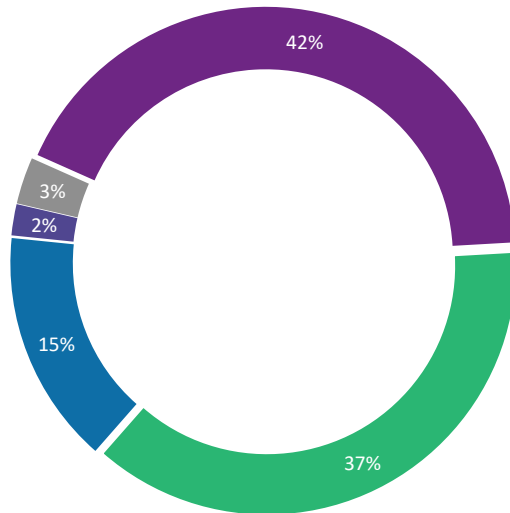
household size



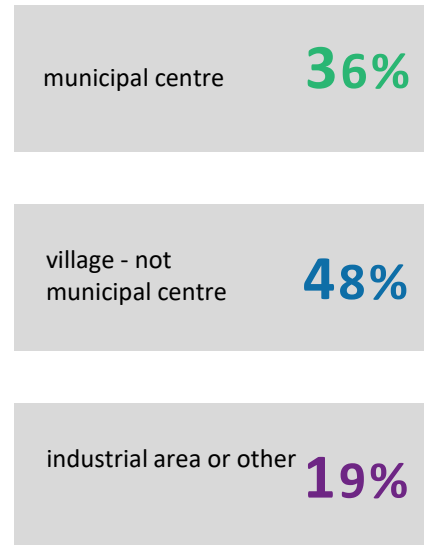
: sample structure : business

activity

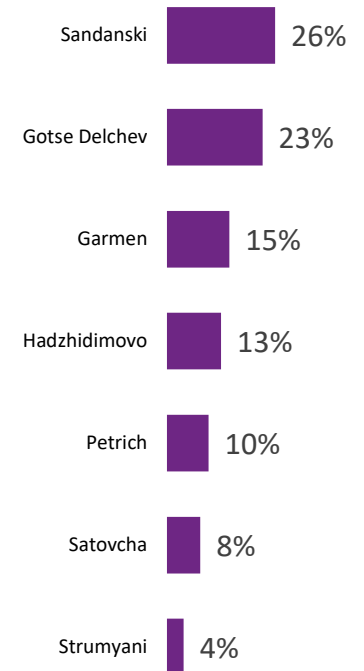
- agriculture and/or stock-raising
- services
- production
- crafts
- other



territory of activity



municipality





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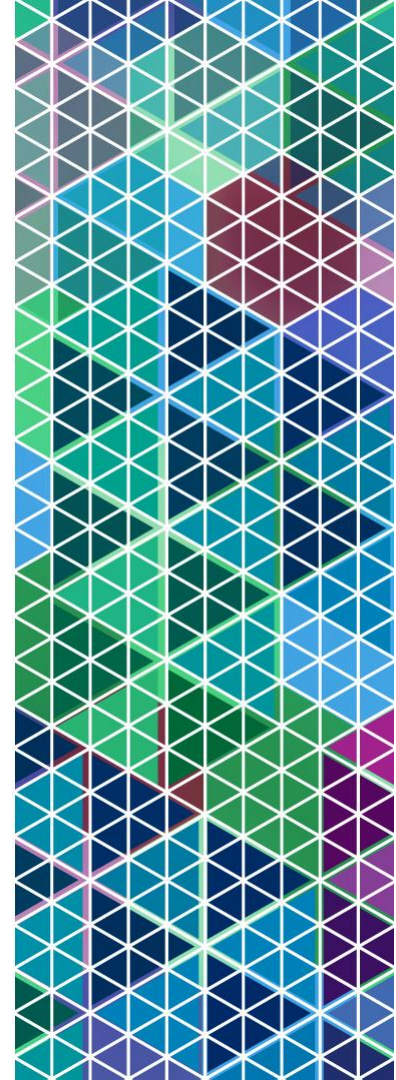
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Types of water resources used

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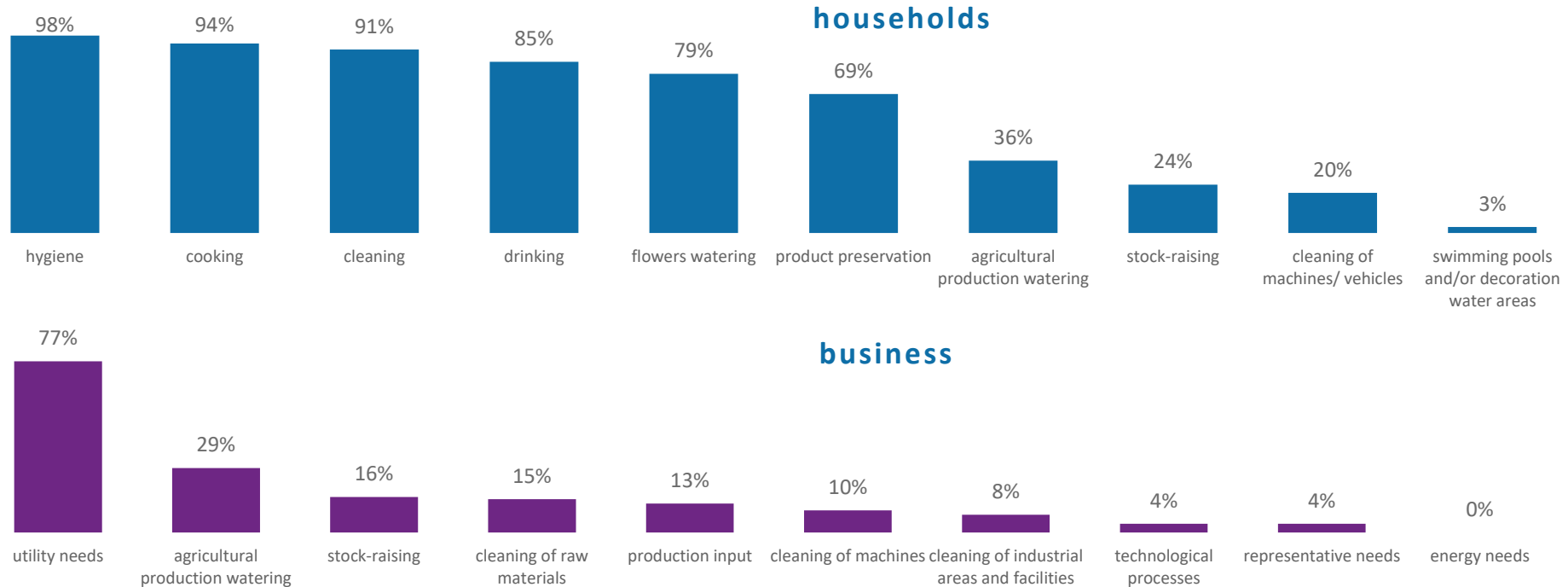


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: main purposes of water use

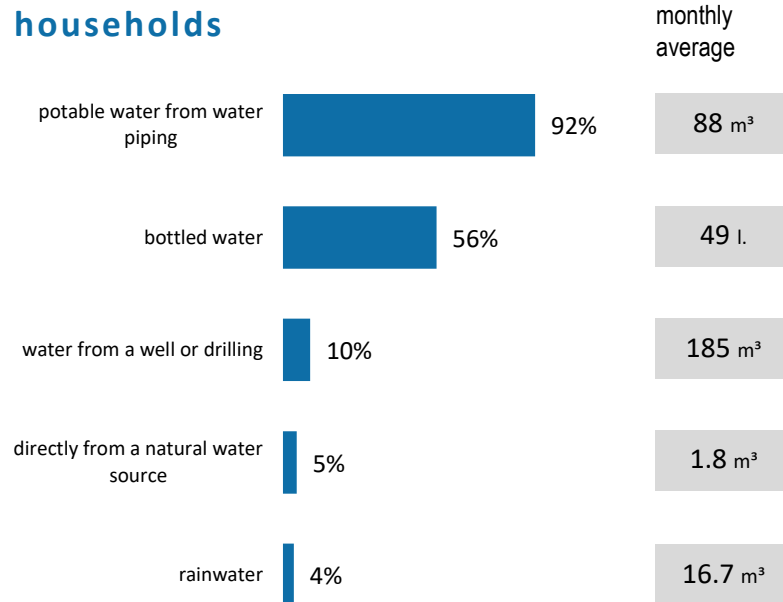
Over three quarters of the households and businesses use the water for utility needs. The rest of the purposes among business entities are determined by the specifics of their activity.



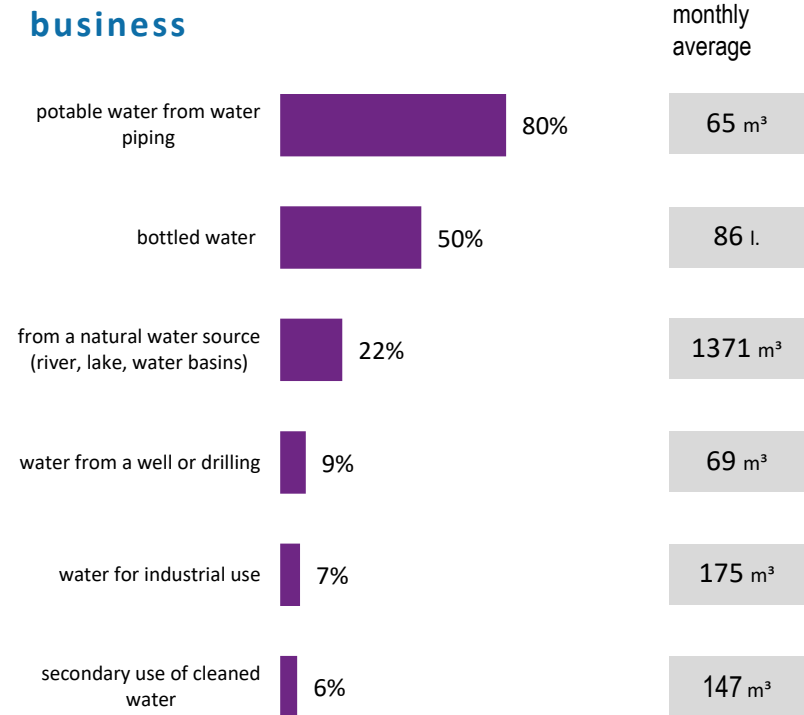
: sources of water used

The main sources for the two groups are the piped and the bottled water. The quantity of the water from natural sources directly used by the business is significantly bigger.

households



business



: shortage and issues with water supply

Both households and business suffer the most the pipe damages and the high water prices. The households experiencing shortage of water typically live out of municipal centres and in municipality of Petrich.

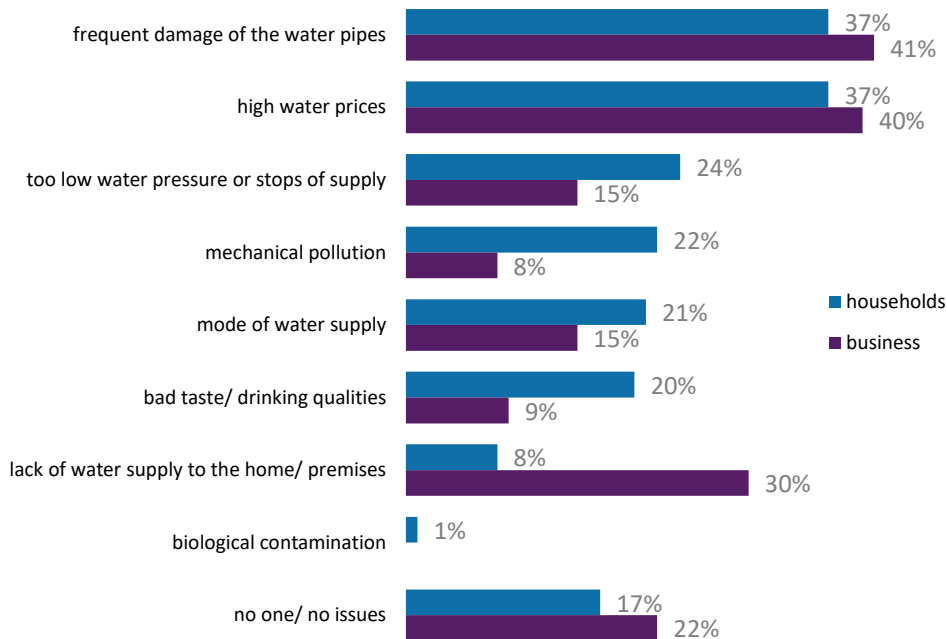
shortage of water (incidence)



average monthly shortage (m³)



water-connected issues



P11-B9. Do you experience shortage of water? P12-B10. How much water do you need in addition per month?

P13-B11. Which of the following water supply issues experiences your household/company?



households, n=232; business, n=91



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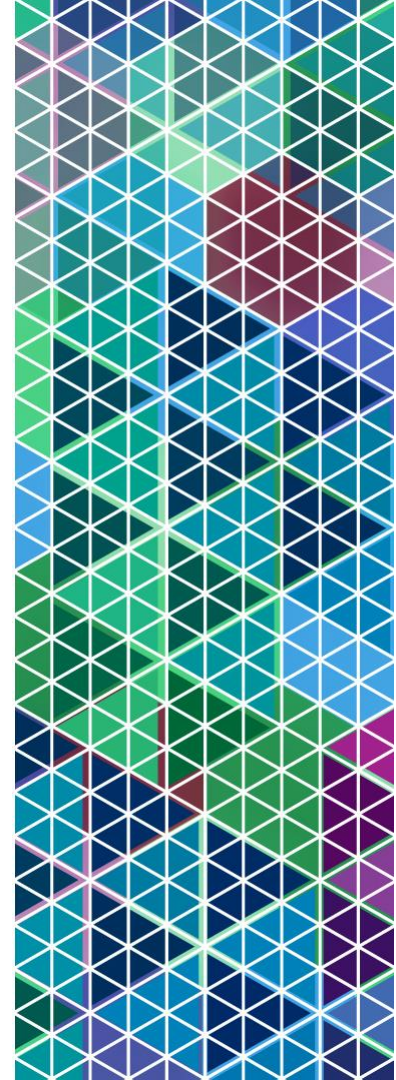
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Protection and efficient use of water resources

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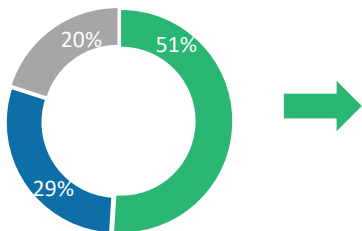
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: water sparing practices [households]

The most widespread sparing practice is the timely fixing of breakdowns. About ½ of the households spare water during every-day home activities.

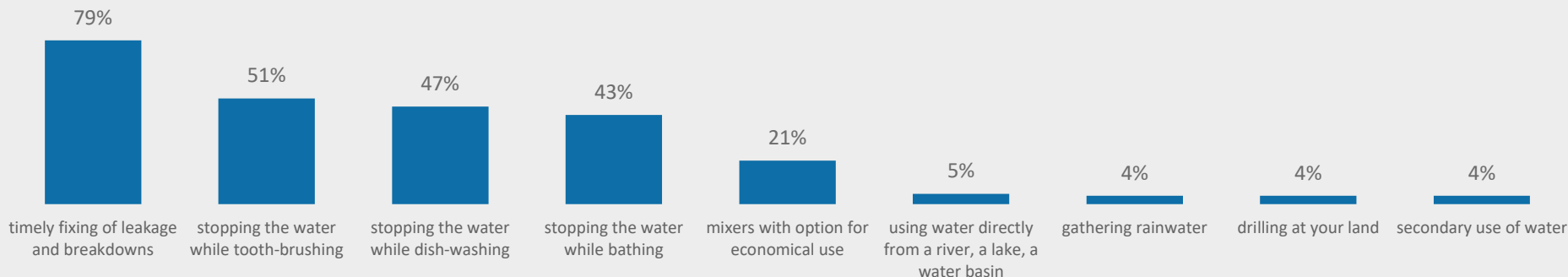
■ yes
■ no
■ don't know/ can't say



average spared quantities monthly

353 l. amounting to 15 BGN

76% could not recommend traditional sparing practices



P14. Do you have special practices for water sparing in your household? P15. Do you practice the following?

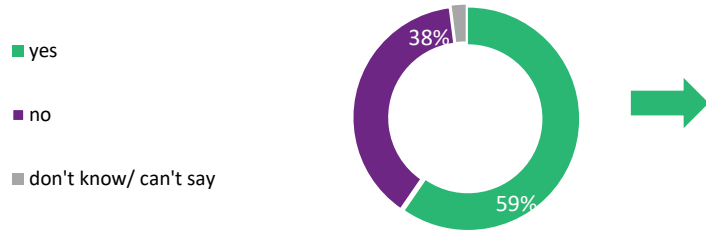
P16A. How many litres do you spare a month? P16B. The amount in BGN?



households, n=232

: water sparing practices [business]

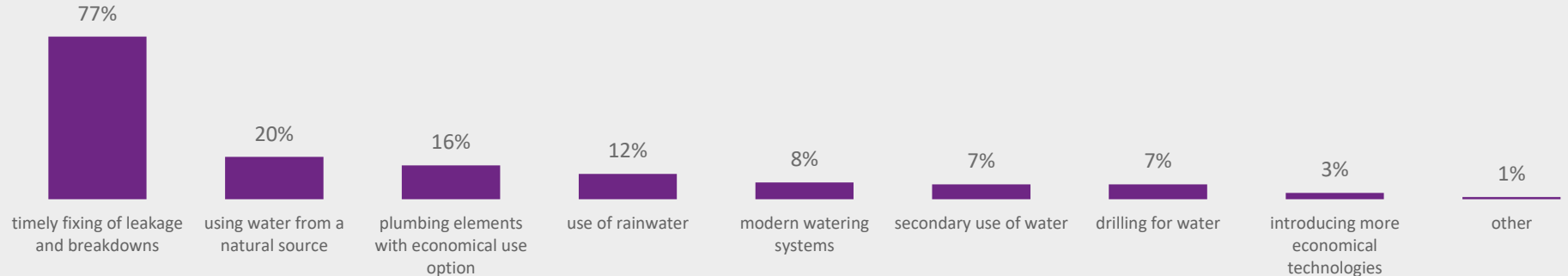
Over ½ of the business representatives state they have water sparing practices consisting mainly of timely fixing of breakdowns.



average spared quantities monthly

3161 l. amounting to 83 BGN

77% could not recommend traditional sparing practices



B14. Do you have special practices for water sparing in your company? **B15.** Do you practice the following? **16A.** How many litres do you spare a month? **16B.** The amount in BGN?

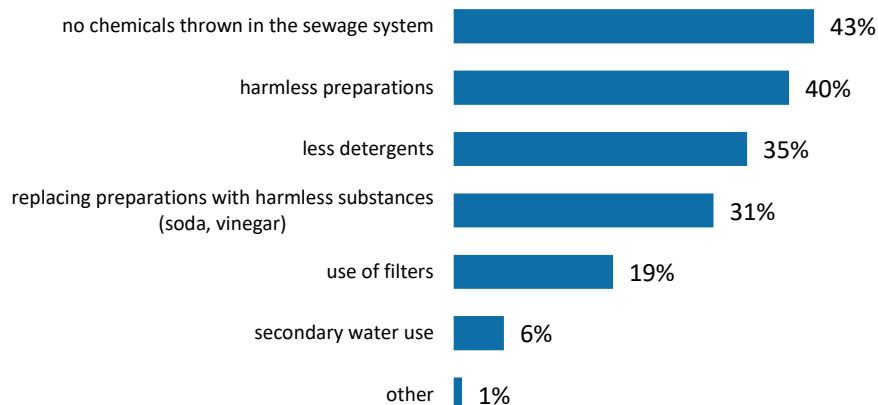


business, n=91

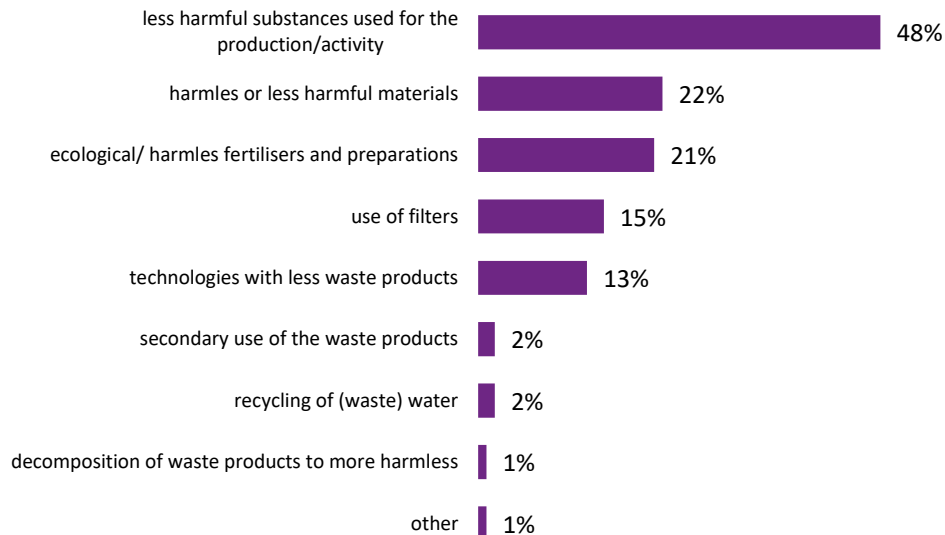
: practices for reduced water pollution

The secondary use of water is one of the less frequently practiced activities for reducing of water pollution, both among households and business.

households



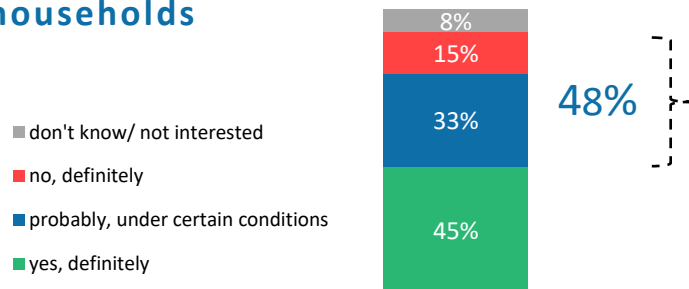
business



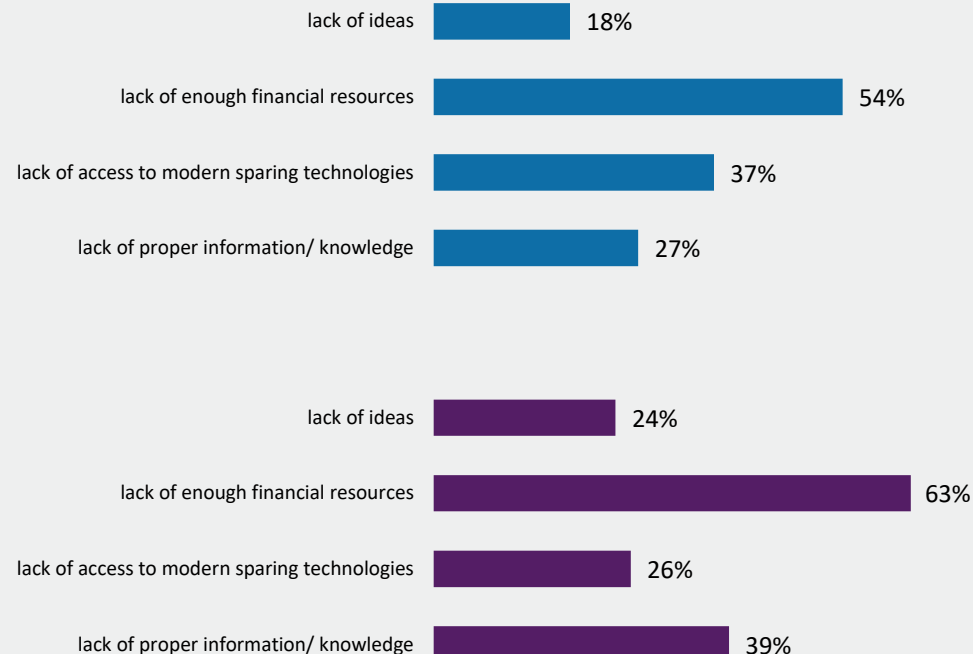
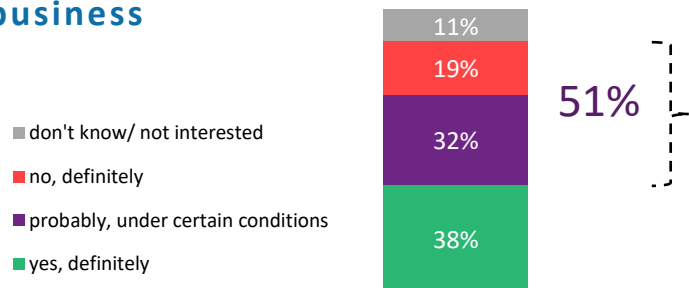
: abilities and obstacles to additional sparing/non-pollution of water

Those unsure in their additional abilities to spare/ not pollute explain their uncertainty primarily with financial shortages and inaccessibility of modern technologies.

households



business





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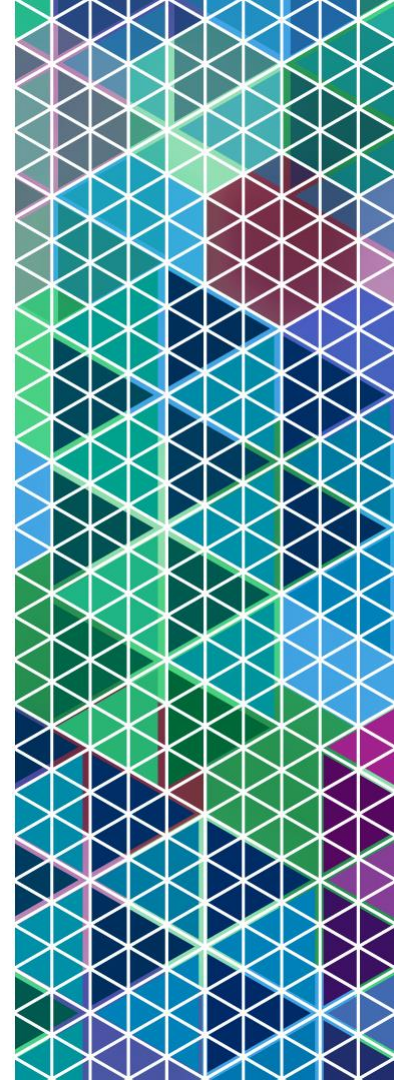
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Information sources and awareness of the legal framework

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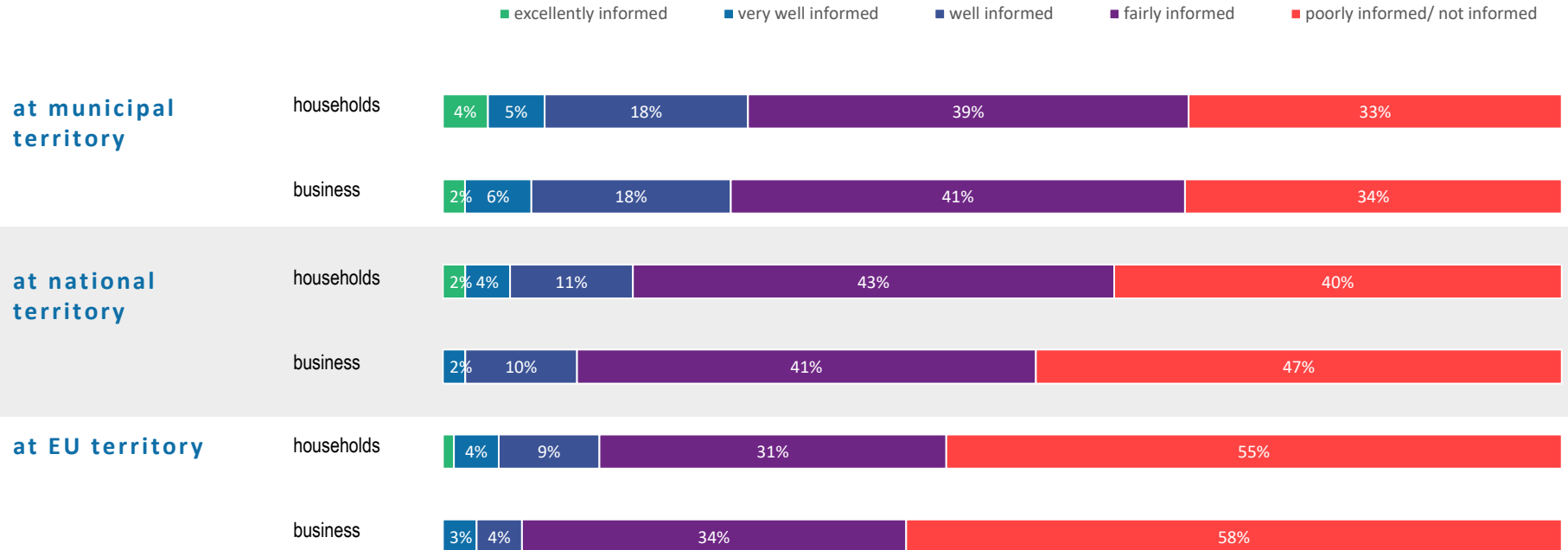


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: awareness of water use and protection regulations

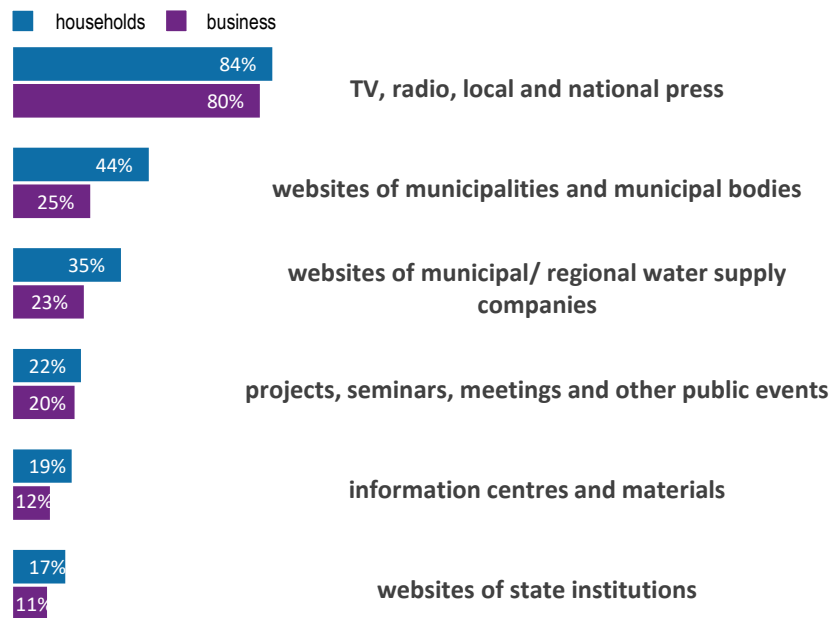
The two target groups do not feel aware enough of the legal regulations, with the EU regulations being the most unclear.



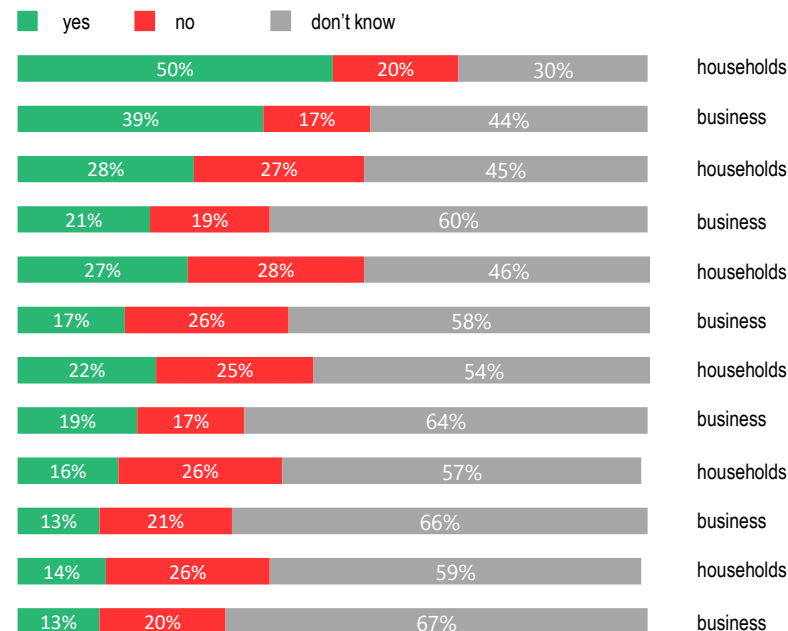
: sources of useful information

The traditional media are assessed as the most adequate. The more widespread lack of opinion among business representatives indicates once again their lower awareness.

could provide needed information



actually provide needed information

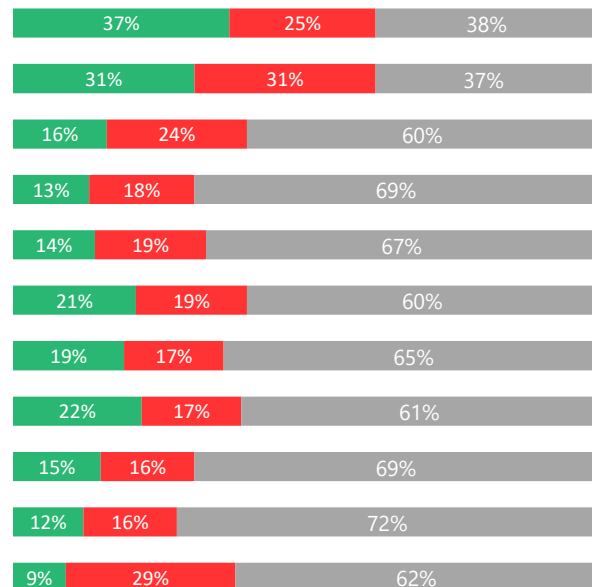


: assessment of the activity of institutions and organisations

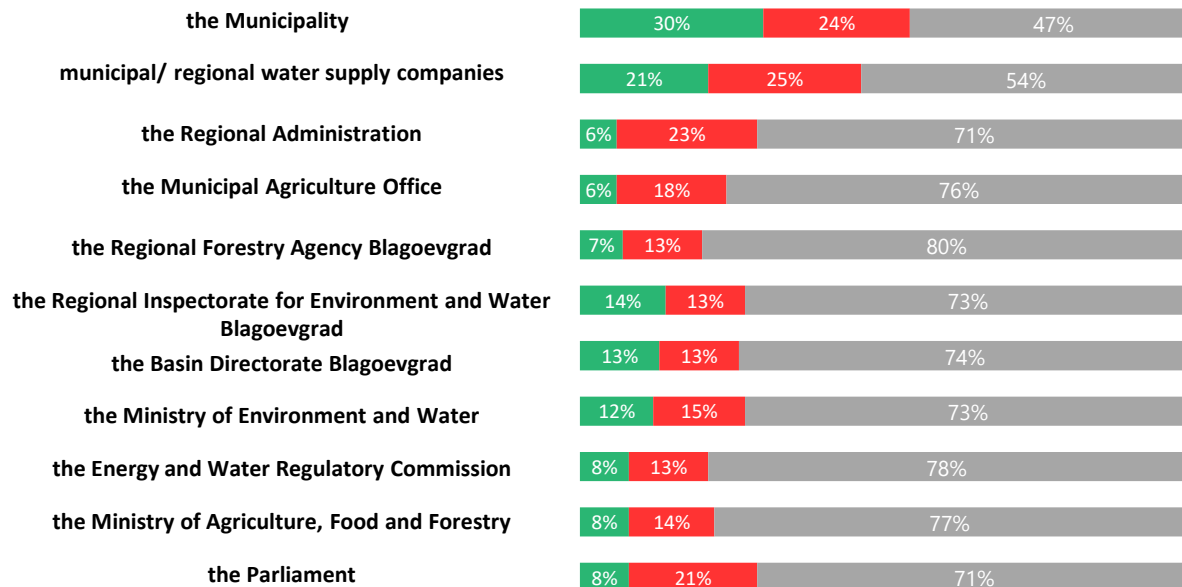
The most highly assessed is the activity of the municipalities and the local water supply companies. As a whole, the awareness of the activities of the responsible bodies is relatively low.

households

positive negative don't know



business





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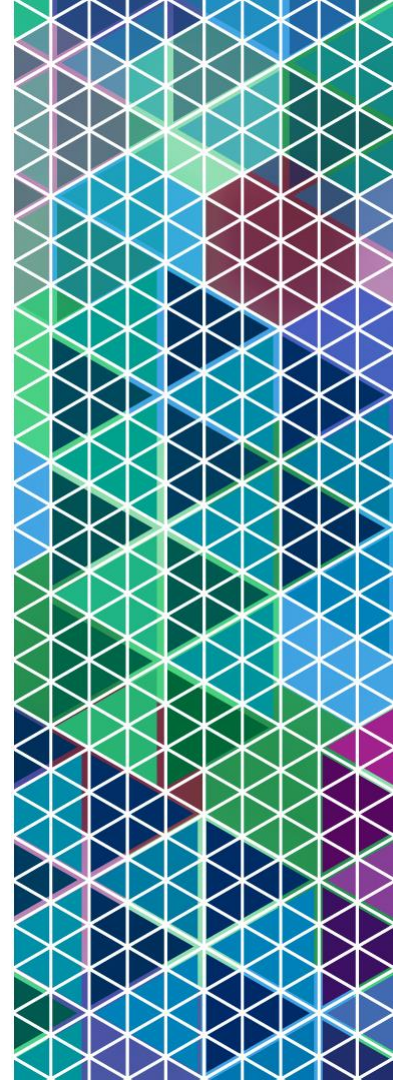
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Main findings

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: summary : use and protection of water resources

- Besides the most typical use of water for home purposes, the households in the smaller settlements use it also for gardening, planting and stock-raising. The service sector companies use water to clean premises; those in manufacturing use it as a production input; and the farmers use it for plant watering and stock-raising.
- Besides of the piped potable water, used of the majorities, by half of the two target groups use bottled water. Nine of ten farmers use water directly from natural sources.
- Four of ten companies, and 7 of 10 farmers use water seasonally. The average length of the season is 5 months.
- The most widespread issues for the both target groups are the frequent damages of water pipes and the high water prices. Near a third of the businesses also complain of lack of supply to some of their premises.
- About a half of the households and 60% of the companies spare water purposefully, but the shares of those actually taking sparing measures are higher. The both groups practice mostly timely fixing of leaking and pipe breakdowns. By half of the households also spare while cooking, dishwashing, bathing and tooth-brushing; and about a fifth use water mixers with economic use option.
- Among the business, the service sector practices mostly the use of economic plumbing elements; the sector of manufacturing practices both economic plumbing elements and secondary use of water; and the farmers perceive as a sparing practice the use of rainwater and water directly from natural sources.
- The both target groups contribute to reduced pollution mainly by using less chemicals in their activities.
- A half of the households and a third of the companies identify as a major obstacle to further sparing and anti-pollution measures the lack of enough financial resources.

: summary : information sources and awareness

- Large shares of households and businesses do not feel well informed about the regulations on water use and protection. Expectedly, the highest levels of awareness are declared regarding the local regulations and the lowest, regarding EU regulations.
- The traditional media (TV, radio, local and national press) that the respondents most frequently follow are defined respectively as those most capable to and the best in providing information. Relatively significant shares of households point also the websites of municipal bodies and local water supply companies; and the businesses point the websites of municipal bodies and public events.
- The respondents are rather not acknowledged in details with the institutions responsible for water management and protection. The business representatives declare higher levels of acknowledgement in comparison with the households; but tend to give more negative assessments of the institutions' activities. The institutions most close to the respondents: the municipal bodies and local water supply companies, receive the most favourable assessments, respectively.
- The solutions for better protection and more efficient use of water resources suggested by the two target groups differ mainly by their scale. While the households focus on resolving the problems of each individual and on measures for better sparing of water, the business demonstrate holistic approach and suggests solutions of larger scale, as massive campaigns among population and change of the main criteria for protection of water resources.



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October, 2018

thank you!

"OUR TASK
IS TO READ
THINGS NOT
YET ON THE
PAGE."

STEVE JOBS