

## **Policy Implementation Guidelines for achieving long-term objectives**

Worldwide water consumption is increasing rapidly and at an extremely fast pace. The amount of water is considered by many to be inexhaustible, but in fact this is not the case. For this reason, sustainable management of water resources is essential and it should be realized that water resources are not unlimited.

Bulgaria has developed three plans that relate to policies of sustainable water resources management, for the period 2014-2021. The first is called "Regional Plan for the Development of the Southwest Region for the period 2014-2020", the second is the "Municipal Plan for the Development of the Municipality of Blagoevgrad 2014 - 2020" and the last is about the "Business plan for the development of Water Supply and Sewerage Ltd. - Blagoevgrad as a water supply and sewerage operator for the period 2017 - 2021".

Storage of natural basins, replenishment of aquifers, use of alternative water resources, increase in water resources availability, water transport between catchments, information management, institutional collaboration linkages and commitments, water saving appliances, water measurement and drinking water conservation measures, leakage reduction in distribution networks, new technologies and processes in agriculture and industry, improvement of irrigation techniques, water reuse, pollution control measures and the suitable pricing policy constitute suggestions of sustainable water resources management policies.

Regarding awareness raising techniques, these include the project website and social media accounts, project banner, printed material, public events, entries and media publication as well as the information and awareness raising campaign which will be designed by KEDE.