

EU Framework Program for Research and Innovation (WATER-4a-2014 - H2020)



Project Nr: 641821

Applying European market leadership to river basin networks and spreading of innovation on water ICT models, tools and data.

Deliverable D8.1
Maritsa virtual marketplace experiment report

Version 1.1.4

Due date of deliverable: 30/11/2016
Actual submission date: 30/11/2016

Document control page	
Title	DL 8.1 Maritsa virtual marketplace experiment report
Creator	RM_GWPCEE
Editor	RM_GWPCEE
Description	This report explains the experiences of the marketplace implementation and corresponding test, the tutorials, meetings, etc., focused on the specifications and adaptations of Maritza river basin
Publisher	WaterInnEU Consortium
Contributors	WaterInnEU Partners
Type	Text
Format	MS-Word
Language	EN-GB
Creation date	14/11/2016
Version number	1.1.4
Version date	05/07/2016
Last modified by	EP_CREAF
Rights	Copyright © 2016, WaterInnEU Consortium
Dissemination level	<input type="checkbox"/> CO (confidential, only for members of the consortium)
	<input checked="" type="checkbox"/> PU (public)
	<input type="checkbox"/> PP (restricted to other programme participants)
	<input type="checkbox"/> RE (restricted to a group specified by the consortium)
	When restricted, access granted to:
Nature	<input checked="" type="checkbox"/> R (report)
	<input type="checkbox"/> P (prototype)
	<input type="checkbox"/> D (demonstrator)
	<input type="checkbox"/> O (other)
Review status	<input type="checkbox"/> Draft <i>Where applicable:</i>
	<input checked="" type="checkbox"/> WP leader accepted Accepted by the PTB
	<input type="checkbox"/> PMB quality controlled Accepted by the PTB as public document
	<input checked="" type="checkbox"/> Coordinator accepted
Action requested	to be revised by all WaterInnEU partners
	for approval of the WP leader
	for approval of the PMB
	for approval of the Project Coordinator
	for approval of the PTB
Requested deadline	

Revision history			
Version	Date	Modified by	Comments
1.0.0.	14-11-2016	RM_GWPCEE	Created the basic content of the deliverable
1.1.0	28-11-2016	GB_GWPCEE	Textual revision and several contributions
1.1.2	28-11-2016	KH_DELFT	Textual revision and several contributions
1.1.3	28-11-2016	JK_ORION	Textual revision and several contributions
1.1.4	05-07-2017	EP_CREAF	Modifications regarding the protection of personal data

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1. Virtual marketplace experiment and live matchmaking

The case study started with the identification of appropriate stakeholders, involved in management of the Maritsa river basin (provided in Annex 1). It aimed to build on existing processes on the Maritsa River and Scheldt River including its basin management plan and coordination agreements. The case study was intended to provide links between policy and practice through testing the virtual marketplace developed in work package 6. Stakeholder workshops were organised to facilitate matchmaking between river basin authorities (or implementing agencies of the participating parties) and the supply chain partners. This task built mainly on WP2, 3, 4 and 6, particularly the approaches developed under Task 4.2. This experiment with river basin authorities and supply chain partners (current or potential future) aimed to map out and prioritise their key needs (e.g. modelling software for specific applications, access to maps relating to land use change, challenges associated with managing specific land use custodians/practices, etc.), and also to understand how they currently procure these services/products (in house/third party providers, need to undergo competitive tendering processes etc.), and budgetary constraints. Working with the clients allowed exploration of issues/barriers encountered in adopting a solution, e.g. resource implications, need for training, compatibility issues with legacy infrastructure, preference to purchase a service rather than a product, lease vs buy etc.

1.1. General information about the basin

The Maritsa river, also known as Meriç (Turkey) and Evros (Greece) is the second largest transboundary basin in South-Eastern Europe. With a length of 550 km and a catchment area of 39,000 km², it originates in the Rila Mountain in Bulgaria. This is the reason that the case study is focused on Bulgarian part of the river with a length of 321 km and catchment area – 21,084 km². There are 50 towns with 1,079,652 inhabitants and 731 villages with 429,812 inhabitants in 2013.

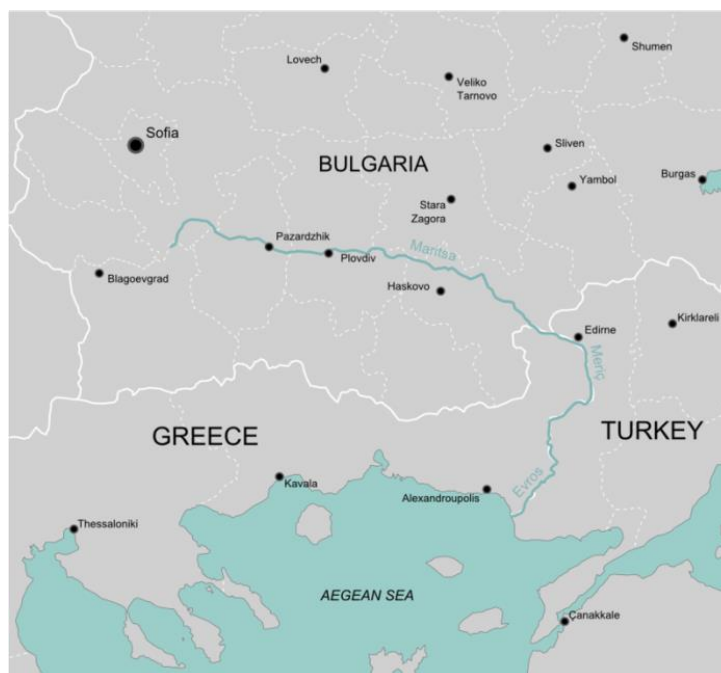


Figure 1. Maritsa River

In 2013 the biggest water user was industry following by irrigation systems and public water supply in Maritsa river basin (Figure 2).

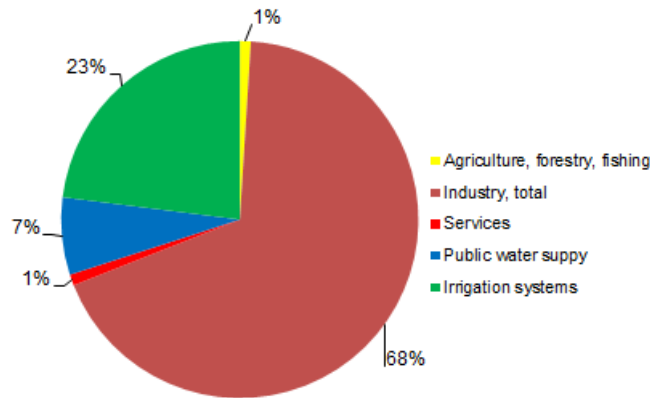


Figure 2. Total gross water abstraction (fresh and non fresh water) by sectors in Maritsa river basin, 2013 (Source: National Statistical Institute)

Pollution by different sectors of economy impacts on ecological/chemical status of surface and ground water bodies of Maritsa river basin. Only 4% of 203 surface water bodies are in high ecological status and 35% in good ecological status in 2014. Chemical pollution is the main issue, but in 2014, chemical status of 85% of the surface water bodies was not yet determined (Figure 3).

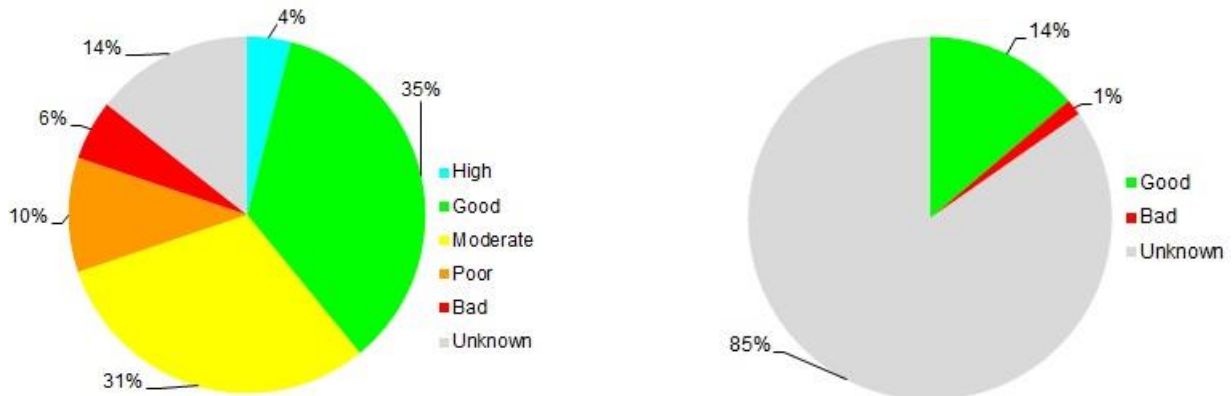


Figure 3. Ecological (left) and chemical status (right) of surface water bodies in Maritsa river basin (Source: Draft RBMP 2016-2021 of East Aegean River Basin)

Also, most groundwater bodies in Maritsa river basin had poor chemical status in 2014 (Figure 4).

Environmental conditions will deteriorate with the expected climate changes for the Maritsa river basin. The project „Integrated Drought Management Plan“ developed by GWP CEE and WMO in 2015 implement climate changes scenarios Representative Concentration Pathways(RCPs) of Intergovernmental Panel on Climate Change (IPCC) the Fifth Assessment Report (AP5) across Bulgaria and Maritsa river basin is one of the affected areas (Figure 5) .

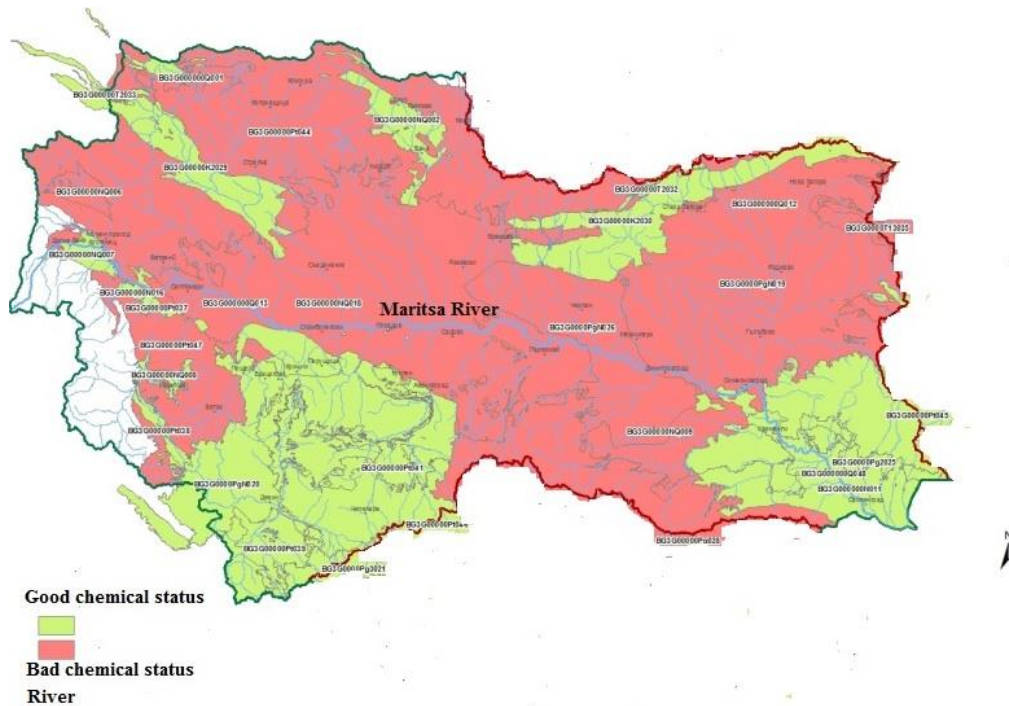


Figure 4. Chemical status of groundwater bodies in Maritsa river basin (Source: Draft RBMP 2016-2021 of East Aegean River Basin)

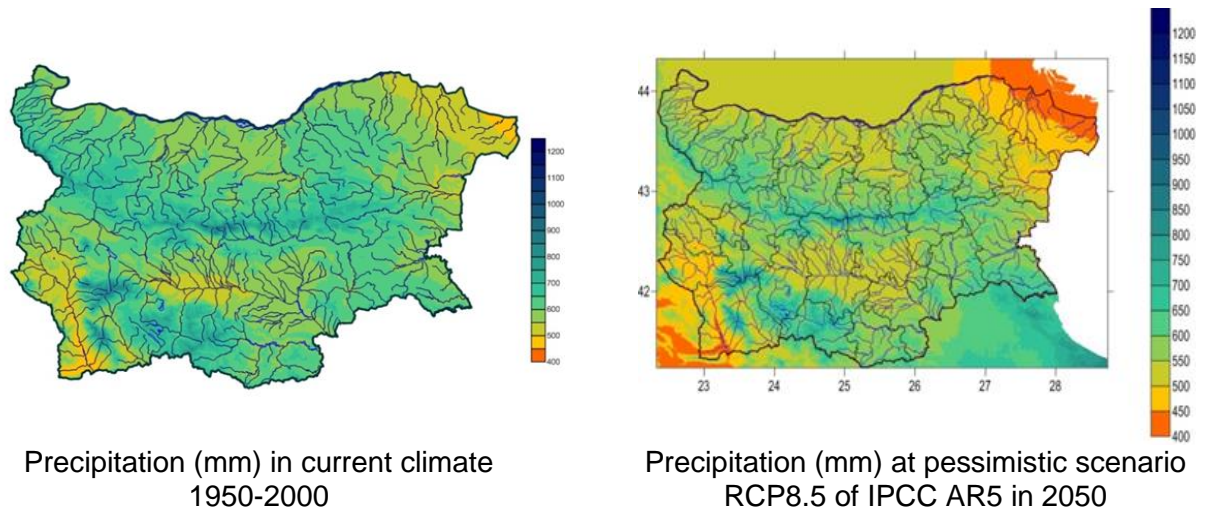


Figure 5. Maps of climate changes impact on precipitation in Bulgaria (Source: IDMP, 2015)

In addition to drought problems now and in the future, floods are also a continuing problem in the Maritsa river basin. The total length of the rivers within the risk areas of flooding is 805 km (Figures 6, 7).



Figure 6. Risk areas of flooding in Maritsa river basin (in red) (Source: East Aegean River Basin Directorate)



Photo 1 and 2. Photos of floods in Maritsa river basin

The main measures set out in the Draft RBMP 2016-2021 are related to limitation of the sources of pollution from households, agriculture and industry, as well as adaptation to climate changes - drought and torrential rains, causing catastrophic flooding. Proper implementation of these measures requires trained personnel familiar with good practices of the integrated management of water resources in Europe. In this sense, WaterInnEU will help professionals and decision makers for the successful implementation of the European Water Framework Directive in Maritsa river basin.

1.2 Stakeholder identification

Stakeholder analysis in the Bulgarian River Basin resulted in the identification of 39 actors in total. 18 of them came from the public sphere, 12 from the private, 7 from the civil society, two from national professional bodies and one from a regional professional body. They were identified based on publicly available data on the internet. Their interests were determined based on analysis carried out by the local project partner in Bulgaria. The analysis focused on 5 aspects that connected the stakeholders to the use of the WaterInnEU Marketplace. According to the stakeholder analysis, the majority of stakeholders were recognized as being potentially impacted to a significant degree, i.e. medium (65%) or high (35%) by the project, which substantiated their suitability for the WaterInnEU Marketplace. On the other side, 87% of them were considered to have a low influence on the project, except for the contributions they might offer to the platform later on. This includes: the strengthening of the feedback system, by providing comments to the platform, and participating in e-learning sessions and other events that the members create.

Another key point was the acknowledgment of the Marketplace characteristics that would be most usable in the case of the Marisa River Basin. Namely, the matchmaking platform, e-learning courses, seminars, meetings and the availability of good water practices. In order to make positive steps toward the reduction of complex water problems of the Maritsa River, engagement by all identified stakeholders was considered a priority. By making personal visits or calls, having meetings and sending emails or newsletters, the attention of all parties' involved could be enhanced.

The stakeholder analysis brought together three types of policy actors.

1. The internal type of actors, including the Ministry of Regional Development and Public Works, the Ministry of Environment and Water (MOEW), the Environment Executive Agency (EEA), the East Aegean River Basin Directorate at MOEW, the Regional Inspectorate of Environment and Water in Plovdiv town, the Regional Health Inspectorate in Plovdiv and Municipalities through which the river flows.
2. The second type are the interface actors, such as water companies, the Chamber of engineers for investment projects, the University of Architecture, Civil Engineering and Geodesy, Plovdiv Regional Center of National Institute of Meteorology and Hydrology at Bulgarian Academy of Sciences, Economic Research Institute at Bulgarian Academy of Science, the Federation of nature protection associations „Green Balkans“, the Scientific-Technical Union of Water Affairs in Bulgaria and the Bulgaria Water Association, just to mention a few.
3. The last type are the external actors, such as newspaper and magazine companies.

2. E-learning course & international seminar

2.1 WaterInnEU Marketplace

The overall idea of the project is to provide policy makers and water managers with a marketplace that creates suitable conditions for them to fully take advantage from results of previously funded EU projects, solutions, tools, products, as well as links to other involved actors, all in order to solve their water related problem. The marketplace offers feedback information, and support services to help implement new products. What distinguishes the marketplace from other platforms is the connecting chain of small and medium enterprises (SMEs) and companies, which transform results into services and products. Enabling water researchers, stakeholders in the water domain and

water companies to access products and services that best fit their priorities, capabilities and resources, is the “match making process of the marketplace” that guarantees success stories.

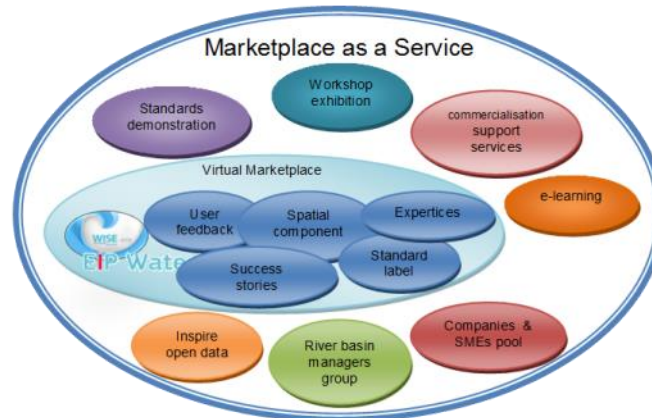


Figure 7. Marketplace components in the WaterInnEU Project, Source: WaterInnEU 2015

2.2 E-learning workshop

GWP Bulgaria held a meeting with stakeholders from the Maritsa River basin on 15 June 2016 in Plovdiv. The goal of the meeting was to receive feedback about priority issues for product specification and to facilitate data collection about precipitation, run off, temperature etc. for the interoperability experiment.

E-Learning products developed under Work Package 7 were tested for different users, including youth organisations. The e-learning workshop took place alongside the international seminar. Therefore, GWP Bulgaria organized an e-learning workshop in the University of Architecture, Civil Engineering and Geodesy on 19 September in Sofia, Bulgaria. The event brought together experts from Bulgaria (GWP Bulgaria), the Netherlands (Young Water Solutions), Slovakia (GWP CEE), Spain (Randbee Consultants), and professors, students and young researchers from the University of Architecture, Civil Engineering and Geodesy

Young Water Solutions, a network of young people from over 80 countries who are advocating for universal access to water and sanitation, presented its mission and activities. The participants of the meeting were especially interested in the e-learning product Aquasurvey, presented by Randbee Consultants. The aim of the product, which covers different areas of water use, is to enable its users to carry out own surveys connected with water. Randbee Consultants also presented other e-learning modules of the WaterInnEU project.



Photo 3 and 4: Brokering workshop on 19 September 2016 in Sofia, Bulgaria, Credit: Galia Bardarska

Representatives of the University of Architecture, Civil Engineering and Geodesy presented the main areas of work and research of the university, which are water supply&sanitation, irrigation, melioration, and hydrology, river basins management, as well as data collection. The main challenge related to river basin management in Bulgaria is lack of freely available hydrological and meteorological data.

2.3 International seminar

The international seminar took place on 20 September 2016 in Plovdiv, Bulgaria. This international event also involved stakeholders from the Scheldt River basin. In total 15 WaterInnEU project participants, 19 stakeholders from the Maritsa and 2 stakeholders from the Scheldt River basin attended. The seminar started with presentation of the WaterInnEU project by the coordinator (CREAF), followed by results of consultation process by adelphi.

The following products were presented:

- ADESBA Real Time Control – adelphi
- Aquasurvey tool - desktop and mobile applications – GoodPlanet Belgium
- REFRAN CV – Randbee Consultants
- WEISS – Antea Group

Presentation of the products was followed by live discussion. Zenith Hydro Ltd. was interested in ADESBA and REFRAN. Representative of Zenith Hydro Ltd. Data mentioned that data, necessary for monitoring of the river flow in Bulgaria are geographical data, rainfall, precipitation, land use, land relief and long term monitoring of river flow and water level. The first type of data can be collected; however, the second type of data is surveyed by national organizations and not provided for free.

In the next part of the seminar, 52 North demonstrated online functionalities of the marketplace prototype. Stakeholders from the Scheldt, Ghent University and Brussels Environment, presented the main challenges relating to water in Scheldt river basin. World Youth Parliament for Water presented youth involvement within the World Youth Parliament for Water and the Young Water Solutions and Randbee Consultants the WaterInnEU e-learning platform.



Photo 5: International seminar on 20 September 2016 in Plovdiv, Bulgaria, Credit: Richard Müller

A special meeting, organised between Scheldt and Maritsa experts in East Aegean River Basin Directorate was held on 21 September 2016 in Plovdiv. They discussed the following topics:

- Methodology for evaluation of hydro-morphological status as part of the ecological status of surface waters, including quantitative status.
- Methodology for assessing the chemical status of surface water incl. bio-accumulation in fishes.
- Methodology for evaluation of quantitative status of groundwater.
- Evaluation of diffuse pollution.
- Coordination of River Basin Management Plan and Flood Risk Management Plan between the countries (parties) of Scheldt River Basin.
- Approaches to assessing the risk of flooding and coordination of measures in a transboundary context.



Photo 6 and 7: Technical visit to water monitoring station on the Chepelare River on 22 September 2016 in Bachkovo, Bulgaria, Credit: Richard Müller

In addition to the international seminar, GWP CEE organized a field visit to a water monitoring station on the Chepelare River on 22 September 2016 in Bachkovo, Bulgaria. The Chepelare River is one of the tributaries of the Maritsa.

3. User feedback collection of the marketplace usage

Online stakeholder consultations were organized to collect feedback on the use of the marketplace with a special focus on drought and floods risks and mitigation. The questionnaire was sent to project consortium members and participants of the international seminar in Plovdiv on 20 September. Out of 26 respondents, 20 participated in the survey and filled out the questionnaire (response rate 77%).

Results were developed into a case study for GWP ToolBox that will be published on the web in February 2017. This task contributed to tasks 4.4 and 6.6, screening and validating a shortlist of tools to determine which are of most relevance to the end users, and will support future offerings by WaterInnEU beyond the life of the project.

The survey showed that the most relevant water challenges for the Maritsa River Basin are data availability, floods, drought, water scarcity and erosion and gravel abstraction (Figure 8).

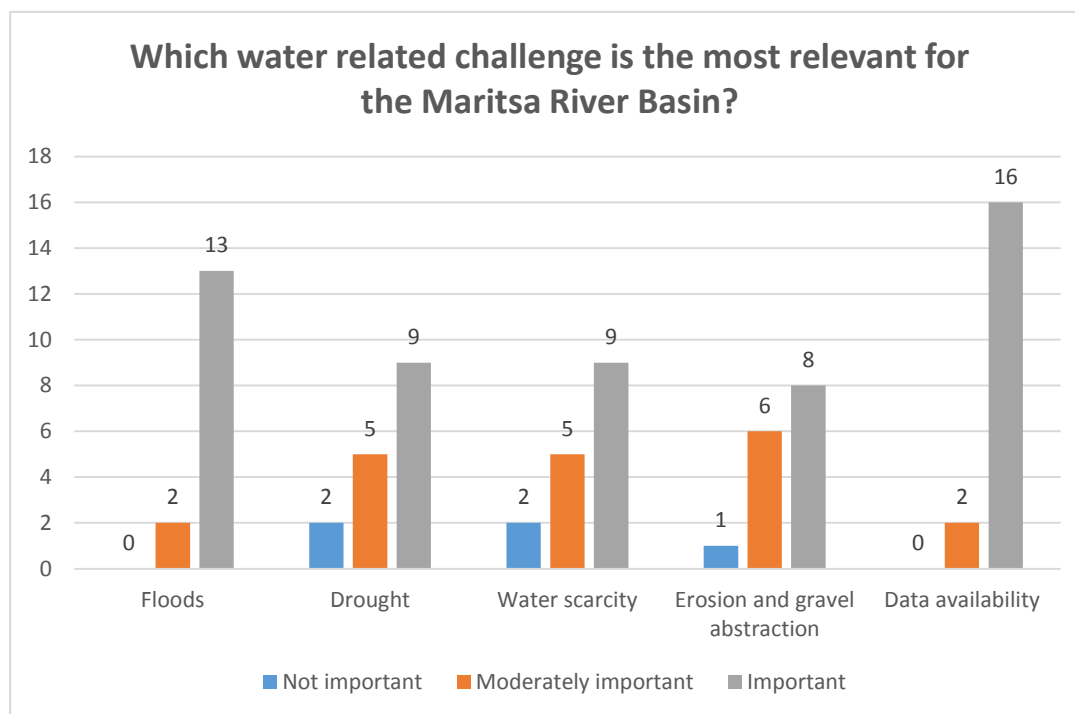


Figure 8. Feedback on the use of the marketplace

The most relevant tools, presented in the international seminar on 20 September 2016 in Plovdiv, are ADESBA and WEISS, followed by REFRAN CV and AquaSurvey (Figure 9).

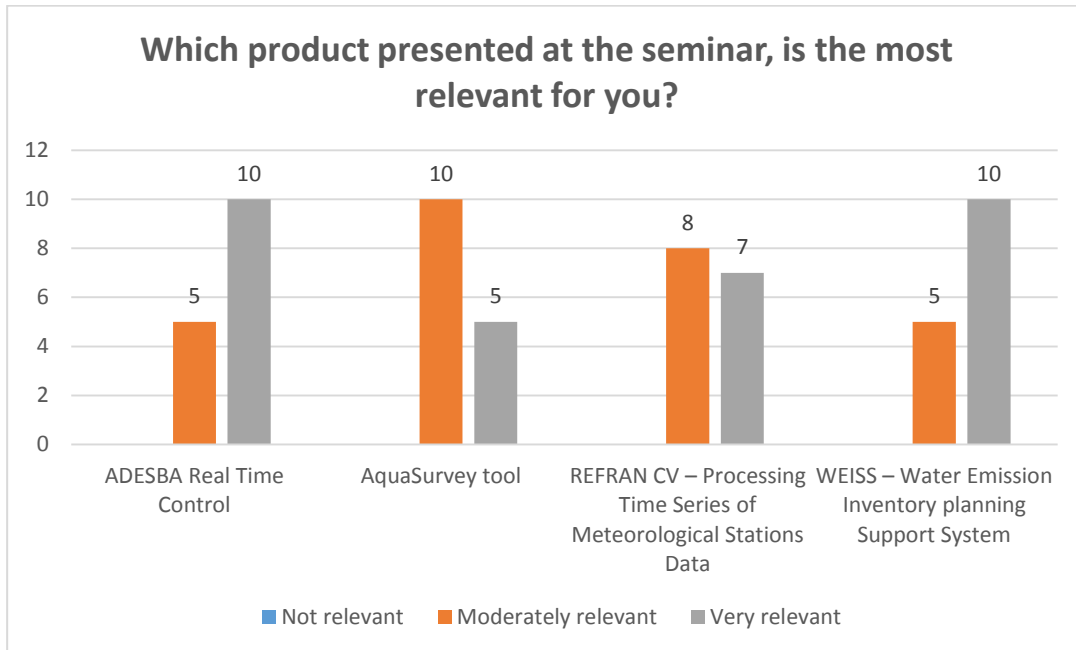


Figure 9. Feedback on the use of the marketplace

Most relevant tools in the Maritsa River Basin are models and software tools, economic tools, data processing, twinning with other basins and participation (Figure 10).

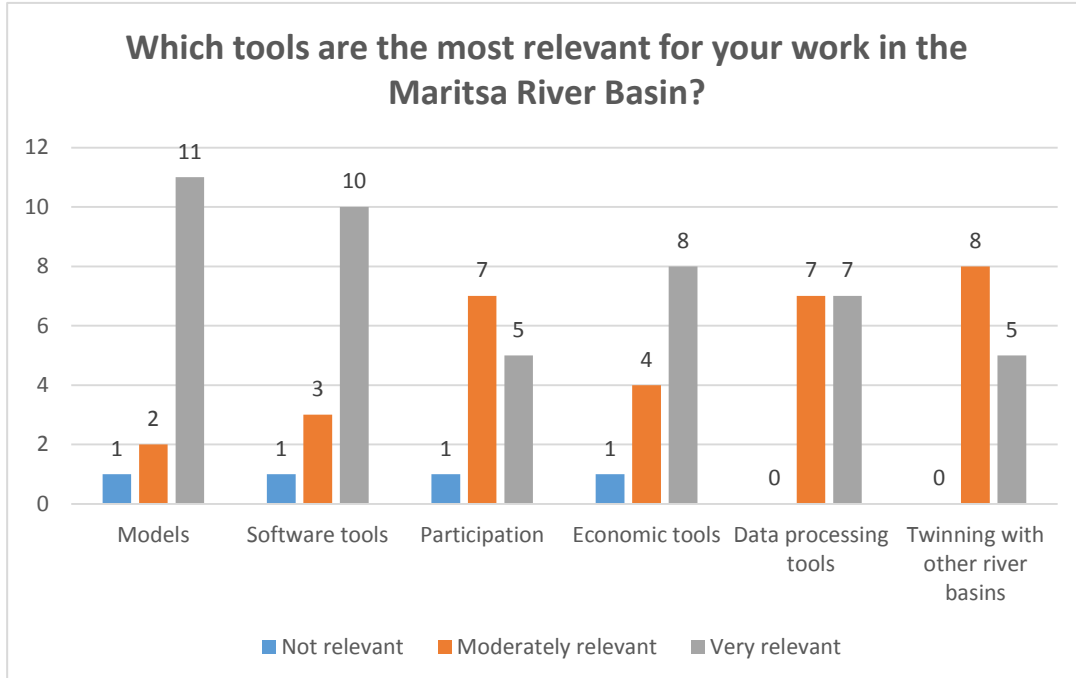


Figure 10. Feedback on the use of the marketplace

4. Conclusions and recommendations

4.1 Challenges

After consultation with different stakeholders, either through the stakeholders meetings, the interviews or direct communication, the main challenges in Maritsa river basin could be grouped as follows:

- Difficult international cooperation: the Maritsa River flows through 2 states - members of European Union (Bulgaria and Greece) and Turkey. The transboundary surface and groundwater bodies have not yet been defined according to WFD.
- Pollution: wastewater pollution by agglomerations between 2,000-10,000 PE, agriculture and industrial activities make the Maritsa River basin especially vulnerable to contamination.
- Climate change: water scarcity in summer period, floods, combined sewer overflow are some of the major challenges that river basin managers in the Maritsa River basin need to tackle.
- Capacity: lack of knowledge in crisis management and experience in setting transboundary surface and groundwater bodies.
- Language barrier, as not so many experts in Bulgaria speak English.

The WaterInnEU marketplace is considered a useful mechanism to support Maritsa experts, decision makers and stakeholders to implement good IWRM practices on river basin level in the future. The virtual marketplace experiment and live matchmaking will enable:

- better prioritisation of end user needs;
- an understanding of current procurement processes for these services/products;
- an understanding of budgetary constraints;
- improved communication between product owners and end users;
- exploration of issues/barriers to adopting the solution.

However, the WaterInnEU Marketplace is not sufficient to solve the complex problems of the Maritsa river basin alone, other methods must be also taken into consideration.

4.2 Conclusions

The Maritsa case study has positively contributed to the design, development and implementation of the virtual Marketplace, specifically via:

- Early discussions to determine the main challenges in the river basin
- Input to the development of the functionality and desired content of the Marketplace
- Attendance at stakeholder meetings and e-pitch event which results in:
 - Expressions of interest in the first cohort of tools, identified and disseminated during the project to date
 - Input to e-learning functionality
 - Inputs to Interoperability
 - Review of marketplace prototype

Overall, it can be seen that the Maritsa stakeholders have a limited access to information, platforms and tools but they provided feedback that added value to the WaterInnEU marketplace. The face to face contact between Scheldt and Maritsa experts and stakeholders was very useful and will continue by exchange the information on WFD/IWRM implementation.

Annexes

Annex 1: Stakeholder Analysis

No.	Name	Sector	Impact <i>How much does the WaterInnEU project impact them? (low, medium, high)</i>	Influence <i>How much influence do they have over the WaterInnEU project? (low, medium, high)</i>	What is important to the stakeholder?	How could the stakeholder contribute to the WaterInnEU project?	Strategy for engaging the stakeholder
1.	Director of Water Supply & Sanitation Directorate	public	medium	low	Matchmaking platform	Comments to platform	Personal visits, newsletters
2.	Director of Water Management directorate	public	medium	low	Matchmaking platform	Comments to platform	Personal visits, stakeholder meeting in September, newsletters
3.	Director of Environment Executive Agency	public	medium	low	Matchmaking platform	Comments to platform	Personal visits, newsletters
4.	Director of the Direction „Water Management Plans“	public	medium	medium		Comments to platform and e-learning	Personal visit, stakeholder meeting in September, newsletter, emails, calls
5.	Head of department „Flood Risk Management Plan“	public	medium	medium	Matchmaking platform	Comments to platform and e-learning	Personal visit, stakeholder meeting in September, newsletter, emails, calls
6.	Director of Regional Inspectorate of Environment and Water in Plovdiv town	public	medium	low	Matchmaking platform	Comments to platform	Personal contacts, stakeholder meeting in September, newsletters
7.	Director	public	medium	low	Matchmaking platform	Comments to platform	Personal contacts, stakeholder meeting in September, newsletters
8.	Manager	public	medium	low	Matchmaking platform, PSS and good practices	Comments to platform	stakeholder meeting in September, newsletters, e-mails, calls
9.	Directorate „Ecology and waste management“	public	medium	low	Matchmaking platform	Comments to platform and e-learning	Personal visit, stakeholder meeting in September, newsletters,

No.	Name	Sector	Impact <i>How much does the WaterInnEU project impact them? (low, medium, high)</i>	Influence <i>How much influence do they have over the WaterInnEU project? (low, medium, high)</i>	What is important to the stakeholder?	How could the stakeholder contribute to the WaterInnEU project?	Strategy for engaging the stakeholder
							e-mails, calls
10.	Chief expert on water supply&sanitation	public	medium	low	Matchmaking platform	Comments to platform and e-learning	Personal visit, stakeholder meeting in September, newsletters, e-mails, calls
11.	President	regional professional body	high	high	Matchmaking platform and e-learning	Comments to platform and e-learning	Personal visit, stakeholder meeting in June and September, newsletter
12.	President	private sector	high	high	Matchmaking platform and e-learning	Comments to platform and e-learning	Participation at Scheldt stakeholders meeting, personal kick-off meetings, stakeholder meeting in September, newsletters, e-mails, calls
13.	President	private sector	high	high	Matchmaking platform and e-learning	Comments to platform and e-learning	Personal kick-off meetings, stakeholder meeting in September, newsletters, e-mails, calls
14.	President	private sector	high	high	Matchmaking platform and e-learning	Comments to platform and e-learning	Personal kick-off meetings, stakeholder meeting in September, newsletters, e-mails, calls
15.	Project leader of Regional feasibility study for Plovdiv, Yambol and Kardjaly water supply&sanitation companies	private sector	high	low	CSO PSS and good water practices	With implementation of good practices in Regional feasibility study	Kick-off meetings, calls
16.	(2 experts) – manager of Aquamain Ltd, responsible for Regional	private sector	high	low	CSO PSS and good water practices	With implementation of good practices in Regional	Kick-off meetings, calls

No.	Name	Sector	Impact <i>How much does the WaterInnEU project impact them? (low, medium, high)</i>	Influence <i>How much influence do they have over the WaterInnEU project? (low, medium, high)</i>	What is important to the stakeholder?	How could the stakeholder contribute to the WaterInnEU project?	Strategy for engaging the stakeholder
	feasibility study of Kardjaly water supply&sanitation company and some agglomeration in Maritsa basin					feasibility study	
17.	Dean of Hydrotechnics Faculty	civil society	high	low	e-learning and good water practices	participation at e-learning session	kick-off meetings and personal contacts
18.	Department „Ecology&Environmental Preservation“	civil society	high	low	Platform, e-learning and good water practices	participation at Plovdiv stakeholders meeting	calls, newsletters
19.	Director	civil society	high	low	Platform and good water practices	participation at Plovdiv stakeholders meeting	calls, newsletters
20.	Young researchers on water economics	civil society	high	low	e-learning and good water practices	participation at e-learning session	kick-off meetings and personal contacts
21.	Development director	civil society	high	low	e-learning and good water practices	participation at Plovdiv stakeholders meeting	kick-off meetings and personal contacts
22.	Executive Secretary	national professional body	high	low	e-learning and good water practices	participation at e-learning session	kick-off meetings and personal contacts
23.	Chair of BWA	national professional body	high	low	e-learning and good water practices	participation at e-learning session	kick-off meetings and personal contacts
24.	Editor	civil society	high	low	e-learning and good water practices	participation at e-learning session	kick-off meetings and personal contacts
25.	Journalists of local newspaper	civil society	middle	low	Plovdiv stakeholders meeting and good water practices	participation at Plovdiv meetings	emails
26.	Mayor of Pakovski municipality	public	middle	low	Plovdiv stakeholders meeting and good water practices	participation at Plovdiv meetings	emails
27.	Mayor of Pazardjik municipality	public	middle	low	Plovdiv stakeholders meeting and good water practices	participation at Plovdiv meetings	emails

No.	Name	Sector	Impact <i>How much does the WaterInnEU project impact them? (low, medium, high)</i>	Influence <i>How much influence do they have over the WaterInnEU project? (low, medium, high)</i>	What is important to the stakeholder?	How could the stakeholder contribute to the WaterInnEU project?	Strategy for engaging the stakeholder
28.	Mayor of Belovo municipality	public	middle	low	Plovdiv stakeholders meeting and good water practices	participation at Plovdiv meetings	emails
29.	Mayor of Parvomai municipality	public	middle	low	Plovdiv stakeholders meeting and good water practices	participation at Plovdiv meetings	emails
30.	Mayor of Svilengrad municipality	public	middle	low	Plovdiv stakeholders meeting and good water practices	participation at Plovdiv meetings	emails
31.	KCM 2000 Ltd	private	middle	low	Plovdiv stakeholders meeting and good water practices	participation at Plovdiv meetings	emails
32.	Manager of Stara Zagora Regional Water Company	public	middle	low	Plovdiv stakeholders meeting and good water practices	participation at Plovdiv meetings	emails
33.	Director of Water Supply & Sanitation Company of Haskovo	public	middle	low	Plovdiv stakeholders meeting and good water practices	participation at Plovdiv meetings	emails
34.	Mayor of Chepelare Municipality	public	middle	low	Plovdiv stakeholders meeting and good water practices	participation at Plovdiv meetings	emails
35.	Meakomp OOD	private	middle	low	Platform and good water practices	participation at Plovdiv meetings	emails
36.	Raikos Tech Ltd	private	middle	low	Platform and good water practices	participation at Plovdiv meetings	emails
37.	HEVA INZHENERING LTD	private	middle	low	Platform and good water practices	participation at Plovdiv meetings	emails
38.	Isomatic Complect Company	private	middle	low	Platform and good water practices	participation at Plovdiv meetings	emails
39.	Belni HB	private	middle	low	Platform and good water practices	participation at Plovdiv meetings	emails
40.	Hosvital	private	middle	low	Platform and good water practices	participation at Plovdiv meetings	emails

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Acronyms

AR5	Fifth Assessment Report
GWP CEE	Global Water Partnership for Central and Eastern Europe
IDMP	Integrated Drought Management Project
IPCC	International Panel of Climate Change
IWRM	Integrated Water Resources Management
RBMP	River Basin Management Plan
RCPs	Representative Concentration Pathways
WFD	Water Framework Directive
WMO	World Meteorological Organisation