ICPDR Response

Communication,
Public Participation and Outreach Activities

Jasmine Bachmann
ICPDR Secretariat

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DRP Support to the ICPDR

- **strategic support**
  - communication planning
  - public participation planning

- **technical support**
  - evaluation and review of existing tools
  - redesign tools

- **financial support**
  - publications
  - workshops and events

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Communication

Stong ICPDR Identity
Attractive publications
Danube Analysis Report (scientific and public version)
Acurate maps of the Danube River Basin
High-quality and well visited website (www.icpdr.org)
Poster series on goals and achievements
→ ICPDR is a highly respected organisation

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Communication

Danube Watch –
the magazine of the ICPDR

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Public Participation

ICPDR holds a long history of participation
„DRB Strategy for PP in RBM Planning“ (WFD)
ICPDR Stakeholder Conference (Budapest, 2005)
Ad-hoc ICPDR Public Participation Expert Group
→ Active participation of stakeholders
→ Cooperation/Partnership with business

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14 Observers to the ICPDR

Black Sea Commission  viadonau  IAWD  Die Donau – Tourism Commission
 Navigation Commission  DEF  WWF  UNESCO - IHP
 Ramsar  REC  VGB  GWP CEE

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Cooperation with business

DEXIA Kommunalkredit
AISE & Detergent Industry

Outreach

„Danube Solidarity“
- connect people
- joining forces
Products
Poster, sticker, T-shirt

Products 2006
Poster, sticker, leaflet
Jasmine Bachmann
Exploring nature, Pleven, Bulgaria

At the shore, Romania

Children for the Danube, Odessa

Relaxing after river cleaning, Ukraine
The Danube Box

Content:
Printed teachers handbook (~ 200 pages)
CD Rom with additional information for each topic,
photo gallery, Danube quiz, ideas for role games
Poster showing the basin at a glance
The Danube flows through us!

Thank you for your attention!

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