

REPORT

Open public forum titled “Water Remembers Everything – Including Your Medicines, Creams and Personal Care Products”

University of Novi Sad, Faculty of Technology Novi Sad (TFNS) Novi Sad, Serbia

November 14, 2025

The public open forum titled “Water Remembers Everything – Including Your Medicines, Creams and Personal Care Products” was held on 14 November 2025 at 13:00 at the Faculty of Technology Novi Sad, as part of the TwiNSol-CECs project (Figure 1). The event brought together citizens, students and media representatives interested in the growing issue of micropollutants in aquatic environments. The panelists were Prof. Nataša Đurišić-Mladenović and Dr. Dragana Lukić. The discussion, which included an interactive quiz engaging the audience, was moderated by Dr. Nikola Maravić (Figure 2). The event was attended by 55 participants.

The quiz was designed as an online survey, which participants accessed via a QR code. Each segment of the Forum began with a quiz question to capture the audience’s initial views on the topic behind the question, followed by the panelists’ explanations (Figure 3). In this way, the quiz helped maintain attention and supported a clearer understanding of the problem from a scientific perspective.

During the forum, panelists discussed how everyday products such as pharmaceuticals, cosmetics, and personal care products eventually enter rivers and water systems, becoming an increasingly serious environmental challenge. The programme covered several key topics, including the presence of residues originating from medicines and personal care products in surface waters, the pathways and fate of these substances in the environment, and the various ways in which they affect living organisms. Special attention was given to innovative analytical techniques and advanced treatment methods that enable the detection and removal of these contaminants. The discussion also highlighted the importance of raising public awareness and strengthening both individual responsibility and systemic measures aimed at reducing pollution at its source.

The event was covered by the provincial public broadcaster Radio Television of Vojvodina (RTV) (Figure 4). During the Forum, Prof. Nataša Đurišić-Mladenović and Dr. Dragana Lukić gave statements to the RTV crew about the problem of CECs in surface waters and encouraged citizens to become more actively involved in addressing these issues; the report was broadcast as part of the RTV TV news bulletin on 16 November 2025. Before the Forum, Prof. Đurišić-Mladenović and Dr. Nikola Maravić appeared as guests on the morning show “Good Morning Vojvodina” on RTV, inviting citizens to the Forum and highlighting the challenges associated with the presence of CECs in surface waters. The TwiNSol-CECs social media profiles also announced the Forum using a promotional poster (Figure 1).



Figure 1. Poster for TwiNSol-CECs Forum “Water Remembers Everything”

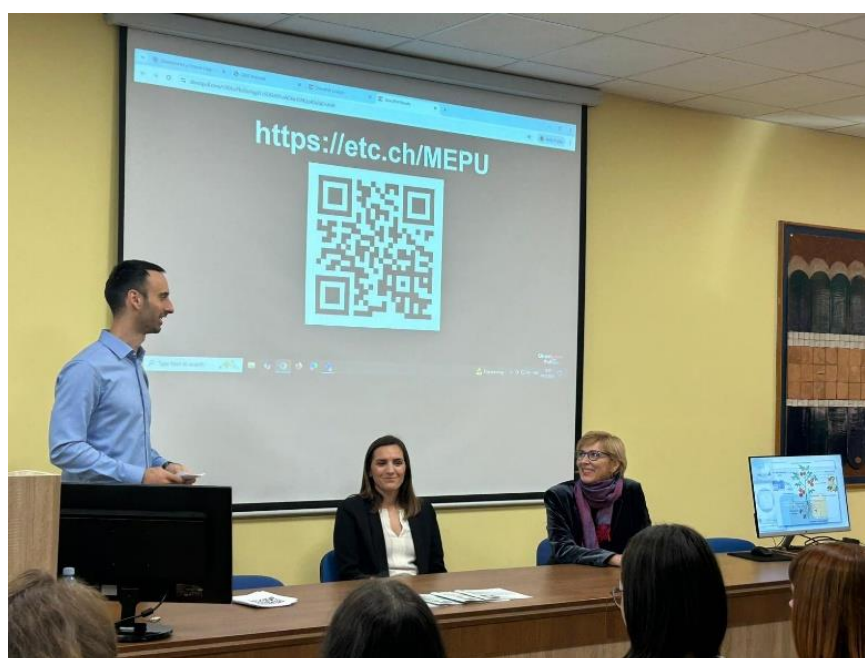


Figure 2. Nikola Maravić introducing interactive quizz to participants

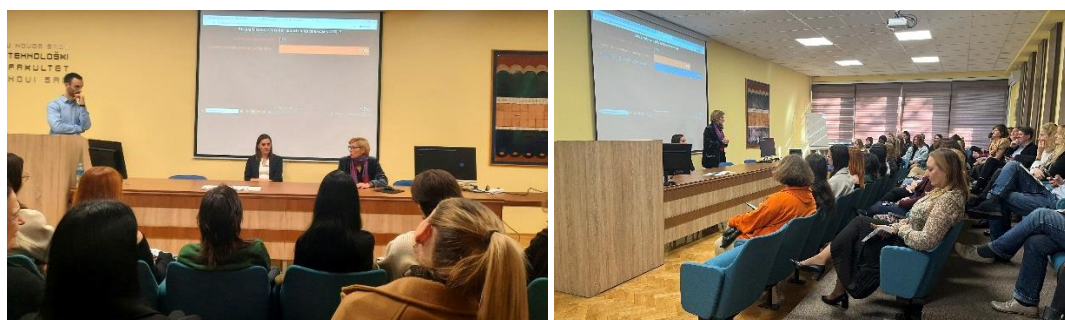


Figure 3. Nataša Đurišić Mladenović and Dragana Lukić discussing quiz question and the related answers from participants

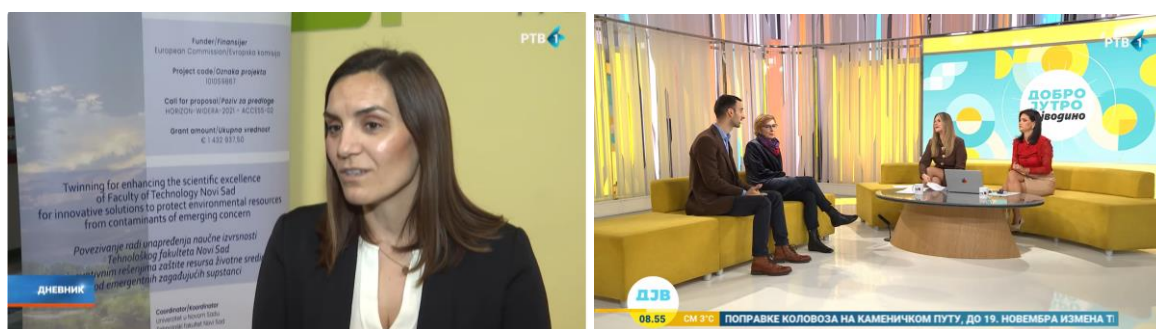


Figure 4. TV programme coverage of the TwiNSol-CECs forum – Water remembers everything: Short TV news report on the “Water Remembers Everything” Open Forum (TV News, 16 November 2025) (left) and show “Good morning Vojvodina” (right)

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