

# Bled Water Forum 2025: REPORT

## About the Bled Water Forum

As a non-profit organisation, we foster a culture of drinking water, developing new standards and an understanding of quality drinking water around the world, and co-creating new global trends.

At the heart of our action plan is safe and above-standard drinking water for all, and we implement it with expertise from around the world, enthusiasm and positivism, because water is a human right.

In cooperation with experts from all over the world, we provide a platform that enable each of us to achieve a new understanding of drinking water, transfer knowledge of how water affects our body, life, the world and how we can use water on a daily basis and what to expect from it.

In cooperation with our partners, we seek and reward innovative technological solutions and projects that help conserve water resources and the aquatic environment from around the world.

With the programme of the European Association of Water Sommeliers, we are giving new dimensions to water.

This year, the BWF innovative centre was established, through which we will combine the most advanced knowledge about water and offer it to the world.

## Organisation of the Bled Water Forum 2025

**The Bled Water Forum 2025 was held on Wednesday, 4 June and Thursday, 5 June 2025, and co-organised with Tourism Bled.**

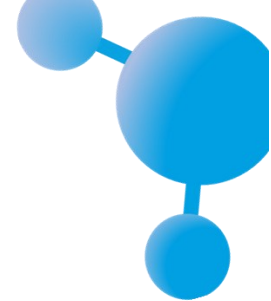
As an international meeting for livestock, government representatives and businessmen, the Bled Water Forum was held in Villa Bled in Bled, Slovenia. The event was held live and online, mainly due to speakers from abroad who joined and participated in discussions via an online link.

[The event programme](#) is available on the website, where you can also find **videos** of panel discussions.

**The honorary sponsor of the Bled Water Forum 2025 was the President of the Republic of Slovenia, Nataša Pirc Musar.**

By addressing the opening of the forum, the following persons also gave recognition and support to the event:

- **Aleš Musar**, spouse of the President of the Republic of Slovenia
- **Milin Patel**, BWF consultant, UK
- **Anton Mežan**, Mayor of the Municipality of Bled, Slovenia
- **Tanja Fajon**, Deputy Prime Minister and Minister of Foreign and European Affairs, Slovenia
- **Ara Mkrtchyan**, Deputy Minister of the Environment of the Republic of Armenia
- **Anthony Agotha**, Ambassador Extraordinary and Special Envoy for Climate and Environment, European External Action Service, Belgium



- **Rovshan Sadigbayli**, Ambassador of the Republic of Azerbaijan to the Republic of Austria and the Republic of Slovenia; Permanent Representative of the Republic of Azerbaijan to the UN, OSCE and other international organisations in Vienna
- **Satja Sajko**, BWF Young, student at the Biotechnical Faculty, University of Ljubljana, Slovenia
- **Matjaž Juhart**, Secretary of the Union of Societies of the Deaf and Hard of Hearing of Slovenia
- **Aleš Polajnk**, Plenipotentiary for the Blind, Visually Impaired and Deafblind Association of Lions Clubs, District 129, Slovenia

**The first day** of the Forum was devoted to discussions of key actors of state institutions, universities, industry and diplomatic missions, who on the one hand spoke about the challenges of climate change, the quality of drinking water and the blue economy, and how new contaminants in water, which are not yet regulated, affect human health. On the other hand, we also presented the latest technologies and emerging global standards in the field of drinking and non-drinking water.

**The second day** was dedicated to new global trends that we are creating and a radical change in the understanding of drinking water – a shift that the Bled Water Forum is already introducing and with which it is actively changing global approaches from state institutions to people. The discussions highlighted a new understanding of drinking water, new standards and symbols, a new water map was presented, which is part of standardised protocols, as well as the development of the offer of water in the gastronomic world, an innovative distribution of drinking water. Immediately after the panels there was a lecture on the topic: Philosophies of water and its everyday use: Mr Jaeyoun Ko, President of the Korean Sommelier Association, South Korea.

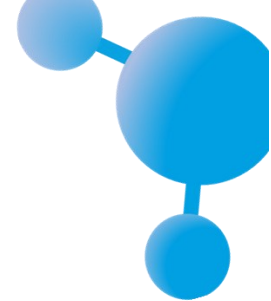
## Presentation of the European Water Awards 2025 and International Water Assessment

On the second day of the Bled Water Forum, we presented awards to two exceptional innovations or projects in the field of drinking water quality and water resources conservation. In celebration of this year's 10th anniversary, the organising committee of the Bled Water Forum awarded the prizes in exceptional circumstances.

The **European Water Award** in the category of improving the quality of drinking water **was presented this year to the Centre for Emerging Substances Science (CEMS) RIKEN** from Japan, where researchers led by Takuzo Aida developed a new plastic-like material - a strong, glassy **supramolecular polymer** that prevents the formation of marine microplastics, as it slowly dissolves into metabolic compounds in salt water. The new material is non-toxic and non-flammable, which means that it does not cause CO<sub>2</sub> emissions and can be transformed at temperatures above 120°C like other thermoplastics. *"With this new material, we have created a new family of plastics that is strong, stable, recyclable, can have multiple functions and, importantly, does not create microplastics,"* said Aida.

The award was presented by Tamara Zajec Balažič, Acting Director of the SPIRIT Slovenia Development Agency.

The European Water Award for the protection of water and water quality - rivers, lakes and seas was received **by the Flood Forecasting and Warning System in the Sava River Basin of the International Sava River Basin Commission**. This is the first flood early warning system in the Danube sub-region, in the Sava River basin, which has been proven to improve communication, thereby reducing the risks and vulnerability of people due to floods in the entire Sava River basin. It is an example of exceptional cooperation between five countries and different organisations.



The award was presented by Dr. Aleš Musar, husband of the President of the Republic of Slovenia.

As part of the international awards ceremony, the participants were also addressed by **Fouad Komeit**, Director of the Water Technology Innovation Center from Saudi Arabia, and **Arif Abraham Alkalali**, Chief Advisor for Water Resources of the Ministry of Environment, Water and Agriculture of Saudi Arabia. They presented the new project **Help Shape the Future of Water** and invited attendees to register and participate in the 11th World Water Forum Thematic Process event. To find out more, click [here](#).

The forum concluded with **an international assessment of more than thirty bottled waters from 14 countries from around the world**, which was also open to participants. The assessment was conducted under the leadership of the European Water Sommelier Association.

In the assessment, an international group of assessors linked new global standards in the understanding of drinking water and the connection of water with food and other beverages. This is the first such assessment in the world, as it was not a point-based assessment, but rather an assessment focused on the analysis of waters according to 16 parameters. In this way, we want to bring water closer to the general public so that they understand how they can use it, what exactly a particular water means, what it is in terms of quality, composition, how to associate it with food, other beverages, or whether to make health recommendations, etc.

The Bled Water Forum has thus taken a very strong position of upgrading the global water industry and gives everyone a better overview of water, Slovenia has become one of the leading countries in the world in the field of understanding drinking water.

The report of all analysed waters will be published by the end of June 2025.

## Turnout and attendance

Attendance at the Bled Water Forum exceeded the planned numbers:

Attendees from

**38**

Number of attendees on Day 1

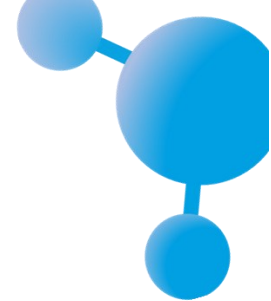
**102** (maximum capacity 90 persons)

Number of attendees on Day 2

**82** (maximum capacity 70 persons)

Participation in the event was international, both by speakers and visitors, as many as 38 countries (list in alphabetical order):

Argentina	Estonia
Armenia	France
Austria	Croatia
Azerbaijan	Iraq
Belgium	Italy
Bosnia and Herzegovina	Japan
Brazil	South Korea
Brussels	Kazakhstan
Czech Republic	China
Ecuador	Colombia



Hungary  
Mexico  
Monaco  
Germany  
Netherlands  
Poland  
Romania  
Saudi Arabia  
Northern Macedonia

Singapore  
Slovakia  
Slovenia  
Serbia  
Spain  
Switzerland  
Turkey  
United Kingdom  
USA

## Photo material

You can see photos of this year's Bled Water Forum on [our website](#) and our social networks [Facebook](#) and [Instagram](#).

## Communication

We communicated the events at the Bled Water Forum through our own social networks (Facebook, Instagram) and on the website [www.bledwf.com](http://www.bledwf.com). We also prepared and circulated press releases to Slovenian and foreign media. The media were also present at the Forum: RTV, local and online media.

During the year, we are active at various events at home and around the world, where we present new global trends in the field of drinking water and provide education (state authorities, schools, the hospitality sector and fans of the topic). We are also discussing with representatives of foreign countries how to transfer all innovations to their countries and vice versa.

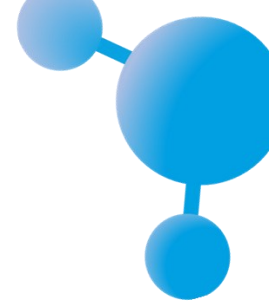
## Bled Water Forum 2025 Team

### Founders:

Marko Gajić  
Patricija Mencigar  
Mario Gajić

### Team:

Marko Gajić, Project Manager  
Renata Lovrak, Head of the Organisation  
Katja Prkič, International Relations  
Daniel Kostadinov, Deputy Project Manager  
Miro Zalokar, event photography  
Davorin Baloh, photo of bottled water  
Bumerang d.o.o., technical support and video systems  
Aleš Musar, moderator  
Milin Patel, Marko Maver and Renata Lovrak, moderators  
Žiga Pretnar, guest check-ins  
Team of volunteers



[Expert Council](#)

[Support Committee](#)

**Main patrons and partners:**

- Tourism Bled: Co-organiser
- Prevekso, language services
- Aquinity8
- KOMUNALA Kranj
- Iskraemeco
- Alpacem

**Blue patrons:**

- Atlantic Droga Kolinska, food industry (Donat)
- Radenska

**Partners (new):** Spirit Slovenia

## The next Forum will take place on 3 and 4 June 2026 in Villa Bled, Bled, Slovenia.

**We are glad that you have recognised the importance and potential of the Bled Water Forum global platform and together with us create new global water trends, raise awareness of the importance of water and responsibly contribute to a better future for all of us.**

Our goal by the 11th Bled Water Forum in 2026 is for as many countries as possible to adopt new standards of understanding drinking water, to jointly develop them further and implement them in state systems, educational institutions, the economy and domestic use, to exchange innovative technologies and to establish the distribution of the best quality drinking water throughout the world. On the other hand, we want to provide technology with the opportunity to have even better-quality drinking water in the future and protect it in the right way. BWF is already focusing heavily on pollutants that are not yet regulated by regulatory authorities.

We will also be developing our new **BWF Young** programme and inviting participating partners to connect them with young people from their countries. In 2026, we want to jointly develop and promote a culture of drinking water around the world with new approaches and knowledge with young people, and, above all, to hear their thoughts and views on protecting water resources for a better future and ensuring higher quality of drinking water.

Suggestions and contacts for connecting partners and countries are accepted by September 2025 at [info@bledwf.com](mailto:info@bledwf.com).

Many representatives of foreign countries have already convened meetings with us, which demonstrates that all participants are moving towards the development and creation of new global standards. We are moving from theory to practice, which is also the goal of the BWF organisation. Water is a human right and we want it to be provided to us in the best possible quality throughout the world and to be understood as much as possible to make the most of it for a better quality of life.

Bled, 10 June 2025

Marko Gajić  
Co-founder of BWF

