



the

DANUBE

needs more

BUSINESS FRIENDS

THE DANUBE

is one of Europe's most remarkable rivers



Stretching more than
2,800 KM



FROM THE **BLACK FOREST** TO THE **BLACK SEA**

it is the main artery of a large river basin

THE DANUBE BASIN

Covering over **800,000 KM² OF LAND** – approximately 10 percent of Continental Europe

Including parts of **19 COUNTRIES** and a population of more than 80 million people

It is the world's most **“INTERNATIONAL”** river basin.

WATER MANAGEMENT

IN 1994

The main Danube countries signed the "Danube River Protection Convention"

**TO IMPROVE
WATER CONDITIONS
and
PREVENT ADVERSE IMPACTS
of human activities**

TO COORDINATE

the implementation of the Convention

"International Commission for the
Protection of the Danube River"
ICPDR WAS FOUNDED

KEY-TASKS

of the ICPDR

the basin-wide implementation of the
-**DANUBE PROTECTION CONVENTION**
-**EU WATER FRAMEWORK DIRECTIVE**
-**EU FLOODS DIRECTIVE**

The ICPDR has been highly successful in promoting and coordinating effective water management, involving conservation, the rational use of waters and raising public awareness of water issues.





Danube River Basin Management Plan

The Plan will guide the way to achieving at least good potential for all waters of the Danube River Basin.



Joint Danube Survey

A woman with short brown hair, wearing a white t-shirt with light blue stripes on the sleeves, is leaning over a laboratory bench. She is focused on a task, possibly related to water sampling or analysis. The bench is cluttered with various pieces of scientific equipment, including a large blue container, a metal bucket, and a complex network of tubes and hoses. In the background, other people are visible, suggesting a busy research environment. The overall scene is brightly lit, likely from natural light coming from a window on the right.

The world's biggest river research expeditions ever.



Accident Emergency Warning System

An information system provides round-the-clock communication in the event of a major transboundary accident.





Danube Day

“29 June” is International Danube Day, paying tribute to the Danube and the rivers that flow into it.

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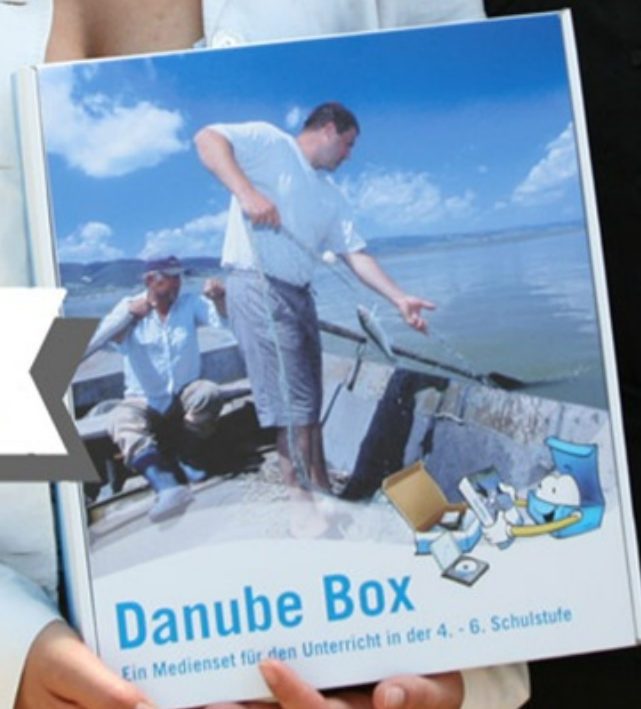
ministerium.a

leben

Danube Box

An education tool - assist teachers in bringing the Danube closer to the minds and the heart of the future generation.

lebensministerium.at





Danube Art Master

An art competition organised in 14 Danube Basin countries.

SIGNIFICANT WATER MANAGEMENT ISSUES:



Organic Pollution



Nutrient Pollution



Hazardous Substances



Hydromorphological Alterations



EXAMPLES OF ACTIONS NEEDED

Building and improving waste water treatment plants

Reduction of phosphorous in detergents

Promoting good agricultural practices

Reduction of pesticide use

Building of fish bypasses

Restoration and reconnection of wetland habitat.



GOVERNMENTS ALONE

cannot solve the

**ENVIRONMENTAL
PROBLEMS
RELATED TO
WATER**

GOVERNMENTS WITH



can solve the

**ENVIRONMENTAL
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COMPANIES ARE KEY STAKEHOLDERS IN MEETING THE CHALLENGES OF MANAGING WATER EFFECTIVELY.

The "Business Friends of the Danube" are a public-private partnership, where businesses and the ICPDR are working jointly for freshwater eco-systems of the Danube River Basin. They benefit mutually from the outcomes of this partnership.

WHY IS THE PARTNERSHIP BENEFICIAL FOR BUSINESSES?

Through participating, your business can:

Contribute to improving the quality of Danube region waters

Work with high-level government representatives

Gain public recognition for water stewardship actions

Gain contributions from the ICPDR experts to CSR plans

Gain ICPDR guidance through defined activities and projects

Participate as stakeholder in ICPDR meetings

Have access to other business opinion leaders

Have access to solutions and technologies for addressing water issues

WHAT DOES JOINING TO THE BUSINESS FRIENDS OF THE DANUBE MEAN?

- **Contribution to good environmental management, by developing and adopting new strategies that including wetland conservation and wise use of water, amongst the main concerns of the company**
- **Become an innovator, by developing new, practical solutions and technologies**
- **Become a partner of the ICPDR in contributing to good water management**
- **Become a driver for cooperative action addressing water issues.**

PLEASE CONTACT US FOR MORE INFORMATION

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icpdr **iksd**

International
Commission
for the Protection
of the Danube River

Internationale
Kommission
zum Schutz
der Donau