



**BUSINESS
FRIENDS
OF
THE DANUBE**



THE DANUBE NEEDS MORE BUSINESS FRIENDS

Your company is invited to join the “**Business Friends of the Danube Fund**”.

The Fund, established by the **International Commission for the Protection of the Danube River (ICPDR)**, offers companies the opportunity to enter into mutually beneficial **partnerships** that will help to preserve and protect the incredible Danube, its tributaries and environment.

As a partner, you will assist governments while benefiting residents, unique plant species and animal and riverine life.

You will not only make a meaningful contribution to a vitally important environmental protection programme, but also participate in activities that enable your own business to further develop in an economically sustainable manner.

On the following pages, you will learn more about the mission and objectives of the ICPDR, valuable work that has been undertaken with businesses and ways in which you can realise some of your own corporate goals through participation in a truly worthwhile undertaking.

We look forward to welcoming you as a partner in the “**Business Friends of the Danube Fund**”.



THE DANUBE RIVER BASIN – EUROPE’S INCREDIBLE RIVER

The Danube is one of Europe’s most incredible rivers. Stretching **2,780 km** from Germany to the Black Sea, it is the main artery of a “river basin” covering over **801,000 km² of land**. Including parts of 19 countries and a population of 81 million people, it is the world’s most “**international**” river basin.

The Danube provides **valuable resources and services** such as drinking water, hydropower, irrigation and routes for navigation. Its wide range of habitats support countless **animal and plant species**, many endangered or only found in the Danube Basin. Unfortunately, past human use resulted in significant **environmental damage**. Further threats include pollution and damage to wetlands, floodplains and critical habitats.

In 1994, 13 countries and the EU signed the “**Danube River Protection Convention**” to improve conditions and prevent adverse impacts. To coordinate Convention work, and help fulfil EU legislation, the “**International Commission for the Protection of the Danube River (ICPDR)**” was founded in 1998 with its Secretariat based in Vienna.

Since then, the ICPDR has been highly successful in promoting and coordinating equitable water management, conservation, the rational use of waters and raising public awareness.



THE HELPFUL ROLE OF BUSINESS

Business, as a key stakeholder in the Danube Basin, can either make problems or contribute to solutions. While it must comply with laws, business can implement additional actions to demonstrate its **corporate social responsibility (CSR)** – closely linked with sustainable development.

Many businesses with operations or markets in the Danube Basin have already embraced the need for CSR by voluntarily assisting the ICPDR and Danube countries.

As **participating partners**, they have attended ICPDR workshops and negotiations to voice their concerns and solutions and cooperate with other stakeholders. As good **environmental managers**, they have improved their operations. As **innovators**, they have developed new, practical solutions and technologies. And as **funders**, they have supported ICPDR activities.

Two main, long-term contributors are Coca-Cola Hellenic and The Coca-Cola Company which started the “**Green Danube Partnership**” with the ICPDR. Results include support for annual “International Danube Day” celebrations, the “Danube Box” – an environmental educational toolkit for teachers, and voluntary agreements to reduce the negative environmental impacts of their own corporate activities.



THE “BUSINESS FRIENDS OF THE DANUBE FUND”

To make the most out of new opportunities for businesses and the ICPDR to develop mutually beneficial partnerships, the ICPDR launched the “**Business Friends of the Danube Fund**”.

The Fund’s **key objective** is to help protect the Danube Basin, its resources and ecosystems through long-term and stable partnerships with selected businesses.

Potential partners are those, like your organisation, which are dedicated to the pursuit of sound ecological practices and possess a strong desire to demonstrate respect and support for responsible and sustainable development.

This holds true especially in communities in which you operate, and for the people receiving your products and services.

As a partner, your business would similarly be in a position to take up the concerns of the people for the Danube and its basin, to help achieve the vision of healthy ecosystems and landscapes and to take action for the Danube while gaining a **high level of recognition** for your contribution and participation, at national and international levels.



FUND OBLIGATIONS

When a business becomes a new partner, both the ICPDR and the business acquire specific obligations to each other.

Obligations for businesses include:

- A minimum “partnership donation” of 25,000 Euros for at least two years (possibilities for in-kind or project-related donations may also be considered)
- Responsible water use in company operations (if not already, then progress toward this goal through the partnership)

Obligations for the ICPDR include:

- Reporting on how the Fund contributions are used, along with the results of expenditures
- Provision to the business partner of the use of the Fund name, logo and brand for business CSR visibility
- Joint communications (e.g. press event, website content, communication of funded projects to ICPDR audiences)
- Organization of one annual event for partners



PARTNERSHIP OPPORTUNITIES AND HOW TO JOIN

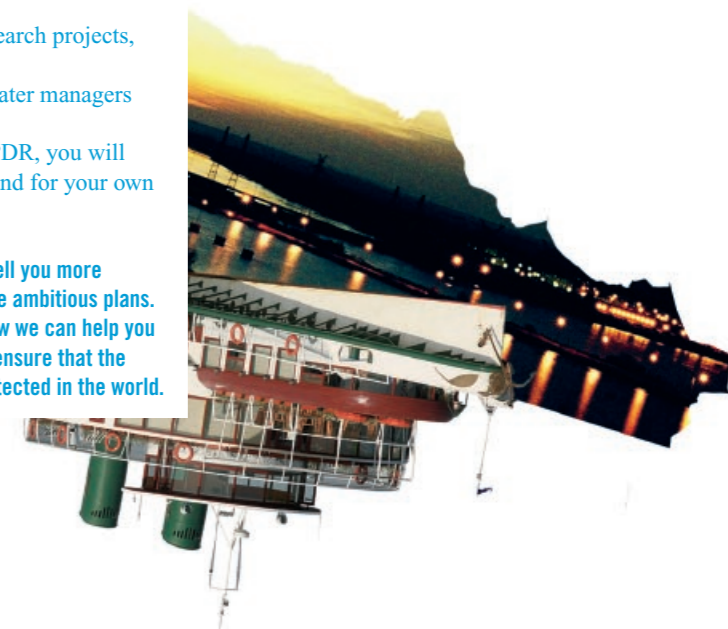
There are a number of **opportunities** available to both sides of the partnership. These should support ICPDR efforts in implementing the Danube River Protection Convention and EU legislation, through sustainable river basin management, environmental protection, nature conservation, pollution reduction, emergency preparedness and/or disaster relief.

Examples of possible activities, projects and opportunities include:

- Raising public awareness and participation through public events (e.g. Danube Day), educational materials (e.g. Danube Box) and publications (e.g. Danube Watch magazine)
- Improving scientific knowledge through research projects, expeditions and training
- Improving the knowledge and capacity of water managers

On becoming a partner, together with the ICPDR, you will be able to make a difference for the Danube and for your own CSR activities.

Please contact us for more information. We can tell you more about what we have done, are doing and our future ambitious plans. We can also talk about why we need your help, how we can help you and how we can make a difference together – to ensure that the Danube Basin is one of the best managed and protected in the world.





CONTACT

Philip Weller, Executive Secretary
International Commission for the Protection
of the Danube River (ICPDR)

Vienna International Centre (D0412),
1220 – Vienna, Austria, Tel. +43 1 26060 5738,
icpdr@unvienna.org, www.icpdr.org
www.business-friends-of-the-danube.org

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