

Strengthening Connections: Communication and Outreach for the Danube River Basin



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The Danube River Basin



- ✓ 800.000 km²
- ✓ 19 countries
- ✓ 79 million people
- ✓ Danube River Protection Convention (DRPC) as legal framework
- ✓ Role model in transboundary cooperation
- ✓ Champion of Public Participation & Outreach among River Basin Organisations

ICPDR: The Genesis of Danube Cooperation

1989: Fall of the Iron Curtain

June 1994: Signing of the Danube River Protection Convention (DRPC) in Sofia, Bulgaria



Sustainable & equitable use of water



Protection of water & ecological resources



Reduce nutrients & hazardous substances



Manage floods & ice hazards

ICPDR IKSD

International Commission for the Protection of the Danube River
Internationale Kommission zum Schutz der Donau

The DRPC: The Legal Basis of Danube Cooperation



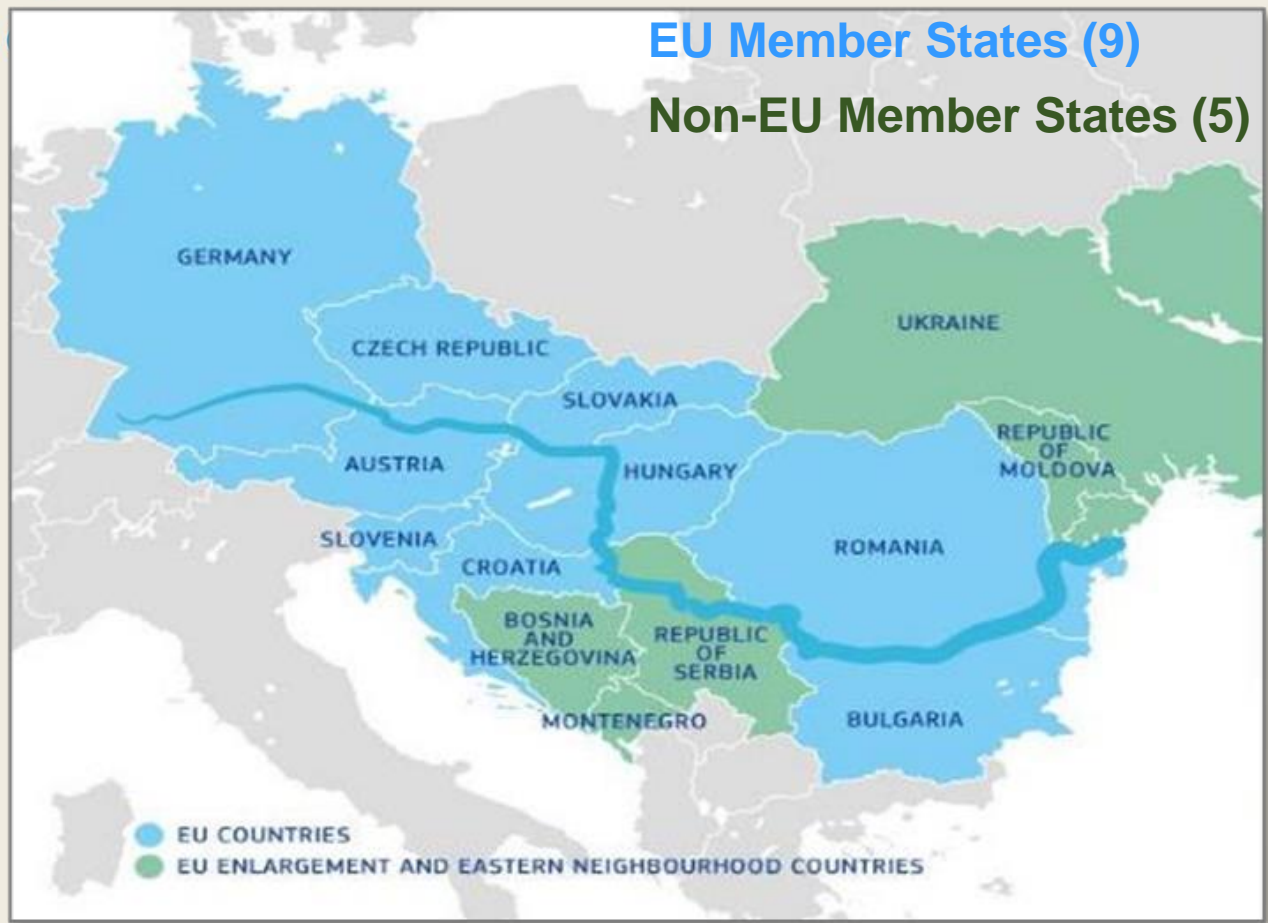
- October 1998: DRPC comes into force
- 2000 & 2007: EU Water Framework and Floods Directives (speaking the same cross-basin language)
- 2004: Creation of the ICPDR Public Participation Expert Group
- June 2004: Danube Day is celebrated for the first time

Cooperation, trust, will, and ownership backed-up with effective cooperation and participation mechanism ensuring joint management and public outreach.



Cooperation & Solutions: 14 Contracting Parties

9 EU Member States / 5 Non-EU Member States

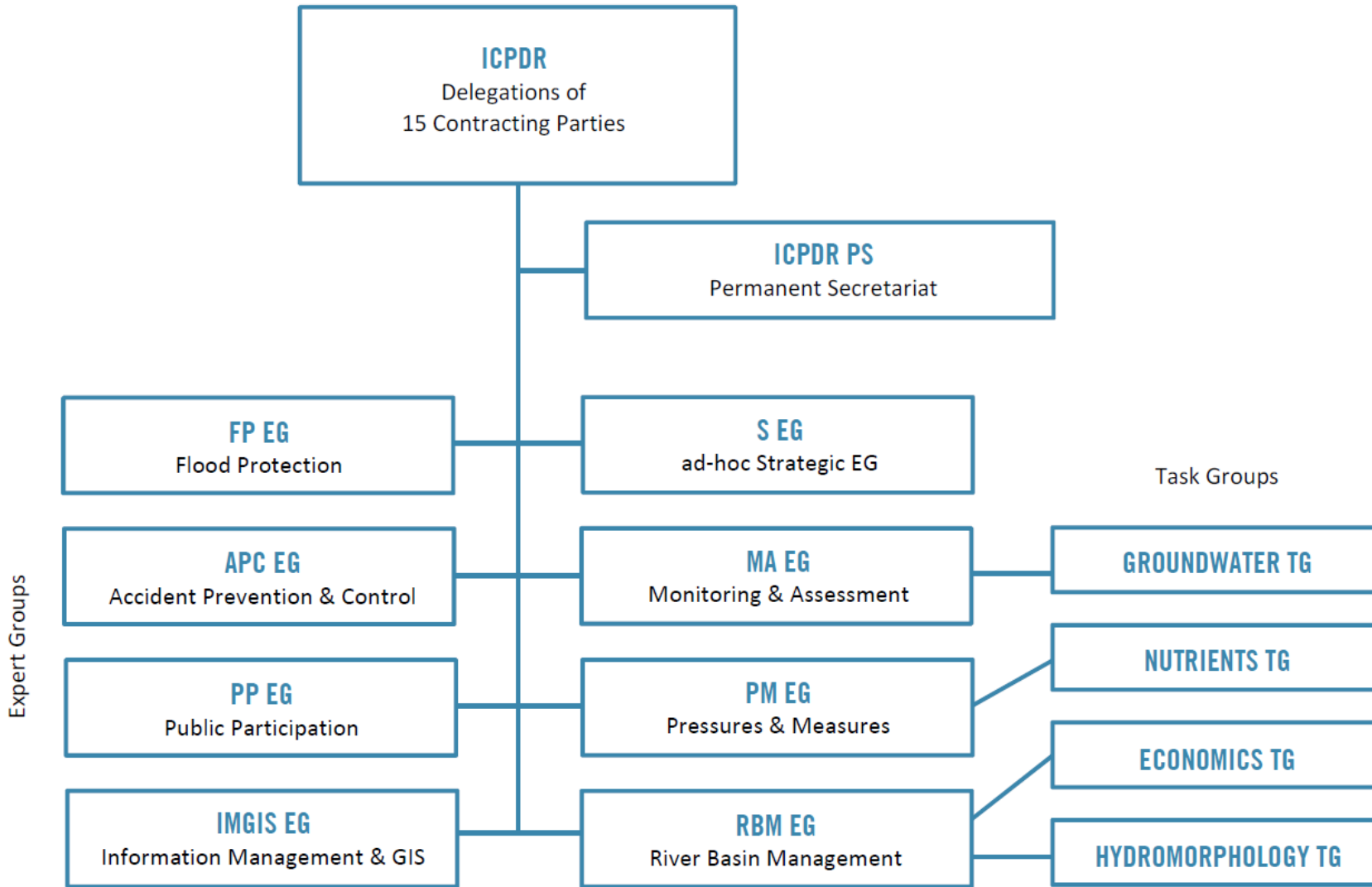


Differing legal basis leading to further commitment:

Non EU MS follow EU Directives implementation as far as possible

Learning from each other

The ICPDR's Institutional Structure



- 24 Observers
- Stakeholder involvement

24 Observers



Danube Strategy
Civil Society
Forum



viadonau



dstf
Danube Sturgeon
Task Force



Danube Tourist
Commission

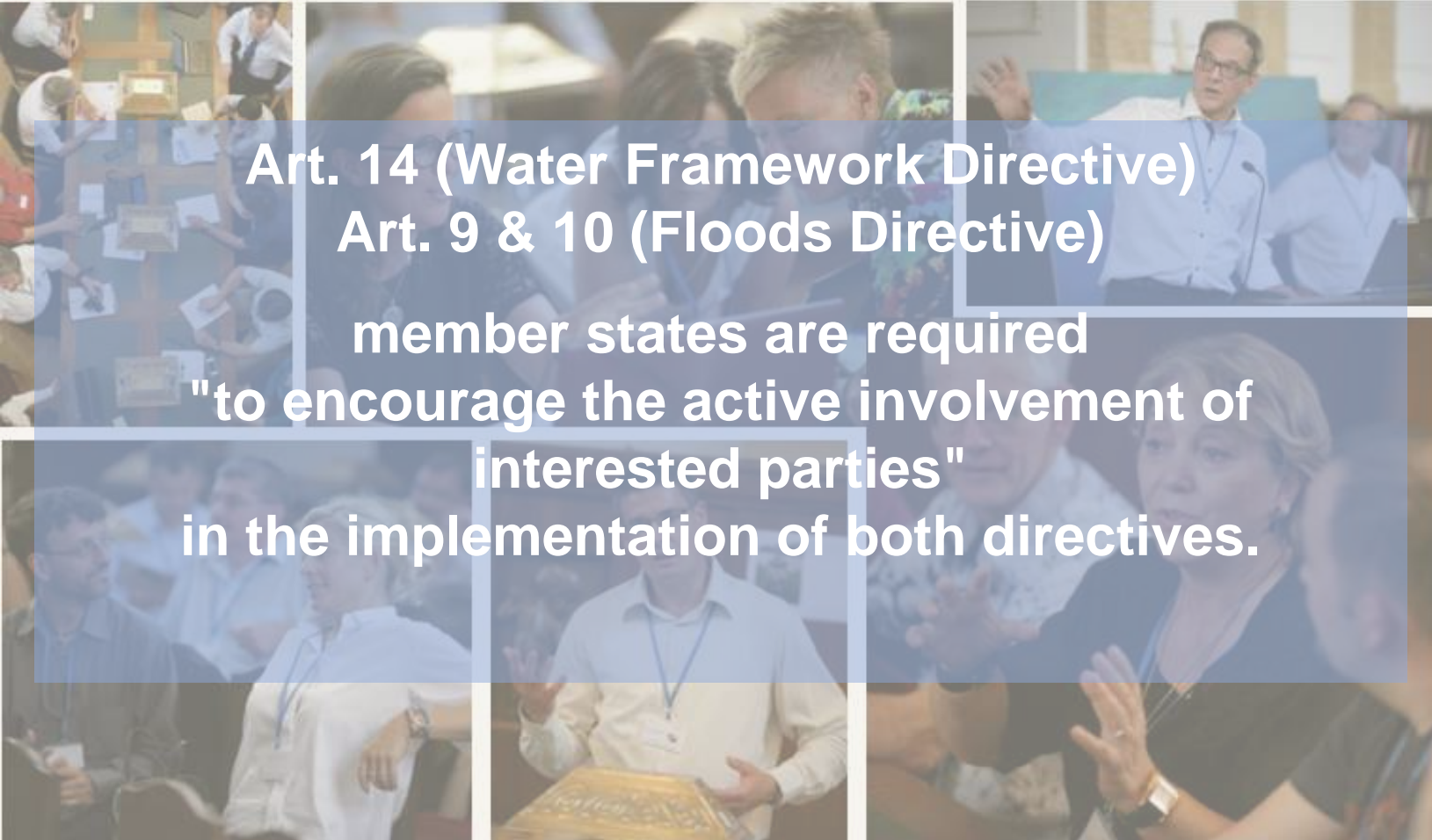


Public Participation & Transparency



**Art. 14 (Water Framework Directive)
Art. 9 & 10 (Floods Directive)**

**member states are required
"to encourage the active involvement of
interested parties"
in the implementation of both directives.**



ICPDR IKSD

International Commission
for the Protection
of the Danube River
Internationale Kommission
zum Schutz der Donau



Commitments for action are bound to our vision

**“A Cleaner, Healthier and Safer Danube River Basin not only for us
but for future generations too “**

The ICPDR Public Participation Toolbox



- 24 Observer Organisations
- A dedicated Public Participation Expert Group
- Outreach activities across a broad spectrum
- Educational tools and flagship events (Danube Day, Danube Box, Danube Art Master)
- Public information: on/offline publications
- Stakeholder consultations
- Social Media
- Inter-sectorial dialogue: stakeholder workshops
- Branding campaigns



Cleaner

cleaner water



Healthier

a healthier home for aquatic
animals and plants



Safer

a safer environment for people to
live without the fear of floods

Public Participation: From the Public to the 'Boardroom'



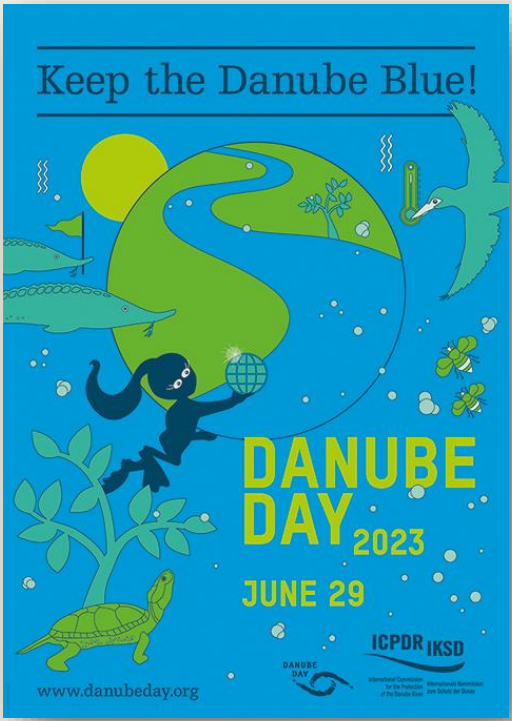
 Draft Danube River Basin & Flood Risk Management Plan Updates	 National Management Plan Updates 2021	 Public Consultation Process towards the 2021 Management Plans
 Public Consultation Questionnaire	 Public Consultation: Results	 Stakeholder Consultation Workshop: Our Opinion – Our Danube



- ✓ Public Voices matter
- ✓ Building Legitimacy & Trust
- ✓ Informed & Effective Policies
- ✓ Enhancing Accountability
- ✓ Sustainable & Inclusive Solutions

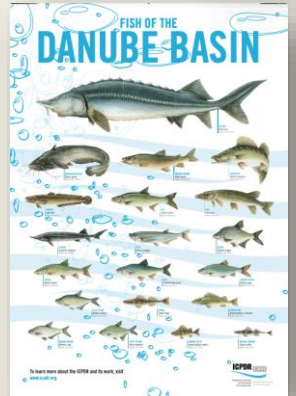
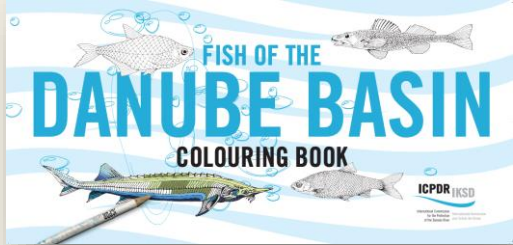
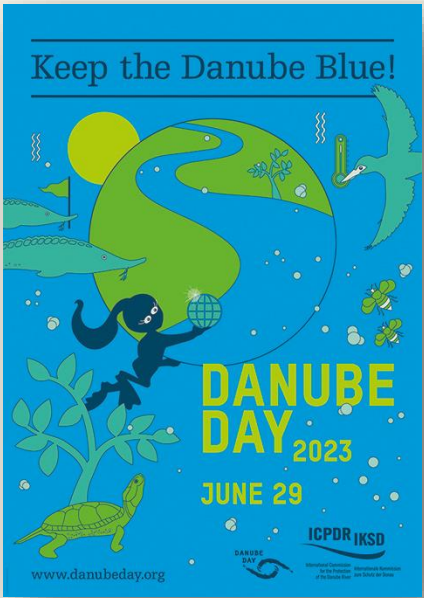
<http://icpdr.org/main/activities-projects/public-consultation-draft-management-plan-updates-2021>

Outreach: Engaging the Public with our Flagship Events

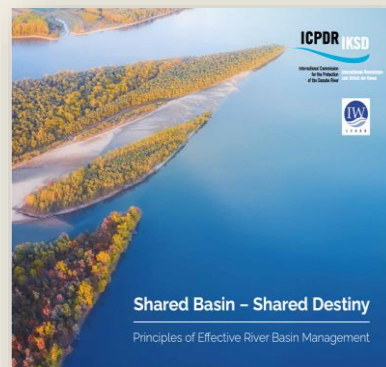
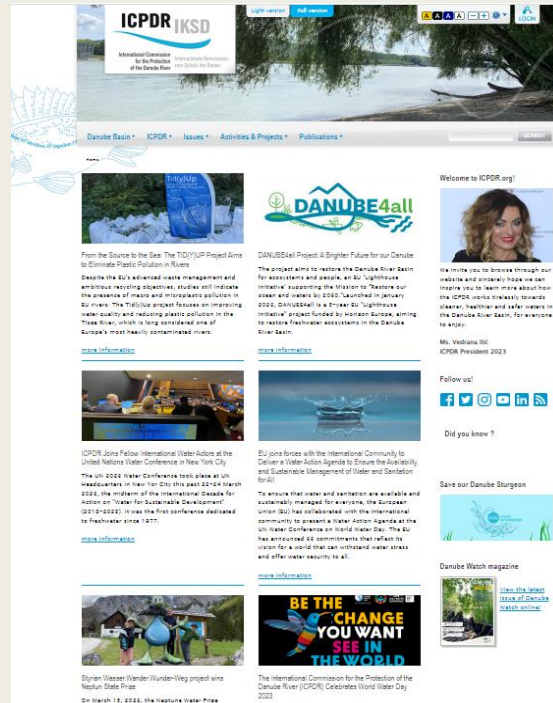


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Engaging Audiences: Leveraging Giveaways for Outreach



The ICPDR Newsroom: Working 24/7 on and offline



#ICPDR

Our News Ticker

Our Image Platform

Our Visual storyteller

Connecting professional Platform



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Conclusion: Communication is Key!



Keeping dialogue Solution-Oriented!

We foster collaborative partnerships with different sectors as we understand the significance of addressing issues that impact people's daily lives.

Bridging the Information Gap!

We prioritize effective communication by presenting information in a language accessible to the broader public while maintaining scientific accuracy.

Bringing attainable accomplishments!

Our experience in working for the Danube River Basin and its people is a source of pride, as we strive to protect and enhance this vital ecosystem

Building bridges together!

We proudly foster understanding and champion the well-being of the Danube River Basin and its people.



Thank you for your attention!