

The mass media has always supported social responsibility. Increased debate about sustainability is a clear sign that the ORF, the Austrian Broadcasting Cooperation in accordance with the law, is aware of its responsibility and is actively demonstrating it.

Communication is an integral part of our coexistence, is inconceivable without responsible and efficient action against adverse treatment of our environment. Accordingly, we support the ICPDR'S new initiative committed to the principals of sustainability. The focal point of our engagement is to actively use our know-how and ensure that business partners demonstrate excellent professional competence and that the project achieves sustainable results.

The Danube is Europe's largest main artery connecting 18 countries and more than 81 million people and a great variety of different cultures and languages. Preserving the Danube for future generations is and has to be the most important concern of Austrian and even European environmental policy. The initiative 'Business Friends of the Danube' initiative aims to protect the Danube and its tributaries as well as promote the rational use of water and the drinking water reserves in the environs. The topics are far-reaching. They include sustainable water usage, the protection of retention areas during flooding and the great bio diversity of water habitats, and education about the recreational value of water, its function as a transport route and a source of energy.

We are looking forward to supporting this invaluable initiative as a business- and media partner within the scope of all journalistic capabilities and to contributing to the effective regulation of activities.