

Our Opinion – Our Danube

ICPDR Stakeholder Consultation Workshop – 29th to 30th June 2021



THEMATIC AREA 5 – Communication and Public Participation

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Highlights of the Discussion

- Accessibility and understandability: Plans should be written in a more accessible way
- Language localization: Translate the plans into national languages
- Materials need to be written in a user-friendly way: Cooperation between science and communication
- Clear definition of the target audience and way how to reach them

accessibility
(for wide
public)

understandable
for wide public

language
mutations
(translation)

public
participation

userfriendly
version of
the technical
doc.

working
together

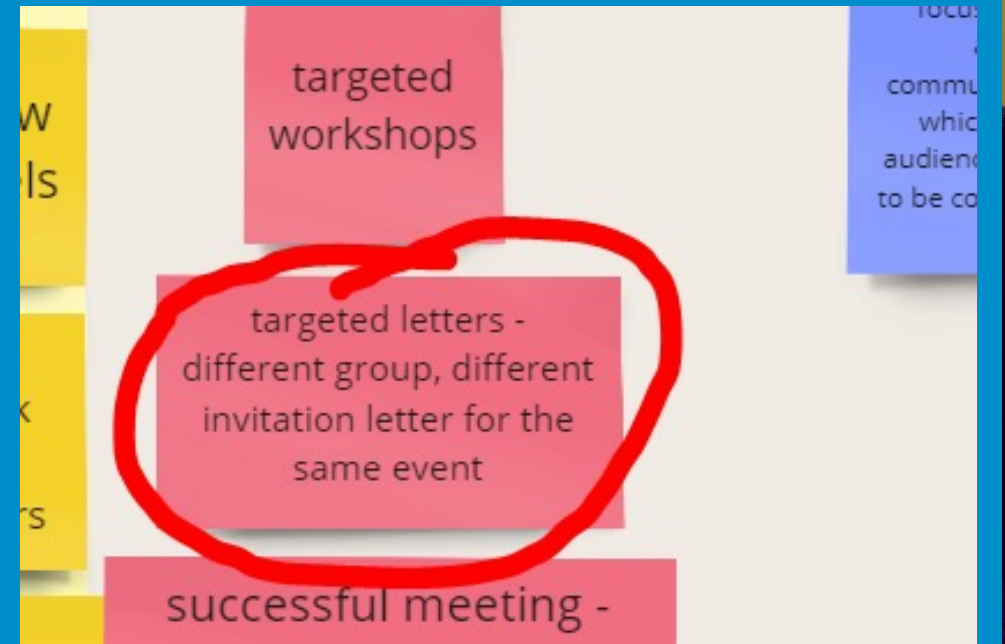
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Highlights of the Discussion

- Tailor-made messaging
- Communication is a “return on investment”: We use taxpayers’ money, and they get the message; it’s a confirmation of their investment
- In some countries, the Danube is “within our folklore”. It’s in our hearts but not in our everyday life.
- Need for “hooks” to get the public interested: These are climate change and microplastics.



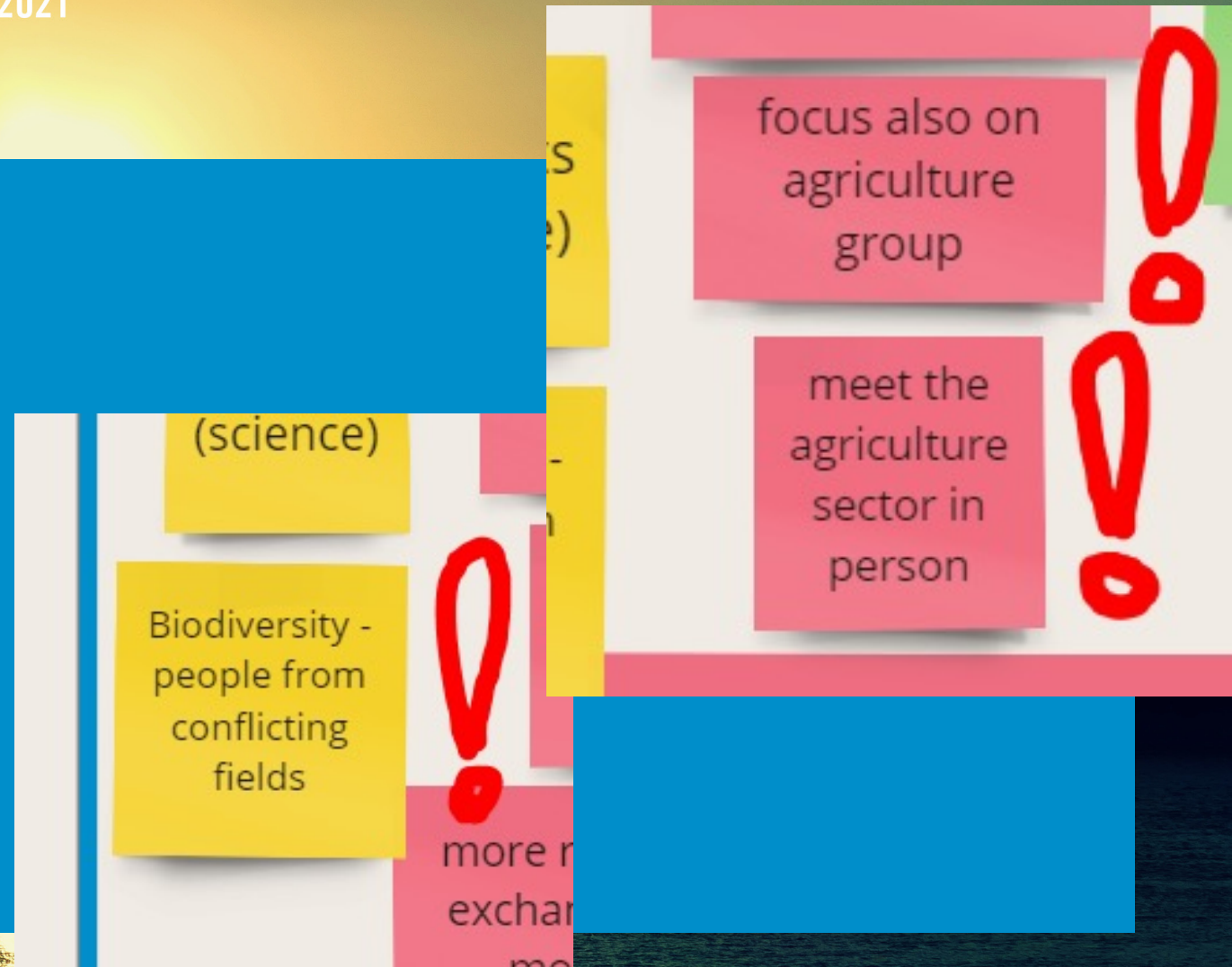
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Highlights of the Discussion

- Biodiversity should be added to the discussion
- We need to connect conflicting fields
- Who will be the driver?
- There's a need for private sector involvement
- Agriculture sector is our next big target



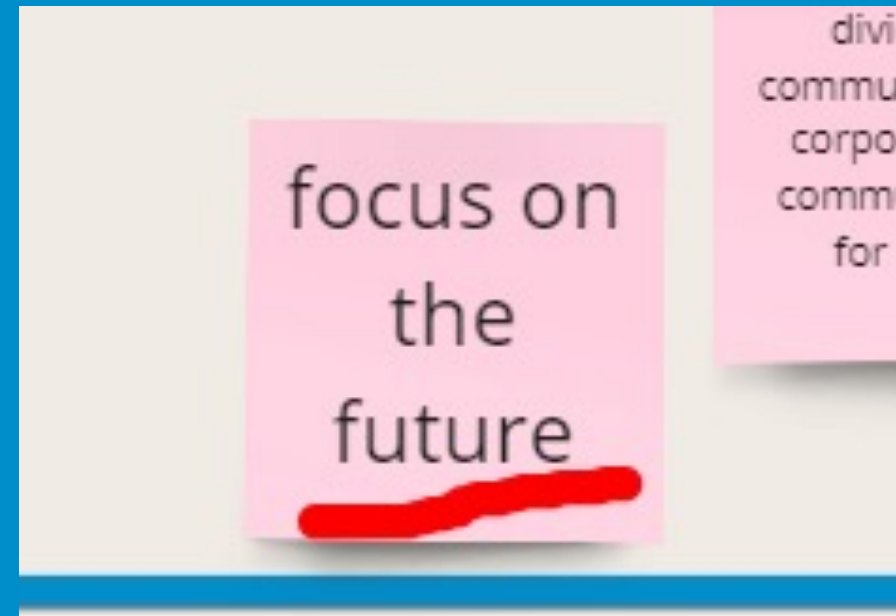
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Calls to Action

- Sell the messages better
- Establish a COMs taskforce
- Plan ahead and use time to get to know your audience better
- Create expert groups with diverse backgrounds to tackle with complex problems



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Calls to Action

- Always stay professional when speaking to and interacting with the public
- Make sure to listen to your audience and adjust to them
- Switch from 'passive' to 'active' communication methods
- Go where your target groups are

successful meeting -
very skilled and
professional
moderator

listen the
audience, not
only pushing
our ideas

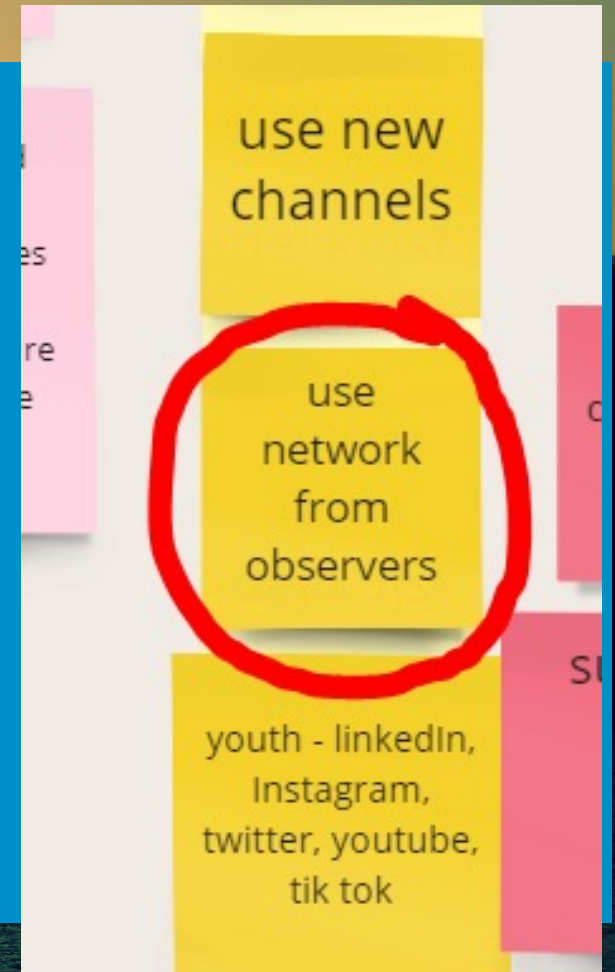
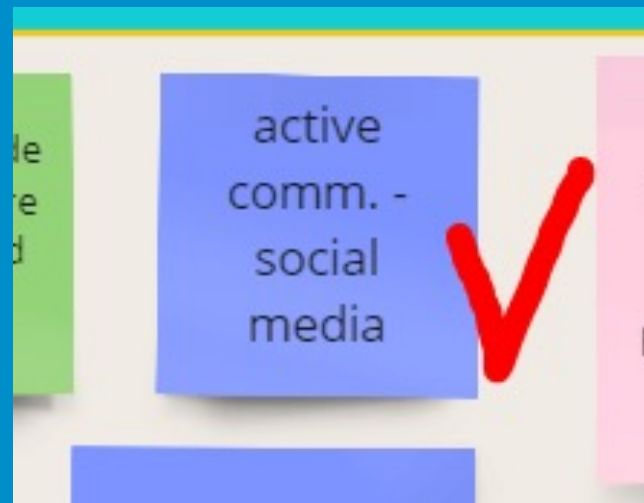
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Calls to Action

- Use the help of the observers to get messages across
- Communicate frequently and reply swiftly
- Make citizens fall in love with our work
- Use your network to reach more people



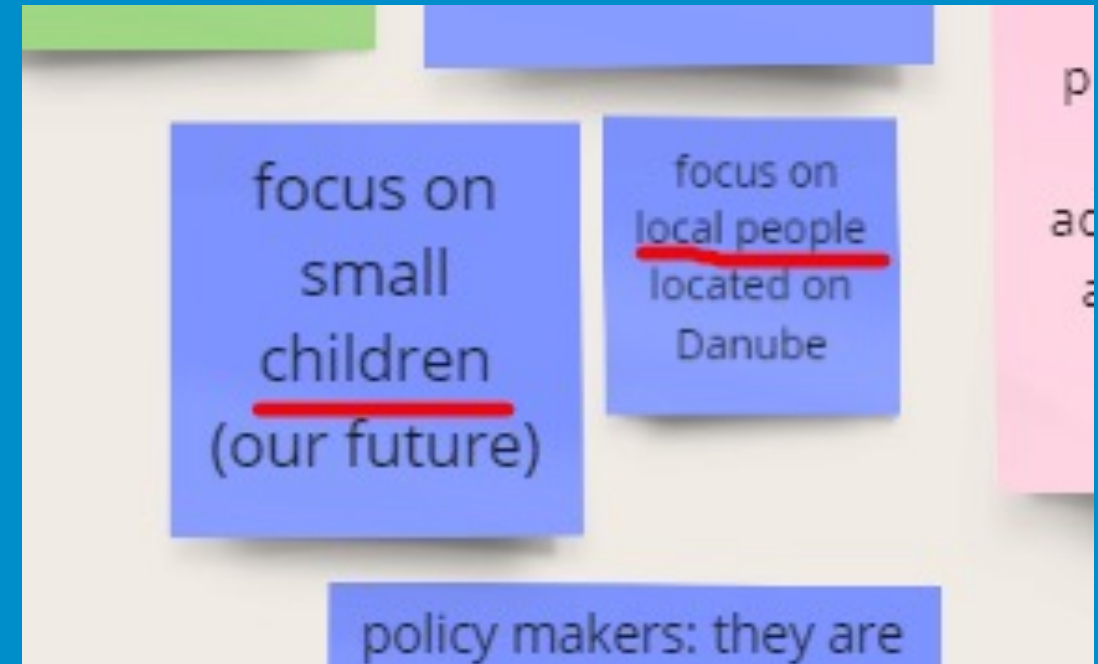
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Summarizing Messages

- “Popularize the plans”
- You “cannot spend water twice”
- Keep the messaging positive
- It is imperative to involve younger generations
- Agriculture sector needs to be brought on the table



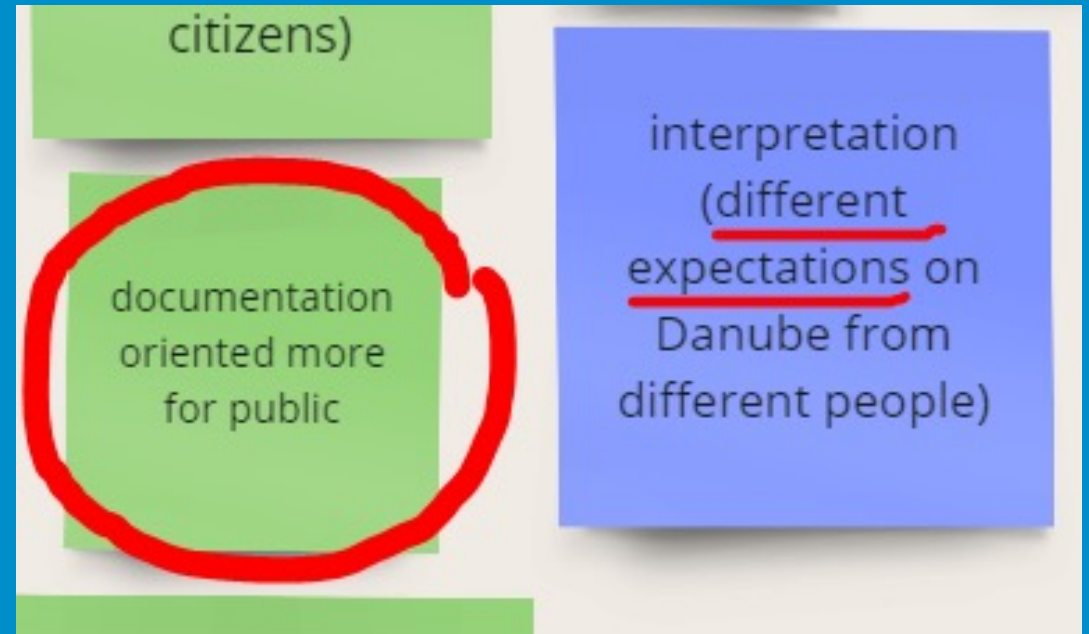
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Summarizing Messages

- There is a capacity issue: too few people for COMs
- Make it clear that you're a partner for the public
- People are more interested in topics that relate to them
- Converting national questions to local ones helps securing support among people



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Summarizing Messages

- The 3 pillars of “Cleaner, Healthier, and Safer” represent pivotal points of the future communication
- Positive framing, make sure to always be in win-win-situations
- Water sector issues can only be solved in an integrated way with other sectors

