

Strengthening Connections: Communication and Outreach for the Danube River Basin



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Explaining public participation in 6 minutes...

Trying to explain a picture that is worth a thousand words

ICPDR: The Genesis of Danube Cooperation



● 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



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The DRPC: The Legal Basis of Danube Cooperation



- October 1998: DRPC comes into force
- 2000 & 2007: EU Water Framework and Floods Directives (both 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.

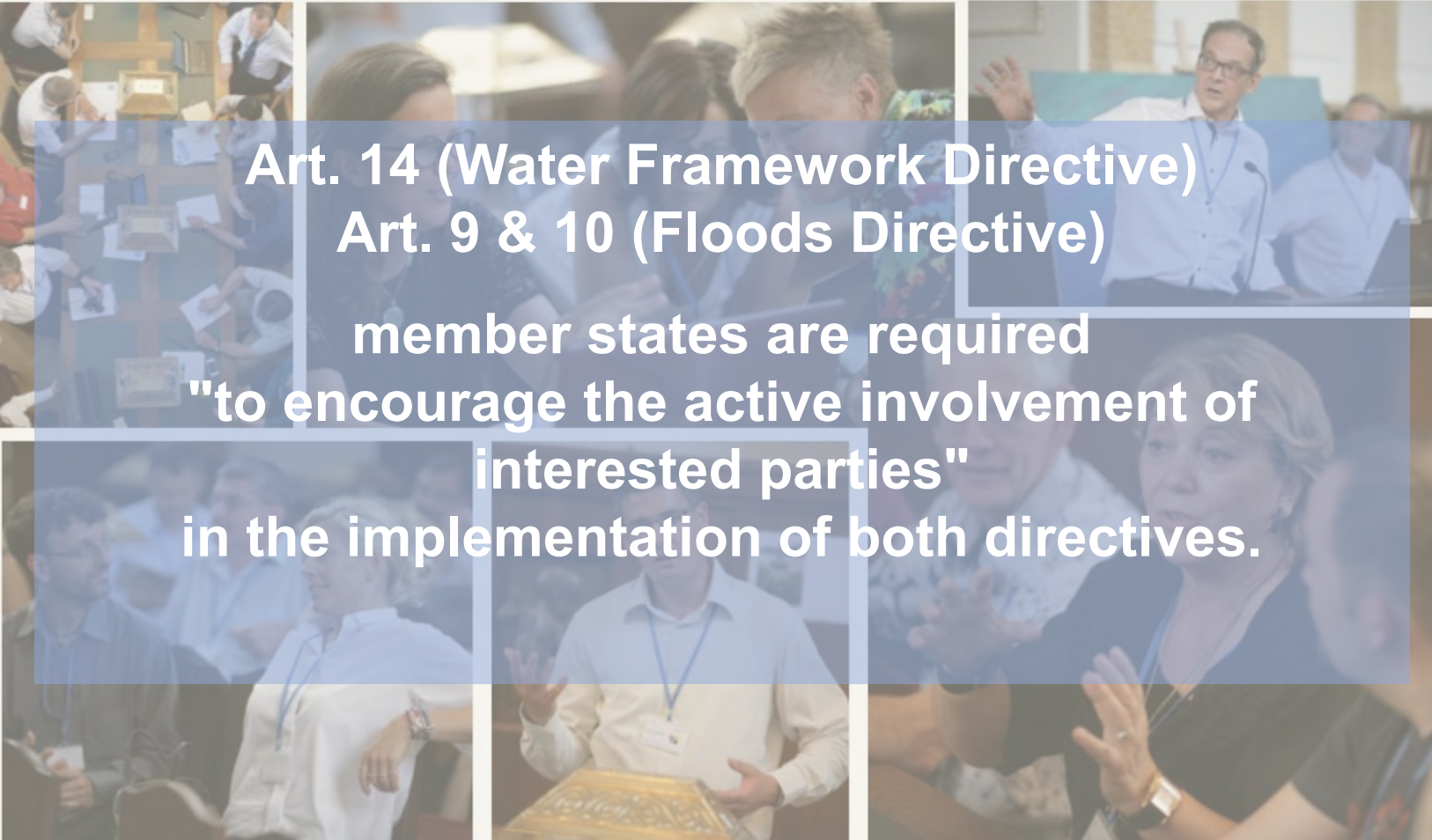


Public Participation & Transparency



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.



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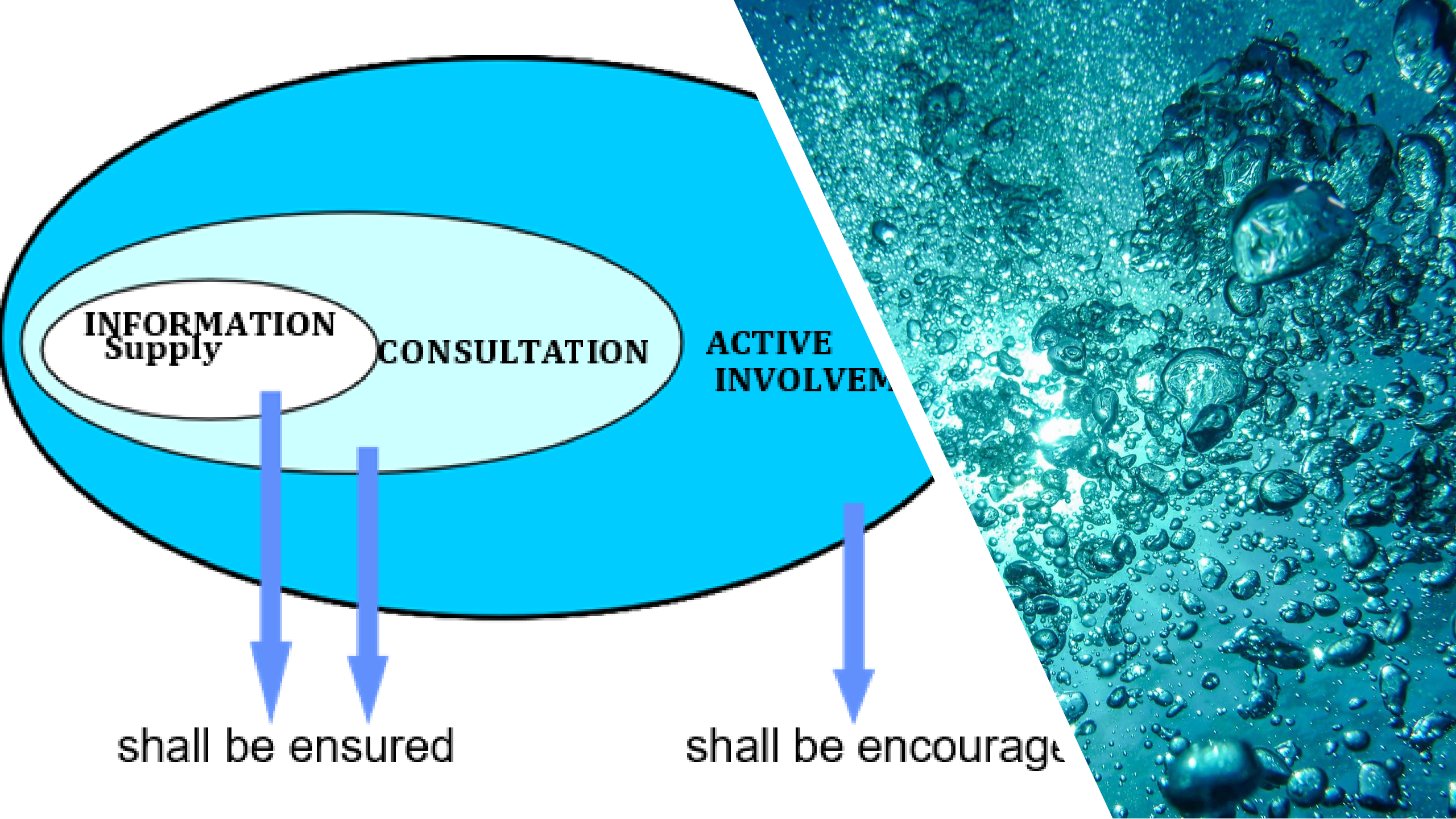
Public participation (a broad definition):

Allowing people to influence the outcome of plans and working processes.

It is a means of improving decision-making, in the context of the ICPDR this means:

- Creating awareness of environmental issues
- Helping to increase acceptance and commitment towards the intended plans





INFORMATION
Supply

CONSULTATION

**ACTIVE
INVOLVEMENT**

shall be ensured

shall be encouraged

Who should we involve?

The Directive is prescriptive in the sense that at least stakeholders (i.e. interested parties) should be involved when dealing with active involvement and also the public when dealing with consultation.

Background information should be available at any time for anyone.

No blue-print exists for public participation and the public participation process should be organised and adapted to national, regional and local circumstances.

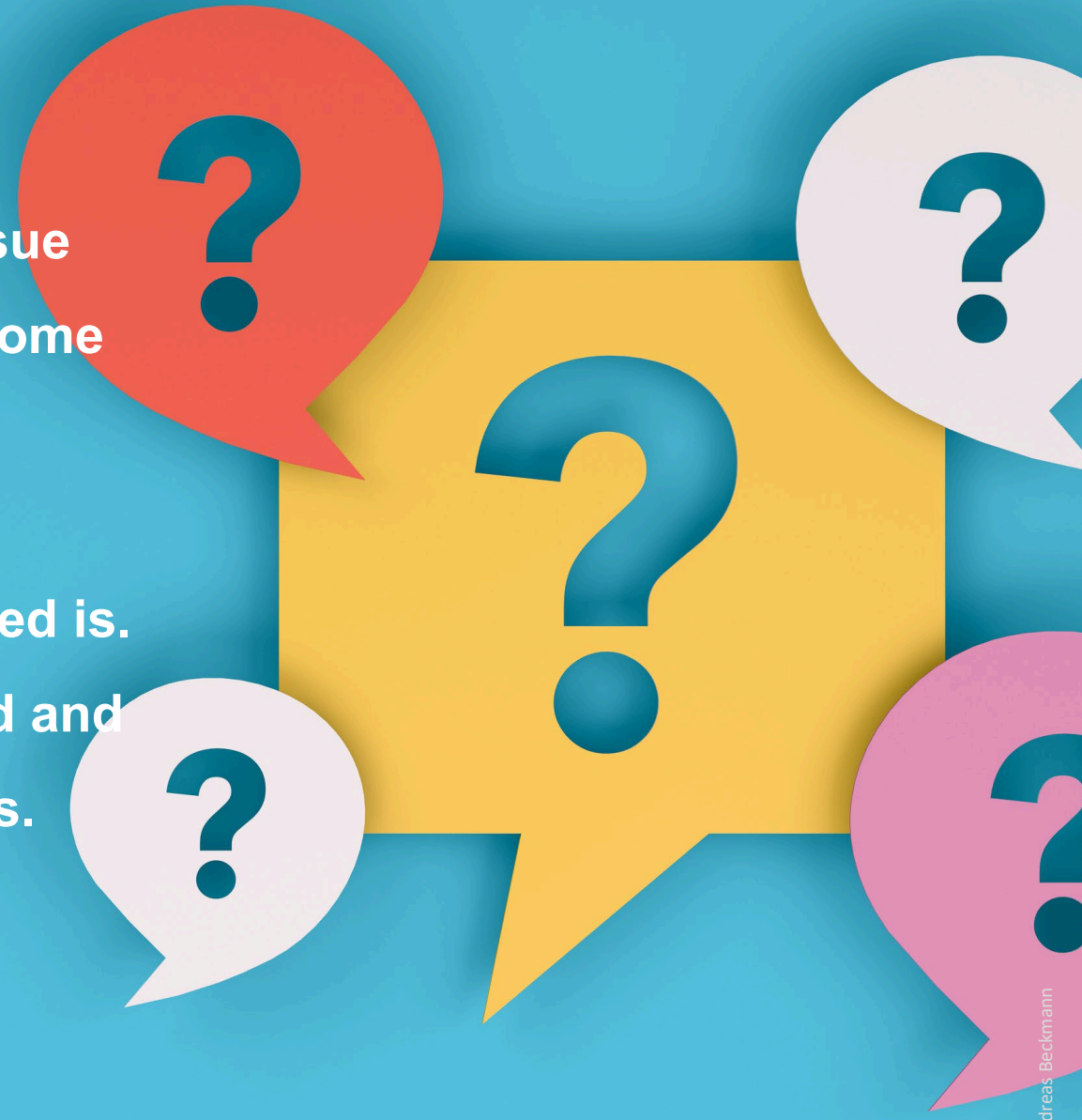


Who is a stakeholder?

A stakeholder will generally have an interest in an issue because he/ she or it is either affected or may have some influence.

To avoid disappointing the parties involved it is very important to make clear what the role of those involved is. The public participation process should be organized and adapted to national, regional and local circumstances.

We have created a 'tailor made public participation process' at Danube-wide level based on our ICPDR toolbox.



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
- 3 pillars: CLEANER, HEALTHIER, SAFER WATERS



24 Observers



Danube Strategy
Civil Society
Forum



viadonau



dstf
Danube Sturgeon
Task Force



Danube Tourist
Commission



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HAVE YOUR SAY!

Public Voices matter

Building Legitimacy & Trust

Informed & Effective Policies

Enhancing Accountability

Why public participation works:

The public participation process requires investment of time, energy and resources.

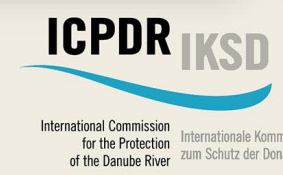
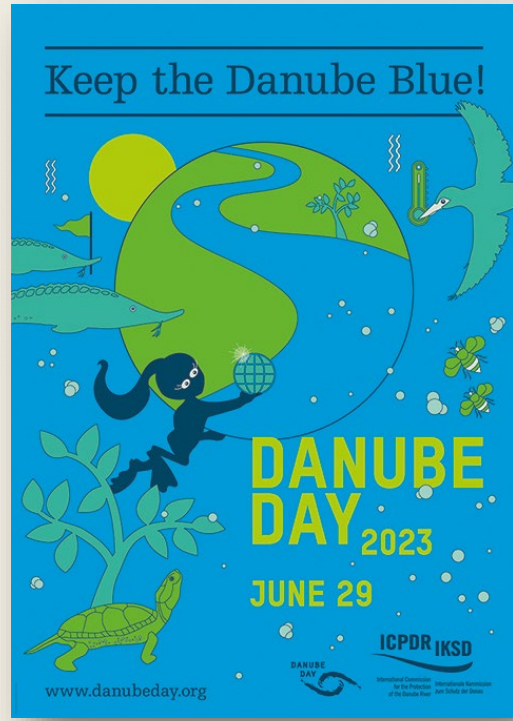
Investing in a well-managed public participation process pays off in the end

Public participation is a tool to achieve environmental objectives of Water Framework Directive not an end in itself

Trust, transparency and good management of expectations are essential for successful public participation

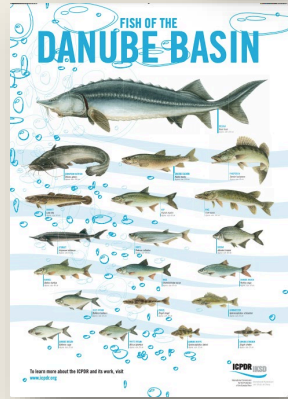
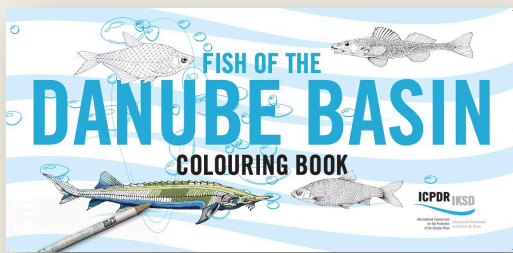


Outreach: Engaging the Public with our Flagship Events

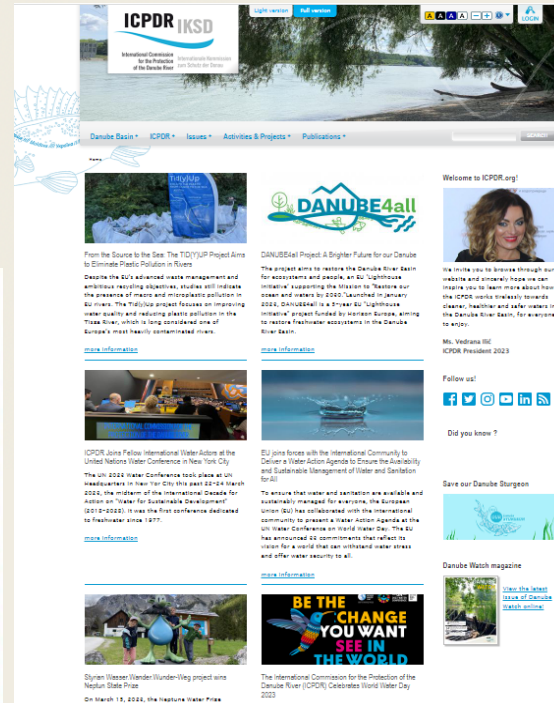


www.danubeday.org

Engaging Audiences: Leveraging Giveaways for Outreach



The ICPDR Newsroom: Working 24/7 on and offline



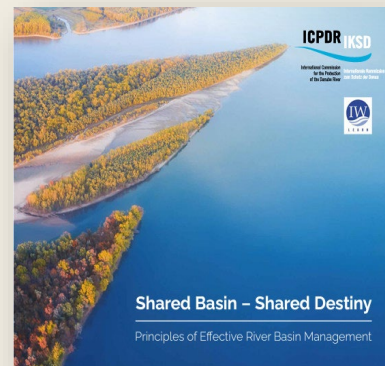
#ICPDR

Our News
Ticker

Our Image
Platform

Our Visual
storyteller

Connecting
professional
Platform



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Conclusion: Communication is Key!



Keeping dialogue Solution-Oriented!

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



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



Bridging the Information Gap!

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



Building bridges together!

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

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Thank you for your attention!