



**Водата е дар!
Запази я!**

Кампания на ВиК - Варна



“WATER SUPPLY AND SEWERAGE – VARNA”

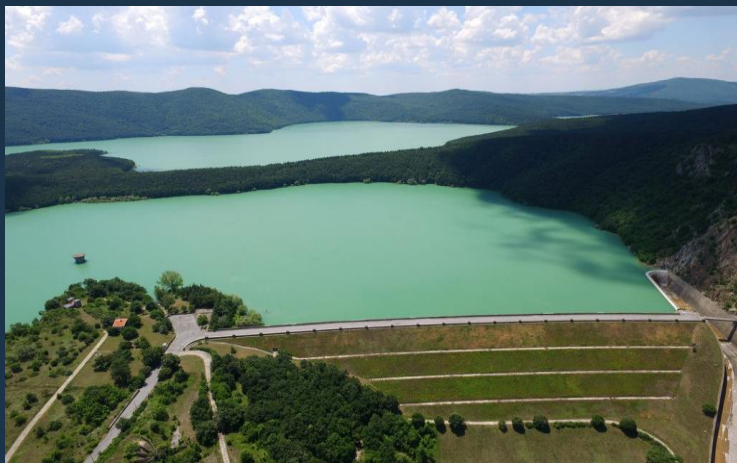
Sava Koev
Head of Business Planning and Investments

ABOUT US

- Primary state-owned operator managing the water and wastewater infrastructure for the Varna Region.
- The company manages over 4,000 km of water distribution network and more than 1,000 km of sewerage infrastructure.
- The company employs approximately 1,400 people, serving an area of 3,800 sq. km with a population of 437,000

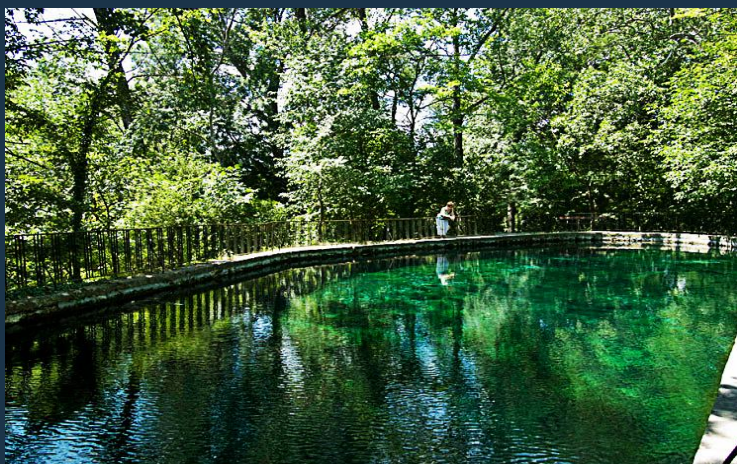


WHERE DOES VARNA GET ITS WATER FROM?



- KAMCHIYA RESERVOIR – THE PRIMARY SOURCE OF DRINKING WATER

- GROUNDWATER SOURCES – ACCESSED THROUGH WELLS AND BOREHOLES



- KARST SPRINGS IN DEVNYA – NATURAL UNDERGROUND WATER SOURCES

WATER LOSS REDUCTION: A KEY OPERATIONAL PRIORITY



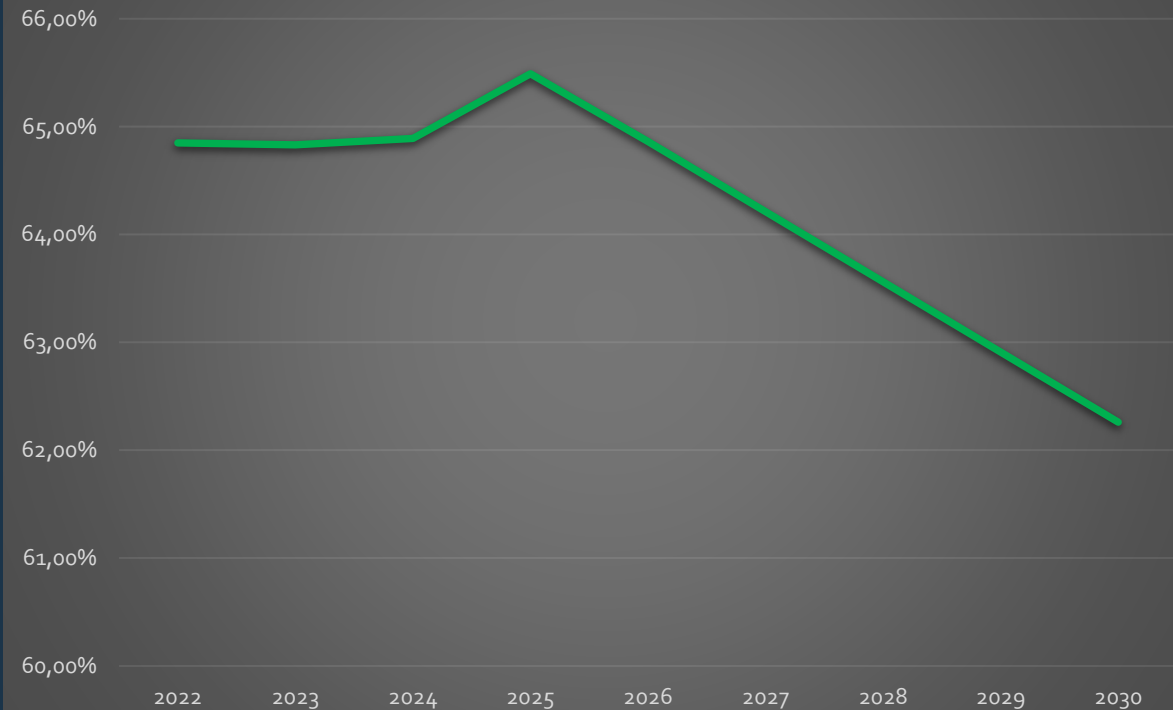
- VARNA EXPERIENCES SIGNIFICANT WATER LOSSES, TYPICAL FOR BULGARIA'S AGING WATER SYSTEMS.
- CURRENT NON-REVENUE WATER IS ESTIMATED AROUND 50-60%.
- MAIN CAUSES: OLD PIPELINES, LEAKS, ILLEGAL USAGE, INACCURATE METERING.

DATA COLLECTION AND YEAR-WISE ANALYSIS

Non-revenue water (NRW)



Water loses (%)



WATER IS A GIFT! SAVE IT!

PUBLIC AWARENESS CAMPAIGN BY “VIK-VARNA” LTD



VARNA WATER UTILITY LAUNCHED BULGARIA'S FIRST LARGE-SCALE CAMPAIGN FOCUSED ON THE RESPONSIBLE USE OF DRINKING WATER.

THE CAMPAIGN RESPONDS TO GROWING CONCERNS ABOUT WATER SHORTAGES AND DROUGHT CONDITIONS IN BULGARIA AND WORLDWIDE.

WHY THE CAMPAIGN MATTERS?

- MORE THAN HALF MILLION BULGARIANS ALREADY FACE WATER SUPPLY CHALLENGES.
- OVER 300 SETTLEMENTS IN BULGARIA EXPERIENCE PARTIAL OR FULL WATER RESTRICTIONS.
- BY 2030, MORE THAN HALF OF THE WORLD'S POPULATION COULD FACE SHORTAGES OF CLEAN DRINKING WATER.



ACTIVITIES OVERVIEW

THE CAMPAIGN HOSTS MULTIPLE EDUCATIONAL AND CREATIVE EVENTS:

- SCHOOL VISITS AND WORKSHOPS
- ART CONTESTS
- AWARDS FOR STUDENT CREATIVITY



On the occasion of World Water Day – 22 March
“Water Supply and Sewerage – Varna” OOD
organizes:

STUDENT DRAWING CONTEST ON THEME

WATER IS A GIFT! SAVE IT! 💧

CONTEST PERIOD:
15.01 – 8.03.2026



Students from 1st to 12th grade can participate in the contest and will be evaluated in three age groups:

- Group I: 1st – 4th grade
- Group II: 5th – 7th grade
- Group III: 8th – 12th grade

The drawings should present:

- 💧 the importance of water for life;
- 💧 ideas for saving water;
- 💧 personal responsibility and care for nature;
- 💧 the future of water and our planet.

DEADLINE FOR SUBMISSION:
1.03.2026

Students from each age group will be awarded

PRIZES!



The award ceremony will take place on **23 March 2026.**

More information – for teachers and school management – on the campaign website:
kampania.vikvarna.com

EVERY DROP COUNTS!

EDUCATIONAL PROGRAMS AND PUBLIC AWARENESS

- DISTRIBUTION OF INFORMATIONAL BROCHURES AND POSTERS
- SHARING PRACTICAL WATER-SAVING TIPS FOR HOUSEHOLDS AND BUSINESSES
- PUBLIC EVENTS DEDICATED TO WORLD WATER DAY AND ENVIRONMENTAL PROTECTION
- SOCIAL AND COMMUNITY CAMPAIGNS ENCOURAGING RESPONSIBLE WATER CONSUMPTION

INTERESTING FACTS



A typical shower uses about **113 liters** of water.



Brushing your teeth uses about **45 liters** of water.



A bath uses approximately **164 liters** of water.



Shaving uses approximately **90 liters** of water.



Washing dishes by hand uses approximately **136 liters** of water.



An automatic dishwasher uses approximately **73 liters** of water per cycle.



Washing your hands uses approximately **9 liters** of water.



A toilet flush uses **23–32 liters** of water each time.



A typical washing machine cycle uses **273 liters** of water.



Watering the garden uses about **45 liters** of water per minute.

ViK VARNA CAMPAIGN



WATER IS A GIFT! SAVE IT!

The climate crisis is one of the biggest drivers of water scarcity and is expected to put even greater pressure on our water resources in the future. Let's use it before the danger turns water for drinking needs into a rare and valuable resource. Let's not waste scarcity and have water for as long as possible, let's all do our part: **SAVE WATER!**



vikvarna.com



NATIONAL PHONE

0700 11 300



14 EASY WAYS TO SAVE DRINKING WATER:



- 1 FIX LEAKY FAUCETS!**
Even a small leak can waste at least 6 liters of water per day. Repair your faucets, and you can save up to 60 liters of water per week from a single faucet.



- 2 TAKE SHORTER SHOWERS, NOT BATHS!**
A minute in the shower uses about 17 liters of water. Keep your showers short or take a bath. A full bathtub uses up to 4000 liters of water. A shower uses only about 70 liters.



- 3 USE THE WASHING MACHINE AT FULL CAPACITY!**
Running the washing machine at full capacity can save up to half of the water and energy per load. So, instead of one weekly cycle, do 5-8 loads spaced throughout the month.



- 4 WATER PLANTS IN THE MORNING OR EVENING!**
Water evaporates less when the soil is cool, so it reaches the roots where it's needed. You can reduce your water consumption by up to 33% by watering the plants in the morning or evening, instead of automatically using sprinklers.



- 5 COLLECT RAINWATER!**
Installing water tanks can save up to 5000 liters of water per year. You can attach a tank to the downspout to collect and use rainwater for your garden.



- 6 USE WATER-EFFICIENT TOILETS!**
An average household uses about 30% of its water for toilet flushing. Modern dual-flush systems use significantly less water.



- 7 RUN THE DISHWASHER FULL!**
Run the dishwasher only when it's full. It uses the same amount of water whether it's full or not. You'll save up to half of your monthly water usage this way.



- 8 REDUCE FOOD WASTE!**
A lot of water is used to produce the food we eat. Optimizing food consumption not only saves money, but also saves between 1000 and 3000 liters of water per year, which would otherwise go into transportation or end up as waste.



- 9 COOK WITH A LID ON!**
Cooking with a lid reduces water evaporation and preserves more nutrients in the food. If you use less water, try to keep what's left and use it to water plants.



- 10 CHECK REGULARLY FOR LEAKS!**
Regularly check household faucets and pipes for leaks. See if the water meter continues to run when all taps are closed. Fix any leaks you find.



- 11 REUSE WATER!**
Use the water you collect while waiting for warm water. After that, use it to flush the toilet or water the plants. Use the water from washing fruits and vegetables to water the garden.



- 12 DON'T WASH YOUR CAR WITH DRINKING WATER!**
Do not use a hose or drinking water to wash your car. Use a bucket and sponge or a pressure washer that uses recycled water.



- 13 DON'T FILL THE POOL TOO OFTEN!**
Filling a pool frequently, or the possibility of it leaking, uses a lot of drinking water. Use covers to keep the water clean and prevent evaporation.



- 14 THE TOILET IS NOT A TRASH CAN!**
Do not use the toilet as a trash can. Wipes, cotton swabs and solid waste can clog the sewer system and cause blockages, leading to overflowing toilets. Throw trash in the bin, not in the toilet.

EVERY DROP COUNTS!



TOGETHER FOR A SUSTAINABLE FUTURE



THANK YOU FOR YOUR ATTENTION!



**33 Prilep Street, Varna,
Bulgaria**



delo@vikvarna.com



<https://kampania.vikvarna.com/>

