
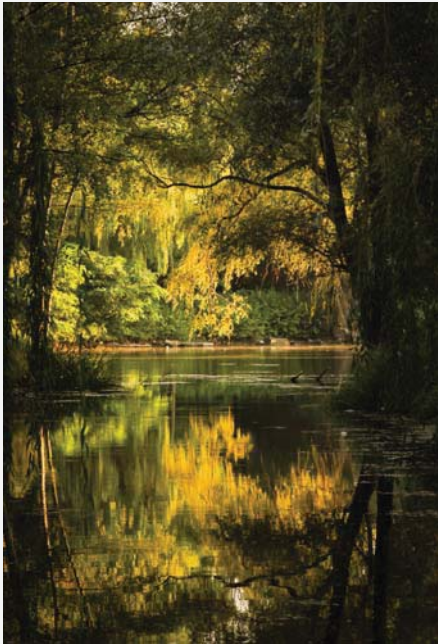


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**GOOD WATER GOVERNANCE AND
TRANSPARENCY < TAKING ACTION >**

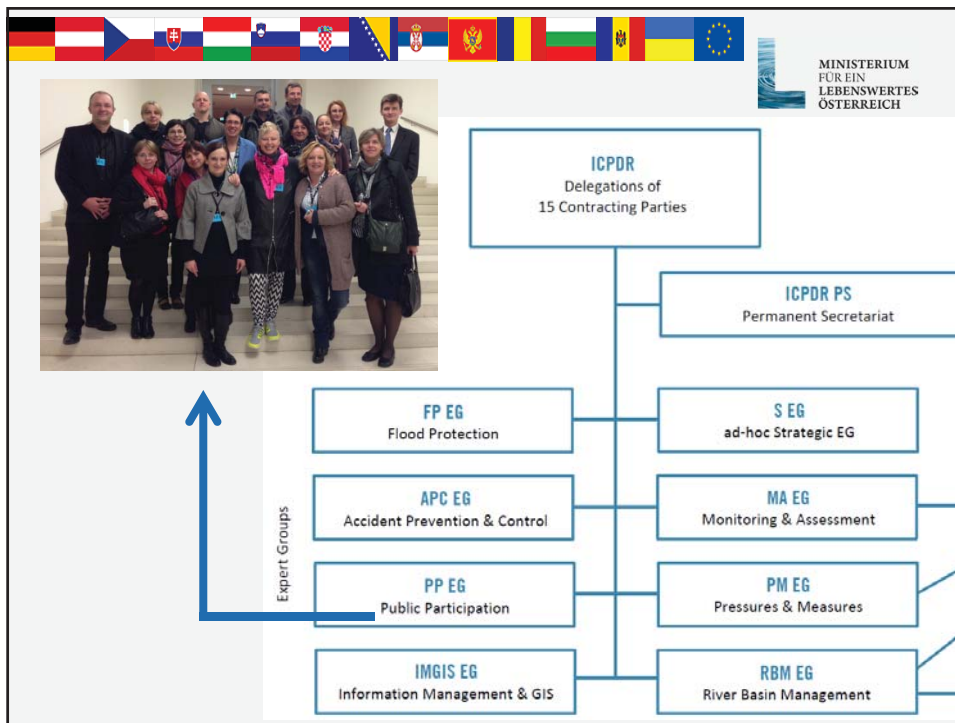
Susanne Brandstetter
ICPDR / Austria



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ÖSTERREICH

27.01.2015

WATER IS OUR TREASURE!



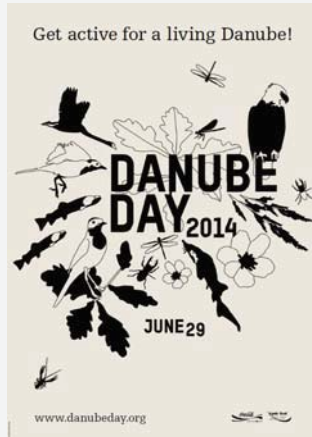
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STAKEHOLDER INVOLVEMENT: 23 OBSERVERS

See: www.icpdr.org/main/icpdr/observers

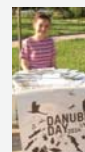
DANUBE DAY: JUNE 29

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DANUBE DAY IMPRESSIONS & 2014 FIGURES

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ÖSTERREICH
27.01.2015



Over 500 partner organisations
Over 200 events in 12 countries
5000 bags handed out
Thousands of people reached



DANUBE ART MASTER: WINNERS OF 2014



Ms. Elena Gorobet



11,200 schools, >1000 children, >500 artworks

AUSTRIA

MINISTERIUM
FÜR EIN
LEBENSWERTES
ÖSTERREICH
Federal Minister ANDRÁ RUPPRECHTER
Head of Minister's Office: ESTERL

EUK-I EU Coordination Agriculture RAUER EUK-U EU Coordination Environment FRITTAG-REGLER		CENTRAL DEPARTMENT EU COORDINATION HENNOG*		AUDITING FINE MANG		CENTRAL LEGAL SERVICE JÄGER*		ED 1 General Legal Affairs ZAUER ED 2 Legal Services and Law Council BLACENSTEINER ED 3 Contributions for Parliament and the Council of Ministers WIESINGER-ARTHOLD			
Chief Executive Department MANG*		DEPARTMENT I Environment and Climate Protection LIEBEL		DEPARTMENT II Agriculture and Rural Development LINDNER*		DEPARTMENT III Forestry MANNBERGER		DEPARTMENT IV Water Management SCHIMON		DEPARTMENT V Waste Management, Chemicals Policy and Environmental Technology HOLZER	
CED 1 Staff SIEBER	CED 5 Cooperation and Service FISCHER* (STERNER-OSTERMANN)	I/1 Plant-related Environ- mental Protection and Environmental Assessment PETEK	I/6 Coordination of Circular Affairs MOLIN	II/1 Coordination of Agricultural Policy and Data Management SCHWABER*	II/6 Animal Products BLAAS*	III/1 Forest Policy and Forest Subsidies GUCHENANDTL	III/4 Forest Area Planning and Sustainable Forest Resource Development SCHIMA	IV/1 Water Legislation and Water Governance VOGL	IV/5 Plant-related Water Management MÜLLER- RECHBERGER	V/1 Company-related Water Legislation, Water Management and Water Control GLASEL	V/5 Chemicals Policy and Biocides JAKL
CED 2 Human Resource Strategy & Develop- ment and Adminis- trative Incentives BOHUNJAV-DRG	CED 6 Basic ICT Affairs and ICT Management KRICKL	I/2 Energy Policy and Economic Policy SCHUNTER	I/7 Radiation Protection KARG	II/2 Coordination Road Development and Fisheries Fund HOPFNER	II/7 Food, Vegetables, Wild, Special Crops JABOROK	III/2 Forestry Education, Biodiversity Research NORAUER	III/5 Timber and Products Control PATK	IV/2 Implementation of Water Legislation EDER-PAIER*	IV/6 Forest Control Management STIEFELMEYER	V/2 Water and Contaminated Site Legislation WOLFFLEINER	V/6 Prevention, Recovery and Assessment of Water HOCHHOLDINGER
CED 3 Budget UNGER	CED 7 Central Services RAUER	I/3 Environmental Aid Policy, Sustainability Rectification TERTSCHING	I/8 National Parks/ Nature Conservation & Special Protection DEF. RED-HALLER (JACHRIE-GRELLER)	II/3 Agriculture, Environ- ment, Migration, Tourism & Land Economic Market, Organic Farming WEBER-HANJAN	II/8 Agricultural Value Chains and Nutrition RITZINGER	III/3 Legal Policy in Forestry and Forestry Legislation KAISER	IV/3 National and International Water Management FENZ	IV/7 Water Management on Land-based Areas BREINDL	V/3 Water Management Planning, Water Treat- ment and Distribution, and Technology FERTH	V/7 Environmental Protection at Company Level and Technology TISCHLER	
CED 4 Science, Technology and Research Centre SCHREIBINGER	CED 8 Research and Development FUHRMANN	I/4 Climate Protection and Air Pollution Control HOJESKY	I/9 International Environ- mental Affairs MOER	II/4 Direct Payments & LDCS KLAUSNER	II/9 Education, Innovation, Local Development and Cooperation ROSENTHALP	IV/4 Water Balance CODINA	IV/4 Water Balance CODINA	V/4 ETM Programme Environment MOCHTY	V/4 ETM Programme Environment MOCHTY	V/4 ETM Programme Environment MOCHTY	
	I/5 Mobility Transport, Noise THALER			II/5 Plant Products STANGL	II/10 International Agriculture and Trade Policy KUCERA						

* denotes head of the unit

STRATEGY



TOPIC: Water

- Rivers and lakes, Groundwater, Drinking Water, Water Cycle, Floods, Draughts, national / bilateral / international...
- ALL ASPECTS OF WATER!

MESSAGE: Careful handling of water

AIMS / CHALLENGES



- Raise awareness for water
- Activate / motivate / create interest / prepare PP
- Find solutions for problems & conflicts (hydropower...)
- Address risk (floods...)



CHANNELS / TOUCHPOINTS



- Website (Desktop & mobile)
- Social Media (Facebook, YouTube)
- Events
- Mediawork
- Printed Material / Flyer, Brochures...

BEST PRACTICE: WATER AWARENESS PROJECTS FROM AUSTRIA

- **Generation Blue**



- A Ministry's project since 2004
- Unique Water Platform for Young People (13 – 19 years)
- Dedicated design – dedicated channels – dedicated actions
- Website & Facebook / Danube Challenges / teaching material / video clips on YouTube

BEST PRACTICE: WATER AWARENESS PROJECTS FROM AUSTRIA

- **River Dialogue**
- Citizen and Stakeholder participation in the catchment areas
- 3 Steps to involve public in an open transparent process:
Stakeholder involvement – Online survey – Dialogue event
- Facts & Figures (2008 – 2013)



555.000 Citizens
200 Municipalities
2.200 Stakeholder were involved
Enormous media coverage

**BEST PRACTICE:
WATER AWARENESS PROJECTS FROM AUSTRIA**



The River Dialogue has already been implemented on **13 rivers in 4 Austrian Federal Provinces** (Upper Austria, Carinthia, Styria, Salzburg), one together with Bavaria



**IT IS WORTH WHILE TO COMMUNICATE
WATER ISSUES AND TO RAISE AWARENESS
FOR WATER AND WATER HAZARDS**

because...





Federal Ministry of Agriculture, Forestry, Environment and Water Management
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1030 Vienna