the DANUBE needs more BUSINESS FRIENDS
THE DANUBE

is one of Europe’s most remarkable rivers
FROM THE BLACK FOREST TO THE BLACK SEA

it is the main artery of a large river basin

Stretching more than 2,800 KM
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

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.
Danube Box

An education tool - assist teachers in bringing the Danube closer to the minds and the heart of the future generation.
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 Business Friends of the Danube can solve the environmental problems related to water.
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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