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Public involvement and awareness raising activities
Task 2.7.1: Develop a communication strategy for each basin

**Communication Strategy and Plan
for the Prut River Basin**



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ACRONYMS

| | |
|---------------------|---|
| Aarhus Convention | Convention on Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters |
| CC | Communication Committee |
| CS&CP | Communication Strategy and Communication Plan |
| CWME | Country Water Management Expert |
| DRB | Danube River Basin |
| DRPC | Convention on Co-operation for the Protection and Sustainable Use of the River Danube |
| ENPI | European Neighbourhood and Partnership Instrument |
| EPIRB | Environmental Protection of International River Basins Project |
| EU | European Union |
| Helsinki Convention | UNECE Convention on the Protection and Use of Transboundary Watercourses and International Lakes |
| HPP | Hydropower Plant |
| IRBM | Integrated River Basin Management |
| IWRM | Integrated Water Resources Management |
| MDGs | Millennium Development Goals |
| NGO | Non-Governmental Organisation |
| NCCs | National Coordination Committees |
| PD | Project Director |
| PoM | Programme of measures |
| RB | River Basin |
| RBMP | River Basin Management Plan |
| RBM | River Basin Management |
| RBC | River Basin Council |
| REC | Regional Environmental Center for Central and Eastern Europe |
| TL | Team Leader |
| WFD | Water Framework Directive |

INTRODUCTION

This Communication Strategy has been prepared in the context of the project “Environmental Protection of International River Basins Project (EPIRB)” funded by the European Commission – Directorate-General for Development and Cooperation - EuropeAid and implemented between January 2012 and January 2016 by the consortium led by Hulla & Co “Human Dynamics”.

The overall objective of the project is to improve the quality of water in the trans-boundary river basins of the wider Black Sea region and Belarus. The specific objectives of this project are:

- to improve availability and quality of data on the ecological, chemical, and hydro-morphological status of trans-boundary river basins including groundwater, and
- to develop River Basin Management Plans (RBMPs) for selected river basins/sub-river basins according to the requirements of the Water Framework Directive (WFD).

The project targets the following countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

There are two main overall project results expected:

- increased capacity of the respective national authorities for hydro-biological, chemical and hydro-morphological monitoring of water quality incl. groundwater; quality assurance procedures in place in laboratories, and
- increased technical capacities by means of development and implementation of RBMPs for selected river basins/sub-river basins, according to the requirements of the WFD.

Under the Activity 2 - development of joint RBMPs for selected river basins- of the project, it is foreseen that communication strategies will be developed for each basin (Task 2.7.1), and awareness building activities will be undertaken throughout the project. (Task 2.7.2) The Regional Environmental Center for Central and Eastern Europe (REC) was contracted in April 2013 to carry out/support these tasks in line with the overall Communication and Visibility Plan developed in the inception phase of the project. The Communication and Visibility Plan includes a general communication strategy and specific activities dedicated to communication and the visibility for the overall EPIRB project, with the goals:

- to raise awareness around the project and its communication activities, objectives and impact;
- to develop effective, appropriate messaging of interest to the target groups and initiatives.¹

The First Progress Report of the project foresees the development of comprehensive Communication Strategies and detailed Communication Plans for each basin following the completion of the River Basin Analysis in the countries and the delineation and classification activities.

The pilot basins were selected and confirmed during the inception phase, as follows:

¹ See: Communication and Visibility Plan prepared within the EC-funded project “Environmental Protection of International River Basins”. The overall objectives of the Communication and Visibility Plan are as follows: ensure timely communication to relevant State establishments and/or organizations; ensure effective communication between groups; ensure timely notices for requirements/meetings; ensure optimum results for all communications and project expectations; measure the results of the communication strategy execution and revise accordingly.

- Belarus/Ukraine – Upper Dnieper River ;
- Moldova/Ukraine – Prut River basin;
- Armenia – Akhuryan and Metsamor rivers;
- Azerbaijan – Agstafachay, Tovuzchay, Shamkirchay and Ganjachay rivers; and
- Georgia – Chorokhi-Adjaristskali basin.

In order to ensure consistency among the Communication Strategies and Plans for the above mentioned pilot basins, the following methodology has been undertaken: a general common approach has been developed and is described in the Methodology for Developing a Communication Strategy for the Prut River Pilot Basin, and a specific strategy and plan has been developed for each pilot basin adapting the general approach to the given conditions. These latter are described in the current document for the Prut river basin: in Part I, Communication Strategy for the Prut Pilot Basin., and Part II, Communication Plan for the Prut Pilot Basin.

The Communication Strategies and the Communication Plans for Pilot River Basins cover the aspects of communication, information access and public participation. They are developed fully in compliance within the overall Communication and Visibility Plan of the project and the EU Visibility Guidelines.

PART I: COMMUNICATION STRATEGY FOR THE PRUT PILOT BASIN

1. Short description of the situation in the pilot basin and identification of needs and challenges the strategy needs to consider

The Prut River originates on the south-western slope of the Hoverla Mountain in the Carpathian Mountains in Ukraine and empties into the Danube River to the south of the Moldovan village of Giurgiulești, at a distance of approximately 164 km from the Danube mouth. The river is 967 km long with a drainage area of 27,540 km². Being a transboundary basin, it is located in the territory of three countries; 28% of the total basin area is located within Moldova, within Ukraine 33% and Romania 39%.

The Prut River basin within Ukraine is located in Ivano-Frankovsk and Chernovtsy oblasts. The upper part of the river basin is located within the Ukrainian Carpathians, the lower– within the Sub-Carpathian highland. Totally, the population in the Prut basin in Ivano-Frankovsk Region is 330 000 while in Chernovtsy Region the total number of inhabitants is 560 000. Thus, the population living within the Prut basin in Ukraine totals 890 000. The economic activities set up in the Ukrainian part of the Prut basin differs based on the geographical location. The mountainous part is more active in tourism and less active in folk craft and timber harvesting. For the Prut basin's flat part, the main occupation is farming (primarily, crop farming) and services – transport, education and medical. Wood processing and light industry are and will be of great importance.

Moldovan part of the basin is a relatively narrow band of 340 km in length, with width of up to 70 km, with an average width of 51 km. The population within the basin is 798 700 people (447 villages and urban-type localities inclusive of 15 towns). The basin's area is a typical agrarian region where rural population shares 74% of the total number. Agriculture is ranked as key economic activity while tourism is a promising sector for the sustainable development and utilization of the natural and artificial resources which exist within the basin.²

The recently published “Basin Analysis of the Prut river basin in the territories of Ukraine and the Republic of Moldova” highlights the following pressures with significant impact on the water bodies of the basin:

- water abstraction;
- stationary point sources of pollution (insufficiently treated urban waste water discharges and discharges of industrial waste water, inadequate management of municipal, livestock and industrial wastes);
- diffuse sources of pollution (transportation and other agricultural activities – use of pesticides, man-made disasters, etc.)³

² See: EPIRB Project, River Basin Analysis report for Prut basin

³ See: EPIRB Project, River Basin Analysis report for Prut basin

1.1 Legal requirements in force (national/international) ⁴

Ukraine has taken several steps to develop and harmonize national legislation to the EU Directives including the ones on water-related issues. The ENPI Country Strategy Paper for Ukraine (2007 – 2013) states that Ukraine adopted the Framework Law on Environment Protection in 1991. Since then Ukraine has adopted several pieces of legislation to aim at convergence with EU Acquis and the Ukraine legislation contains provisions on environment impact assessment, but these are not always implemented and enforced. The Strategy paper clearly highlights that further implementation mechanisms are needed to address water quality problems, as in some regions water quality needs considerable improvement. As of today, IWRM principles are integral part of the Ukraine Law on Environmental Protection as well as the Water Code (Articles 11, 13) and are, in addition, reflected in an approved State Programme on Water Management Development and Ecological Improvement of the Dnieper Basin by 2020. According to the Law of Ukraine, of 21.12.2010 № 2818-VI, "On the Basic Principles (Strategy) of the State Environmental Policy of Ukraine till 2020", Ukraine has to develop RBMPs for the main rivers.

The joint EU-*Moldova* Action Plan (Governmental order (#356, adopted in 2006) contains environmental and sustainable development objectives and prepares Republic of Moldova for the introduction of EU requirements. Several activities and steps to implement the Action Plan have already been undertaken. The Moldova Parliament in 2002 accepted the "Concept of Water Resources Development of the Republic of Moldova" where the necessity of introduction IWRM principles of water management was highlighted including a concrete Action Plan to achieve the water-related MDGs. In 2011, Moldova has adopted plans to align its water policy to the requirements of the EU Water Framework Directive. A new Moldova Water Law # 272 has been adopted at the end of December 2011 by the Parliament of Republic of Moldova, which is partly aligned with the EU WFD and other EU Directives. This Water Law provides the national legal framework for the management, protection and efficient use of surface and ground waters based on the evaluation, planning and decision making in a participatory manner. The law is planned to enter into force on 26 October 2013. Until then the Government is asked to submit aligned legislation to the Government of Republic of Moldova and practically develop the relevant secondary legislation (17 bylaws). Additionally and by 2016, the new Water Act foresees the development of national RBMPs for two river basin districts of (i) the Danube-Prut and Black Sea and (ii) the Dniester river.

Both countries, Moldova and Ukraine, are parties to the Aarhus Convention and implementing its requirements.⁵ In Ukraine relevant mechanism for the implementation of the Aarhus Convention are: (i) order of the Ministry for Environmental Protection from 18 December 2003 №169, registered in the Ministry of Justice 4 February 2004 № 156/8755 «On approving provisions on the procedure of the Ministry for Environmental Protection of Ukraine for giving information concerning the environment»

⁴ Draft Overview Report, Status of Country Implementation and Proposals for Support, prepared in January 2013 within the EPIRB Project Activity 1.2, Support to Country Implementation UNECE Water and Danube River Protection Conventions, page 39-49.

⁵ See sub-chapter 1.3 „The relevant UNECE Conventions” and Annex 2 of the Methodology for developing a Communication Strategy and Plan for the Prut River Basin.

and (ii) order of the Ministry for Environmental Protection from 18 December 2003 №168, registered in the Ministry of Justice 4 February 2004 № 156/8754) «On approving Provisions on public participation in decision-making in the area of environmental protection». In Republic of Moldova the Concept of cooperation between the Parliament and the civil society, was approved through the Parliament Decision No.373 -XVI as of 29.12.2005.

Furthermore both countries are also parties to the Helsinki Convention and the Protocol on Water Health and are obliged to implement their provisions.

1.2 On-going and past activities to build on⁶

There are no RBMPs (except for Tisza basin in Ukraine⁷), Action Plans or Programme of Measures according to the EU WFD in place yet neither in Ukraine nor in Republic of Moldova. However, several initiatives and projects have been implemented on IWRM principle during the last years. These include:

- Transboundary cooperation and sustainable management in the Dniester River basin - Phase III, implemented by OSCE, UNECE, UNEP. Countries: Republic of Moldova and Ukraine.
- Water Governance in the Western EECCA Countries (for EU EuropeAid Cooperation Office)
- Joint environmental monitoring, assessment and exchange of information for integrated management of the Danube delta region (Phase II), implemented by UNECE and UNEP. Countries: Republic of Moldova, Ukraine and Romania.
- Reducing vulnerability to extreme flood and climate change in the Dniester River basin (Dniester III Flood and Climate), implemented by OSCE in partnership with UNECE and UNEP.
- “Capacity building in data administration for assessing transboundary water resources in the countries of Eastern Europe, Caucasus and Central Asia (EECCA)”, (2010-2012). Countries: Republic of Moldova and Ukraine.
- Development of a Danube Delta Analysis including a Joint Danube Delta Survey Countries: Ukraine, Republic of Moldova, RO (supported by UNECE/ENVSEC).
- Upgrading of the system of management of the water resources of the Lower Dnieper and the Kharkhov reservoir (funded by the Swedish International Development Agency)
- Technical and economic justification of the international flood-control system in the Tisza basin (financed under a TACIS project and with the technical assistance of German experts)
- Flood-prevention management in Slovakia and Ukraine (funded by Danish Cooperation for Environment in Eastern Europe (DANCEE))
- Monitoring and assessment of the quality of transboundary rivers - Seversky Donets and Prypyat basins (TACIS project)
- Assessment and management of flood risks in Zakarpatskaya oblast (TACIS project)

⁶ See: EPIRB Project Activity 1.2. Support to country Implementation UNECE Water and Danube River Protection Conventions report

⁷ The Tisza RBM Plan was endorsed at the highest level by the Ministers and Heads of Delegations of the Danube countries in February 2010 and was approved in December 2010; <http://www.icpdr.org/main/activities-projects/undpgef-tisza-msp>

- Prevention and flood protection in Siret and Prut river basins, through the implementation of a modern monitoring system with automatic stations - EAST AVERT was launched in 2013.
- Sustainable Integrated Management of International River Corridors in SEE Countries (SEE River) (2012-2014) – funded by the South-East Europe Transnational Cooperation Programme

2. The goals and objectives of the Communication Strategy for the Prut River Pilot Basin

The Communication Strategy for the Prut River Pilot Basin will support first of all the project implementation, more concretely, the RBM planning in the pilot basin and its implementation.

The overall goals of the Communication Strategy for the Prut Pilot Basin Area are the following:

- to ensure proper communication, access to information, stakeholder and public involvement in the development and implementation of the RBMPs in the basin;
- to provide assistance to the government authorities in the basin on how to comply with their obligations, including practical support and guidance in addressing communication, access to information, stakeholder involvement and public participation in the development and implementation of RBM Plan;
- to facilitate the establishment of effective structures and mechanisms for public participation in the basin that will continue operating beyond the project.

The specific objectives for the Communication Strategy for the Prut Pilot Basin are the following:

- to provide timely information to the key stakeholders and the public in the basin in the specific phases of the project on the development and implementation of RBMP, and particularly on the draft and final documents prepared (active provision of information and access to information including documents);
- to inform stakeholders and the public of the appropriate opportunities for public participation in the development and implementation of the RBMP (consultation or active involvement), to facilitate/collect the input/comments of stakeholders on the draft documents and give them feedback on how these have been taken into account;
- to support the better communication of the project partners (project team and lead beneficiaries) with the key stakeholders at the pilot basin level;
- to assist in keeping the project partners, the key stakeholders and the public regularly informed of the project activities and results at the pilot basin level.

The expected outputs and outcomes of the Communication Strategy for the Pilot Basin will be as follows:

For the overall goal:

- Improved and more efficient communication, involvement of the stakeholders and the public in the development and implementation of RBMP in the pilot basin;
- More effective and meaningful structures and mechanisms established for public participation in the development and implementation of RBMP in the pilot basin which will engage, build

confidence and cooperation and promote the active participation and communication of diverse stakeholders in the planning and implementation of RBMP in the pilot basin, and which will continue beyond the project;

- Informed, improved and more transparent decision-making in the development and implementation of RBMP in the pilot basin, through communication, public participation and multi-stakeholder collaboration.

For the specific objectives:

- Communication among the project partners and with the key stakeholders at the basin level is improved and maintained;
- National, regional and local governments comply with their obligations on access to information, stakeholder and public participation in the development and implementation of RBMP in the pilot basin;
- The key stakeholders and the public are informed in a timely manner in the specific phases of the project on the development and implementation of the RBMP, particularly on the draft and final documents prepared;
- The stakeholders and the public in the pilot basin are well informed of the appropriate opportunities for public participation (consultation or active involvement), which enables them to provide input/comments on the draft documents; feedback is given to them on how their input/comments have been taken into account;
- Project partners, the key stakeholders and the public at the pilot basin level are regularly informed of the project activities and results.

The Communication Strategy needs to reach out to the public and the key stakeholders in the pilot basin so that they are properly informed and involved, and to the key actors to enable them for carrying out their role. The key stakeholders and actors, the tools and channels to inform them, involve them and reach out to them are analysed and proposed in the sections 4.1-4.3.

The implementation of the strategy is completed with a Communication Plan which will include the more concrete details how the strategy will be carried out, what activities will be taken, who will be responsible and when to carry these out. (See Part II.) During the EPIRB project, the REC together with the EPIRB Project Team will be responsible to carry out these tasks in cooperation with the Lead Beneficiaries in the country. After the project is over the competent authority at the basin level should take over these responsibilities and ensure their implementation for the following RBM planning cycles.

2.1 Key stakeholders to reach

There is a wide variety of stakeholders that have an interest or impact on the management of the pilot river basin and the rivers within the whole basin, such as the general public, people living in the pilot basin who are the end-beneficiary of the project's result, benefiting of the quality and quantity of water resources.

The main stakeholders are the: national, regional local line agencies/authorities in charge of different sectors, national planning agencies, other regional and national research institutions and international organisations with expertise in one or more sectors, NGOs dealing with water management/environmental issues, water users, and those which have or might have activities with potential impact on the water issues in the pilot basin, or which are affected or might be affected potentially by planned measures and activities .

Special attention should be paid to those marginalised or disadvantaged groups who are affected or likely to be affected but have no voice, both positively or negatively by RBM planning and its implementation. Methodological assistance for identification and involvement of the stakeholders are provided by several guidance materials.⁸

The Communication Strategy will as much as possible try to address all stakeholders identified but some stakeholder groups based on the Analysis Report have been designated as key water related sectors. These sectorial stakeholders to be addressed are:

- **Agriculture and irrigation:** In *Ukraine* agriculture shares about 20% in the area's gross value added output. In animal farming, the key businesses are poultry farming and pig-rearing. Modern technologies for production and processing of animal products were introduced to the enterprises (Kolos Corporation, Ukrainian Food Group Ltd., Tarasovetsky Broiler Building Ltd., Bukovina's Meat State Enterprise etc.). In *Moldova* farmlands occupy 76.8%, producing cereals, industrial crops and growing vegetables. 33 irrigation systems exist within the Prut basin with a total area fitted for irrigation of 51481 hectares, belonging to the State Water Agency "Apele Moldovei" which has local subdivisions in the Prut river basin as Technological Irrigation Stations in Briceni, Ungeni, Hincesti, Cahul town and Exploitation Department of Hydraulic Node "Costesti-Stinca" in Costesti town. Out of the 26 registered water users associations 6 are located within the Prut river basin: "Apa Cristalina" (Balauresti), Dinjeni; Pruteni (Grozesti); "Efim Tomaian" (Zirnesti), "Vedjetalsom" (Balauresti); "Vionel Plus" (Balauresti).
- **Industry:** In *Ukraine* the industrial potential of Chernovtsy Region includes over 200 industrial enterprises whose output is 0.4% of the nationwide output. The light industry from the region is the third largest one in the structure of industries with 23 enterprises (fabrication of ready-made clothing, manufacture of footwear and textile goods). Rapidly developing are the machine-building, machinery and equipment repairs and manufacture, with 13 enterprises in this field. Basing on the local forest resources, the furniture-making factories are in operation in Chernovtsy. In *Moldova* main industrial enterprises have been built during the post-war period: machine building and metal works, power engineering, wood processing, light industry and manufacture of building materials. Multi-functional towns of regional level are Ungheni and Cahul, which are also industrial centres having holistic functions, however, with the food industry (winery, canning, milk) as a dominant industry. The towns with the agro-industrial function are small towns, industrial centers with a narrow focus on food enterprises (sugar, canning, and winery).

⁸ See for example: Guidance document n.8, Public Participation in relation to the Water Framework Directive; Aarhus Convention Recommendations on Public Participation in Decision-making in Environmental Matters; Harmonizing Collaborative Planning (HarmoniCOP) Learning Together to Manage Together

- **Power industry:** In *Ukraine* the Prut basin is the location for several operating hydro power plants, one (Snyatin HPP) being located directly on the Prut river (800 kW). Besides, two more HPPs operate on the Prut's tributaries: Yablunitsa HPP (100 kW) on Bely Cheremosh (the village of Yablunitsa) and Probiynovka HPP (1200 kW) on the Probiynovka river (the village of Probiynovka). Snyatin HPP and Yablunitsa HPP are owned by Energoinvest Ltd. (Vinnitsa). Probiynovka HPP is owned by the private businessman V.V. Mironyuk. 10 small hydro power plants are planned for construction in the Prut basin alone. In *Republic of Moldova* there is a single 32 000 kW HPP in operation that has two turbines (16 000 kW each) and an average annual capacity of about 130 million kWh, located near Costesti and Stinca, 576 km away from the Prut headwaters. The main task for the HPP is to regulate the Prut river flow and to provide people of the adjacent villages with drinking water and feed water to farmlands (not used fully).
- **Forestry:** In *Ukraine* forests are 258 000 ha in total area and wood-processing industry as one of the oldest industries is broadly developed and ranks 6th with its 36 enterprises. In *Republic of Moldova* the area of the forest resources totals 84654.6 ha. The largest forestry areas in the Prut river basin (forestry in Prut pilot basin, covers around 35%) are occupied by Hincesti and Glodeni forestry (natural reservation "Padurea Domneasca").
- **Fisheries:** do not play a significant role in *Ukraine*, while in *Moldova* the area of fisheries fund is 9750 ha.
- **Water supply (domestic and industrial uses).** In *Moldova* town water operators are part of the Joint Water Companies "Apă Canal", which are the main (78.4%) consumers of water for municipal purposes.
- **Navigation** River transport is rather low since the opportunities for navigation on the Prut are much limited. In recent years, navigation is feasible only during the spring flood. There are only 2 ports on the Prut river: Giurgiulesti international free port on the Danube's sea section and Ungheni river port. The *Parliament of Moldova* accepted the European agreement on basic domestic navigation routes which will have an international status. These include E80-07 (on the Prut). This agreement on the development of river transport calls for deepening of the river bottom from its estuary to Ungheni.
- **Flood protection, river works:** The Prut is featured by high and medium floods of shower origin that are shaped up in Ukraine's Carpathian part. According to Dniester-Prut BUVR, 202.3 km of sections have been regulated as of 01.01.2012 in Ivano-Frankovsk Region and 123.4 km in Chernovtsy Region. In Republic of Moldova the development of the Scheme of Protection of inhabited areas of the Republic of Moldova against floods (Master Plan) commenced in 1995 that was approved by the Government under its Resolution of 2000. The Scheme-planned measures have not been fulfilled because of the lack of finance.
- **Tourism:** promising sector but in both countries there is a lack of good infrastructure.

During the inception phase of the project the following main project counterparts were identified, who are also part of the main stakeholders and who have indicated already their commitment in the process:

- *Moldova:*
 - Leading Beneficiary Institutions: Ministry of Environment;

- Other Key Beneficiary Institutions/Agencies: (i) Agency “Apele Moldovei” (within Basin Water Management Authority) and (ii) State Hydro-meteorological Service, Agency of Geology and Mineral Resources, SE “Moldavian Hydrogeology Expedition”).
- *Ukraine*
 - Leading Beneficiary Institution: Ministry of Ecology and Natural Resources of Ukraine;
 - Other Key Beneficiary Institutions/Agencies: State Agency for Water Resources, Dniester-Prut Basin Directorate of the Ukrainian State, National Geological Service of the Ukrainian Ministry of Ecology and Natural Resources

Taking in consideration the above mentioned issues a list of representatives of key stakeholders has been elaborated and proposed, and can be found in Annex 5.

2.2 Existing opportunities/structures to reach stakeholders and inform/involve them

In *Ukraine* the competent authority to coordinate and implement national water resources management is the Ministry of Ecology and Natural Resources of Ukraine. The State Water Resources Agency is aligned to and coordinated by the Ministry to implement IWRM activities on both the national and international levels. Ukraine implements its water resources management via a River Basin Council that consists of government officials, provincial, local and district representatives, scientific representatives, NGOs. Aligned to the Council IWRM is implemented via river basin management organisations for the districts of Dnieper, Danube, South Bug, West Bug, Seversky Donets, Dniester-Prut, Desna, Ros, Tisa and Crimea.

In *Republic of Moldova* the national Water Agency “Apele Moldovei” is responsible to develop river basin management plans. The "Basin Water Management Authority" - that has been brought in to life through the Moldova Government Decision #97 (9.2.2009) - operates under the Agency “Apele Moldovei” and supports the implementation of water resources management including the basin of river Prut.⁹ In accordance with the provisions of the new Water law from December 2011, based on the approved Government Decision in autumn 2013, the Ministry of Environment is responsible to create Committees in the river basin districts Dniester and in the Danube-Prut and Black Sea, and to consult on the draft RBMPs.¹⁰

2.3 The best methods/channels of communication

Diverse studies and surveys from 2011 showed that *Moldovan* citizens are using as primary sources of information mainly television (44%) and the internet (32%), followed by the radio (8%) and newspapers (4%). Popular TV channels are: Prime TV (54%), Moldova 1 (45%), Pro TV (29%), TV7 (8%), and Jurnal TV (7%).¹¹ In 2011 the Internet penetration in Moldova was 33% compared to the country’s population,

⁹ Draft Overview Report, Status of Country Implementation and Proposals for Support, prepared in January 2013 within the EPIRB Project Activity 1.2, Support to Country Implementation UNECE Water and Danube River Protection Conventions, page 39-49.

¹⁰ <http://lex.justice.md/viewdoc.php?action=view&view=doc&id=350206&lang=1>

¹¹ National Survey on Levels of Access to Information, Perceptions of Libraries, Information, and Computer Literacy of Moldovan Citizens, conducted by IREX, August-September 2011

having 1,429,154 Internet users. While the internet is most widely used for personal purposes, it is an important source for many people searching for information. To this end, in the context of social networking, the number of Facebook users in December 2011 was 221,220, 5.1% penetration rate.¹³

According to different research papers, currently television is the most popular type of media in *Ukraine*, followed by the internet and the printed press and radio. Leading TV channels are: “Inter”, “1+1”, “Ukraina”, ICTV, “Noviy Kanal”, “5 Chanal” and STB.¹⁴¹⁵ Internet audience is dynamically growing, the Internet penetration in 2010 was 33.9% compared to the country’s population, having 15,300,000 Internet users. The number of Facebook users in December 2011 was 1,686,500, and over 3,000,000 in October 2013.¹⁶¹⁷

Taking in consideration the above mentioned issues and the resources available the general public should be informed of the planned activities in the pilot basin and of the project implementation through the following tools:

- **EPIRB project web site** (www.blacksea-riverbasins.net/, up to date information, documents and draft documents placed regularly on the specific web pages/ „microsites” for the pilot basins (<http://blacksea-riverbasins.net/en/pilot-river-basins>) and used also for public awareness activity;
- **website of the competent authorities** (Ministry of Environment Moldova: <http://mediu.gov.md/index.php/en/>; State Agency “Apele Moldovei” <http://www.apelemoldovei.gov.md/?l=ro>; Ministry of Ecology and Natural Resources of Ukraine: <http://www.menr.gov.ua/>); State Water Agency of Ukraine: www.scwm.gov.ua.
- **In the Flow** twice-yearly newsletter of the EPIRB project, including also specific information of the pilot basin activities;
- **EPIRB project leaflets**
- **links are made with other relevant web sites** (e.g. websites of relevant governmental organizations <http://www.dbga.md/>, , scientific institutions as Institute of Ecology and Geography of Academy of Science of Moldova <http://ieg.asm.md/>, NGOs, NGO: Eco-tiras: <http://www.eco-tiras.org/>; Miscarea Ecologica din Moldova: <http://www.mem.md/>; Aarhus Centre, DCP WWF, as well as with relevant project web sites;)
- **articles** published in local and national media, and information given through TV and radio channels
- **Press releases**
- **direct e-mail lists** used to reach key stakeholders; (REC Moldova; Aarhus Centre, platform run by EcoContact in Moldova)

¹² http://www.soros.md/files/publications/documents/Studiu_sociologic_EN.pdf

¹³ <http://www.internetworldstats.com/europa2.htm#md>

¹⁴ <http://www.slideshare.net/umedia/inmindinternewsmediaaudiencesurvey2012part1eng>

¹⁵ <http://ijc.md/Publicatii/resurse/Media-Landscapes-en.pdf>

¹⁶ <http://www.internetworldstats.com/europa2.htm#ua>

¹⁷ http://en.wikipedia.org/wiki/Internet_in_Ukraine

- **different events** related to the project or related to other projects, activities or events when information can be disseminated, or which can be used for public awareness raising, outreach activities etc., such as World Water Day, Danube Day, Black Sea Day etc.
- **photos, videos** about the pilot basin (assets, risks, challenges, etc.)

2.4 Key message areas of the communication strategy

Effective communication requires consistent, clear messages confirmed by a variety of authorities. So there is a need to outline a base of key messages while expecting and allowing for variations for these. Messages to be addressed by the communication activities are:

- General:
 - Getting the pilot basin's waters cleaner;
 - Benefits and results of the river basin management approach
 - Interested and affected stakeholders should be encouraged to actively participate in water resources planning, development and management.
- Specific (these could address based on the identified significant pressures):
 - water abstraction;
 - pollution issues:
 - o from point sources: municipal/domestic and industrial wastewater discharges, inadequate management of municipal, livestock and industrial wastes;
 - o from diffuse sources: transportation, agricultural activities.

To be effective, communications need to be directed at specific audiences or groups of audiences and should be designed for clearly defined target groups: those whom the information is aimed at. These groups often overlap, but may be divided in categories. The below table includes the different messages to the different target groups including the best channels/tools for communication which are able to effectively deliver the identified key messages.

| What? | To Whom? | How? |
|--|--|---|
| Integrated river basin management approach: "Together getting the waters cleaner" / Integrated river basin management plans are key to achieving good status of waters | All | Website, Newsletter, leaflet, media, different events, photos, videos |
| IRBM benefits all sectors | All | Website, Newsletter, leaflet, media, different events, photos, videos |
| Water is everyone's interest | All | Website, Mass media, public events, Newsletter, photos |
| Pollution issues: Urban wastewater discharge | Decision-makers, Water industry, Local authorities | Website, Newsletter, Articles, Professional information, local media |

| What? | To Whom? | How? |
|---|------------------------------------|------|
| Discharge from industrial activities | Industry, Decision-makers | |
| Inadequate management of municipal, livestock and industrial wastes | Decision-makers, Local authorities | |
| Agriculture | Agriculture, decision-makers | |

As the Strategy is a “living document”, the specific messages will be regularly updated based on the outcomes/milestones of the project.

PART II: COMMUNICATION PLAN FOR THE PRUT PILOT BASIN

The Communication Plan of the Prut Pilot Basin Area is based on the Pilot Basin’s “Communication Strategy”, previous chapter of the current document, but is more detailed and goes further beyond in the sense that it brings the strategic approach into practical activities ready for implementation in order to meet the objectives of the Communication Strategy.

The Communication Plan should follow the requirements including timeframe set by the WFD. However, despite the efforts, according to the timeline of the project activities it will not be possible to comply fully with these timeframe requirements.

3. Activities

| EPIRB Project Milestones | Activity | Type | Responsible* | Tentative Timing |
|----------------------------------|--|------------------------------|---|--|
| General | | | | |
| During the Project | Communication and active information provision – access to all draft and final project documents on the project website’s microsite dedicated to pilot basins, as soon as they are available; publishing regularly materials on project activities and results for basin stakeholders | Information | REC (<i>coordinate, input</i>) EPIRB Team (<i>assistance, publish information on the project website</i>) | From December 2013 on-wards |
| During the Project | Active involvement and consultation - involvement of representatives of key stakeholders groups | Consultation | REC (<i>coordinate, input</i>) EPIRB Team (<i>assistance</i>) | From December 2013 on-wards |
| During the Project | Outreach activities (cooperation with interest groups, lead beneficiaries) World Water Day Danube Day Black Sea day etc. | Information | REC (<i>input /preparation of dissemination information</i>) EPIRB Team (<i>coordinate and team member participating to the events (case by case)</i>) | every year: 22 March 29 June 31 October |
| Specific | | | | |
| Pilot Basin CSs & CPs | Inform stakeholders about the draft CS & CP , encourage feedback | Information Consultation? | REC (<i>coordinate, sending targeted mass-email</i>) | December, 2013 - February, 2014 |

| EPIRB Project Milestones | Activity | Type | Responsible* | Tentative Timing |
|---|---|--------------------------------------|--|--------------------------------|
| | | | EPIRB Team (<i>assistance, publish information on the project website</i>) | |
| | Publish the final CS & CP endorsed by the beneficiaries | Information | REC (<i>input</i>) EPIRB Team (<i>publish documents on the project website</i>) | January - May, 2014 |
| | Inform stakeholders about the expected pilot basin and project activities, timetable for the development of the RBMP, including consultation opportunities | Information | REC (<i>coordinate, input</i>) EPIRB Team (<i>assistance, publish relevant information on the project website</i>) | December, 2013 – January, 2014 |
| Report on analysis of the baseline situation/preliminary classification of the water bodies (A. 2.3) & Preliminary PoM/Catalogue of Measures | Notification about the availability of the report and the upcoming Regional Stakeholder Conference | Information | REC (<i>coordinate, targeted mass-email, etc.</i>) EPIRB Team (<i>assistance, publish information on the website</i>) | March-April, 2014 |
| | Regional Stakeholder Conference (in Eastern Europe) to discuss the findings of the report as well as the preliminary PoM | Consultation Feedback on comments | REC (<i>coordinate, organize</i>) EPIRB Team (<i>input/assistance, logistics</i>) | June, 2014 |
| | Publish information in the EPIRB project leaflet about SWMIs | Information | REC (<i>coordinate</i>) EPIRB Team (<i>input</i>) | May-June, 2014 |
| Selection of Measures | Publish information on the selected measures /online | Information | REC (<i>coordinate/input</i>) EPIRB Team (<i>assistance, publish information on the project website</i>) | March, 2014 |
| RBMP and PoM | Regular information to the public on the work status towards the PoMs | Information | REC (<i>coordinate, targeted mass-emails etc.</i>) EPIRB Team (<i>assistance, publish information on the website</i>) | From 2014 onwards |
| | Publish the timetable and interim overview of development of RBMP (including PoM) | Information | REC (<i>input</i>) EPIRB Team (<i>publish documents on the project website</i>) | – February-March, 2014 |
| | Publish the draft RBMP , including the PoMs; encourage feedback | Consultation | REC (<i>coordinate</i>) EPIRB Team (<i>input/assistance, publish</i>) | January-February, 2015 |

| EPIRB Project Milestones | Activity | Type | Responsible* | Tentative Timing |
|--|---|---|--|---------------------------|
| | | | <i>the documents on the project website)</i> | |
| | Notification about the availability of the draft RBMP and consultation opportunities | Information | REC (<i>coordinate, targeted mass-email, etc.</i>) EPIRB Team (<i>assistance, publish information on the website</i>) | January-February, 2015 |
| | Prut Pilot Basin Stakeholder Forum/Conference to discuss the draft RBMP (inclusive PoMs) | Consultation Feedback on comments | REC (<i>coordinate, organize</i>) EPIRB Team (<i>input/assistance, logistics</i>) | March-May, 2015 |
| | Publish the draft final RBMP | Information | REC (<i>assistance</i>) EPIRB Team (<i>coordinate, publish the documents on the project website</i>) | June, 2015 |
| | Publish EPIRB project leaflet with summary of the final Prut RBMP | Information | REC (<i>coordinate</i>) EPIRB Team (<i>input</i>) | October - November-, 2015 |
| Implementation of selected measures | Notification about the consultation opportunity on the implemented selected measures | Information | REC (<i>coordinate, targeted mass-email, etc.</i>) EPIRB Team (<i>assistance, publish information on the website</i>) | July-August, 2015 |
| | Regional Stakeholder Conference (in Eastern Europe) to discuss the implementation of the selected measures and 'vision' of the RBMP (??) | Consultation Feedback on comments | REC (<i>coordinate, organize</i>) EPIRB Team (<i>input/assistance, logistics</i>) | October-November, 2015 |

*The beneficiary countries expressed their commitment and support to the EPIRB project. Carrying out of the listed activities is foreseen in close cooperation with the lead beneficiaries.

4. Realization and financing of communication and public involvement activities

The implementation of the activities listed above will be fully financed through the EPIRB project funded by the European Union. The realisation of the activities, range and type of tools is highly depending on the available funds allocated for these. The communication tools will rely on existing tools ensured by the EPIRB project such as project website, publications in the *In the Flow* project Newsletter, collecting photos of the EPIRB project etc. Furthermore many of the public events/consultations will be timed to coincide with other activities/events in the project.

The activities will be carried out by the REC, EPIRB Project Team in cooperation with the lead beneficiaries. The activities will profile the beneficiaries as key role players in this process, highlighting their role in securing the support, in ensuring the success of the actions and their on-going responsibilities.

5. Monitoring, evaluation of success

| Milestones | |
|---|--|
| Communication Strategy and Communication Plan for the pilot basin is developed and endorsed/adopted | Expected outcomes of the communication process/activity |
| | <p>The key stakeholders in the pilot basin give comment on the draft CS and CP and endorse the finalized version.</p> <p>The public and the stakeholders are informed about:</p> <ul style="list-style-type: none"> the draft and final CS and CP; the expected pilot basin and project activities, timetable for the development of the RBMP, including consultation opportunities. |
| | Performance Indicators |
| | <ul style="list-style-type: none"> Draft CS and CP is circulated for comment among key stakeholders; Comments are collected and taken into account in final version of CS and CP; Final version is endorsed by representatives of NCCM and is disseminated via the project website. Specific notice is prepared and made available for the public and stakeholders about the expected pilot basin and project activities, timetable for the development of the RBMP, including consultation opportunities. |
| Report on analysis of the baseline situation/preliminary classification of the water bodies (A. 2.3) & Preliminary PoM / Catalogue of Measures | Expected outcomes of the communication process/activity |
| | <ul style="list-style-type: none"> The public and stakeholders are informed of the Report on analysis of the baseline situation/preliminary classification of the water bodies. The representatives of key stakeholders are aware of the report and provide feedback/ comments on it. The feedback/comments of key stakeholders are taken into account in the final version of the report, and the stakeholders are informed of this. |
| | Performance Indicators |
| | <ul style="list-style-type: none"> Notification about the availability of the report and the consultation opportunities; Successful organization of the Regional Stakeholder Conference with a working group on the pilot basin report. |

| Milestones | |
|------------------------------|--|
| | <ul style="list-style-type: none"> The relevant stakeholders are invited and attending the Stakeholder Conference and provide comments. (Verification means: list of invitees and attendees; no. of participants, summary of comments, no. of comments) Summary of comments provided. Feedback provided on how they have been taken into account. Information published in the EPIRB Project leaflet for the basin and on the project website/micro site. Specific messages are formulated and conveyed for the different actors and stakeholders via different channels. |
| Selection of Measures | Expected outcomes of the communication process/activity |
| | <ul style="list-style-type: none"> The public and key stakeholders are informed and made aware of the selected measures and their planned implementation. |
| | Performance Indicators |
| | <ul style="list-style-type: none"> Information published on the selected measures on the project website/ micro site and the website of competent authority and in the project newsletter. Specific messages are formulated and conveyed for the different actors and stakeholders via different channels. |
| RBMP and PoM | Expected outcomes of the communication process/activity |
| | <ul style="list-style-type: none"> The public and key stakeholders are regularly informed on the work status towards the PoMs. The public and key stakeholders are informed and aware about the timetable and interim overview of the development of RBMP, including PoMs. The public and the stakeholders are notified about the availability of the draft RBMP, including the PoMs and of the consultation opportunities and on the possible feedback; The representatives of key stakeholders are aware and provide feedback/comments on the draft RBMP, including the PoMs, at the Pilot Basin Stakeholder Forum/Conference and/or via electronic means. The comments of the representatives of key stakeholders are taken into account in the final version of the RBMP, and information is given on how this happened. The public and the stakeholders are informed of the final RBMP, including PoMs and its content. |
| | Performance Indicators |
| | <ul style="list-style-type: none"> Regular information published on the work status towards the PoMs on the project website/ micro site, the web site of the competent authority and in the project newsletter; Draft RBMP including PoM report made available on the project website/ micro site, the web site of the |

| Milestones | |
|-------------------------------------|--|
| | <p>competent authority;</p> <ul style="list-style-type: none"> • Notification published about the availability of the draft RBMP including PoM report and the consultation opportunities on the project website/ micro site, the web site of the competent authority and in the project newsletter, etc.; • Information published on the timetable and interim overview of development of RBMP (including PoM) on the project website/ micro site, the web site of the competent authority and in the project newsletter and via various channels; • Specific messages are formulated and conveyed for the different actors and stakeholders via different channels. • Successful organization of the Pilot Basin Stakeholder Forum on the draft RBMP, including PoMs. • The relevant stakeholders are invited and attending the Stakeholder Forum and provide comments. (Verification means: list of invitees and attendees; no. of participants, summary of comments, no. of comments) • Summary of comments provided. Feedback provided on how they have been taken into account. Information is prepared for inclusion in the Annex of the RBMP. • Final RBMP is published on the project web site/micro site and the web site of the competent authority. • Information is published in the EPIRB Project leaflet for the basin on the results of Stakeholder Forum and the draft and Final RBMP, and on the project website/micro site |
| Implementation of selected measures | Expected outcomes of the communication process/activity |
| | <ul style="list-style-type: none"> • The public and key stakeholders are regularly informed on the implementation of the selected measures. • The public and the stakeholders are notified about the opportunities for consultation on the selected measures. |
| | Performance Indicators |
| | <ul style="list-style-type: none"> • Notification published on the consultation opportunities on the implemented selected measures on the project website/ micro site, the web site of the competent authority and in the project newsletter, etc.; • Successful organization of the Regional Stakeholder Conference • The relevant stakeholders are invited and attending the Stakeholder Conference and provide comments. (Verification means: list of invitees and attendees; no. of participants, summary of comments, no. of comments) • Summary of comments provided. Feedback provided on how comments have been taken into account. |

Annex 1: List of Stakeholders Prut pilot basin

| Name | Organization | Position/Department | Type/Level | Country/Other info |
|------------------|--|---|--------------------------|--------------------|
| Tapis Valentina | Ministry of Environment | Vice minister | National authority | MD |
| Tronza Serafima | Ministry of Environment | Chief of department for water management | National authority | MD |
| Adam Marin | Water Agency “Apele Moldovei” | Director | National authority | MD |
| Cuceinic Ivan | Water Agency “Apele Moldovei” | Head of department of water management | National authority | MD |
| Andrei Juraveli | Agency of Geology and Mineral Resources | Director | National authority | MD |
| Svetlana Shtirbu | State Hydrometeorological Service, Ministry of Environment | Vicedirector | National authority | MD |
| Gilca Gabriel | State Hydrometeorological Service, Ministry of Environment | Chief of department of Environmental Quality Monitoring | National authority | MD |
| Botnari Fiodor | Agency Moldsilva | Deputy Executive Director | National Authority | MD; |
| Vitalie CURARARI | State Ecological Inspection | Head of State Ecological Inspection | National authority | MD |
| Dinu Bonalyuk | Ecological Inspection Briceni | n.a | National authority-local | MD |
| Vasile PLEȘCANU | Ecological Inspection Edinet | n.a | National authority-local | MD |

| Name | Organization | Position/Department | Type/Level | Country/Other info |
|-----------------------|--|--|--------------------------|--------------------|
| Vitalie Makhu | Ecological Inspection Glodeni | n.a | National authority-local | MD |
| Victor Balan | Ecological Inspection Falesti | n.a | National authority-local | MD |
| Grigore Vlas | Ecological Inspection Ungheni | n.a | National authority-local | MD |
| George Capastru | Ecological Inspection Nisporeni | n.a | National authority-local | MD |
| Albert Dalie | Ecological Inspection Hincesti | n.a | National authority-local | MD |
| Valeriy Porubin | Ecological Inspection Leova | n.a | National authority-local | MD |
| Vladimir Moldovanu | Ecological Inspection Cantemir | n.a | National authority-local | MD |
| Vladimir Girnet | Ecological Agency Cahul | n.a | National authority-local | MD |
| Vasilie Grama | Basin Water Management Authority | Head of Basin Water Management Authority | National authority-local | MD |
| Mr.Iurie Nistor | Association "Moldova Apa-Canal" | Executive director | Local | MD |
| Mr. Vasile Zagaevschi | Municipality enterprise I.M. "Apa-Canal" Cahul | Director | Local | MD |
| Mr. Gheorghe Raicu | I.M. "Gospodaria Comunal-Locativa" Cantemir | n.a | Local | MD |
| Vasilie Bagrin | I.M. "DPGLC" Falesti | Director | Local | MD |
| Sergiu Rusu | I.M. "GC" Glodeni | Director | Local | MD |
| Victor Ceban | I.M. "Apa-Canal" Ungheni | Director | Local | MD |

| Name | Organization | Position/Department | Type/Level | Country/Other info |
|--------------------------------|---|--|------------|--------------------|
| V.Catrinescu | Design Institute Acvaproiect | Director | Local | MD |
| Victor Borodache | SE „Statiunea Tehnologica de irigare Briceni”, | Director | Local | MD |
| Mr. Alecu RENITA | “Miscarea Ecologica din Moldova” (MEM) | Head of MEM | NGO | MD |
| Mrs. Ioana BOBANA | Information Centre and coordination of MEM | Director | NGO | MD |
| Victor Cotruta | REC Moldova | Director | NGO | MD |
| Mr.Ilya Trombitky | “Eco-Tiras” Environmental Assosiation of River Keepers | Executive director | NGO | MD |
| Aurelia Bondari | National Federation of Agricultural Producers from Moldova (AGROinform) | Executive Director | NGO | MD |
| Toderaş Ion | Institute of Zoology of Academy of Sciences Moldova - „Argonaut” | President | NGO | MD |
| Elena Zubcova | Ecotox | Director | NGO | MD |
| Artur Nebunu | ECC Cahul | President | NGO | MD |
| Paula Redondo Alvarez-Palencia | Aarhus Center in Moldova / OSCE Mission to Moldova | Mission Spokesperson OSCE Mission to Moldova | NGO | MD |
| Mr.Garaba | Revista Apelor | n.a | Media | MD |

| Name | Organization | Position/Department | Type/Level | Country/Other info |
|---------------------|--|--|--------------------|--------------------|
| Vladimir | | | | |
| Mr.Grigore Barac | Revista Mediul Ambient | n.a | Media | MD |
| Mr. Alecu Renita | Ziarul Natura | n.a | Media | MD |
| Proskuriakov Oleg | Ministry of Ecology and Natural Recourses of Ukraine | MINISTER | National Authority | UA |
| Kamasa Michael | Ministry of Ecology and Natural Recourses of Ukraine | Head of International Department | National Authority | UA |
| Bon` Olexander | Ministry of Ecology and Natural Recourses of Ukraine | Head of Water Division | National Authority | UA |
| Birjuk Yana | Ministry of Ecology and Natural Recourses of Ukraine | Division of Public Relation | National Authority | UA |
| Savitsky Valentine | Ministry of Ecology and Natural Recourses of Ukraine | Head of Public Council of MoE | National Authority | UA |
| Stashuk Vasyl | State Water Agency of Ukraine | Head | National Authority | UA |
| Chunariov Olexiy | State Water Agency of Ukraine | Deputy Head | National Authority | UA |
| Lysuk Olga | State Water Agency of Ukraine | Head of Water Department | National Authority | UA |
| Kovtunencko Vita | State Water Agency of Ukraine | Division of Public Relation | National Authority | UA |
| Romaschenko Michael | State Water Agency of Ukraine | Head of Public Council of State Water Agency | National Authority | UA |
| Pyshna Nataliia | Geoinform, Geology Services | Head of monitoring division | National Authority | UA |

| Name | Organization | Position/Department | Type/Level | Country/Other info |
|---------------------|--|---|---------------------------|--------------------|
| Kuznetcova Tatjana | Central Geophysical Observatory of Hydrometeorology Services | Head of Hydrobiology laboratory | National Authority | UA |
| Kulbyda Mykola | Hydrometeorology Services | Head | National Authority | UA |
| Volodymyr Zamikula | Poltava Oblast State Administration | Deputy Head – Head of Dnieper River Basin Council | Local Authority | UA |
| Sakevich Arkadiy | Dnieper River Basin Management Body (BUWR) | Head | National Authority -local | UA |
| Ivan Dremluga | Dnieper River Basin Management Body (BUWR) | Deputy Head | National Authority -local | UA |
| Moiseyenko Victor | Dnieper River Basin Management Body (BUWR) | Chemical laboratory | National Authority -local | UA |
| Dzuba Yan | Dniester-Prut River Basin Management Body (BUWR) | Head | National Authority -local | UA |
| Soloninko Stanislav | Dniester-Prut River Basin Management Body (BUWR) | Division of Public Relation | National Authority -local | UA |
| Kikerchuk Grygory | Dniester-Prut River Basin Management Body (BUWR) | Head of technogenic environmental safety division | National Authority -local | UA |
| Shevchenko Taras | State Enterprise Zahidukrgeologiya | Hydrogeologist | National Authority -local | UA |
| Hudiy Olexiy | Chernivtsy National University | Associated professor, PhD in Biology | Research Institute | UA |

| Name | Organization | Position/Department | Type/Level | Country/Other info |
|------------------------|--|--|---------------------------|--------------------|
| Tymchuk Yroslav | Carpathian National Nature Park, Yaremche | Head of Laboratory for geographical research | National Authority -local | UA |
| Seraya Galina | Aarhus Center | Head of Aarhus Center | National Authority | UA |
| Kormchemluk Marta | NGO "MAMA 86", Yaremche | Head of NGO | NGO | UA |
| Tsvetkova Anna | MAMA 86 | Drinking water coordinator | NGO | UA |
| Navrockiy Vasil | International Fund of Dnieper | Deputy Head | NGO | UA |
| Volodymyr Starodubtsev | National University of Bioresources and Nature use | Professor | Research Institute | UA |
| Baysarovykh Iryna | Kyiv State University | Associated professor, geology faculty | Research Institute | UA |