

PROMOTION OF ENVIRONMENTAL AWARENESS THROUGH LAUNCHING OF ADOPT THE RIVER PROJECT

ZLATNA PANEGA CEMENT

Zlatna Panega Village, Bulgaria



OBJECTIVE

The main goal of the project is piloting educational curricula and building awareness on the environmental conditions of rivers situated near industrial plants through involving students and active citizens in volunteer bio-monitoring and preservation activities, using new forms of local community stakeholders' collaboration.

CONTEXT

Zlatna Panega Cement Plant is located within a karst area, home of the second biggest karst spring in Bulgaria, part of Natura 2000 network (under Habitat and Bird Directives). Zlatna Panega Lake is a drinking water source. Having in mind all specifics of the area, the company initiated Adopt the River Project as a step towards environmental awareness building among the local population and further establishment of sustainable development in the region. The project was launched in 2015 with the financial support of the EEA.

SOLUTIONS

The main activities implemented within the project framework are as follows:

- Elaboration and adaptation of environmental protection educational program and water and biodiversity monitoring methodology, including observation and estimation of river conditions, data exchange with local and national authorities, establishment of volunteers groups for river conditions observation
- Teachers and students training for implementation of water quality and biodiversity monitoring
- Practical activities on water quality and biodiversity monitoring at Zlatna Panega river, including adoption of different river sections from children studying in the local schools and report of the monitoring results on special tables situated on the river banks
- Annual cleaning of the river surrounding area together with representatives of Zlatna Panega Cement, teachers and students from the local schools, NGOs, etc.

OUTCOMES

Starting several years ago the project laid a solid foundation for a future development of a network of voluntary groups for monitoring the condition of the river, for raising awareness on environmental issues in the region and initiating a dialogue between the industry, students, citizens, NGOs. The activities included in the project are still actual today and raised interest in local people, especially in local students, on acting differently within the context of surrounding area.

PARTNER

The Regional Environmental Center for Central and Eastern Europe – office Bulgaria, The Nature Department of Pleven Regional Historical Museum, The Sergey Rumyantsev Vocational High School of Agriculture in Lukovit and Environmental and Public Health Office – Kjos, Iceland.

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