

Inspiration for Creating Success Stories

Project Perspectives from the Danube,
at the Interface of
Communication & Implementation

*Georg Frank, DANUBE PARKS Secretary General
Danube Transnational Programme
Interreg Communication Network Seminar
Valencia, 15th February 2017*









SchlossORTH Visitor Center Donau-Auen National Park, Austria





Communication Plan



Project co-funded by European Union funds (ERDF, IPA)

Orth an der Donau, 23.1.2017
Georg Frank & Stephanie Blumamüller, Donau-Auen National Park



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DANUBE PARKS CONNECTED | 07.02.2017

Bridging the Danube Protected Areas towards a Danube Habitat Corridor »

Cooperation for conservation

DANUBE PARKS - Network Of Protected Areas



DANUBE PARKS is the Network of Protected Areas along the Danube River, working together since 2009. It currently consists of 17 Protected Areas from 9 Danube countries, all hotspots for biodiversity.

We improve consistency of nature protection activities and strengthen our voice on European level. Our main fields of work include restoration of dynamic river habitats, floodplain forest & meadow management, protection and monitoring of rare species, and nature tourism.

New Project: DANUBE parks CONNECTED

The Danube River is a green lifeline for biodiversity. While the Network of Danube Protected Areas preserves the most

Blog: Danube & Education


We are travelling the Danube to learn about



Project activities: DANUBE parks CONNECTED

Kick off conference
DANUBE parks
CONNECTED 21st



YouTube ^{AT} Suchen 

Anmelden

Start
Trends
Verlauf


DAS BESTE AUF YOUTUBE



Musik
Sport
Gaming
Filme
Nachrichten
Live
360°-Video

Kanäle finden


Melde dich an, um deine Kanäle und Empfehlungen anzusehen.

Anmelden





DANUBE PARKS  <http://www.danubeparks.org> 


Abonnieren 12


Übersicht Videos Playlists Kanäle Diskussion Kanalinfo 


Uploads

 2:41
DANUBE PARKS - the voice for nature conservation along the ...
748 Aufrufe • vor 2 Jahren



 7:23
DANUBE PARKS Presentation in Brussels - White-tailed Eagle as...
159 Aufrufe • vor 2 Jahren



 2:34
White-tailed Eagle Danube-wide winter count 2014 / SchauTV ...
271 Aufrufe • vor 3 Jahren



 8:49
DANUBE PARKS STEP 2.0 Meeting in Kopacki rit, Croatia
401 Aufrufe • vor 3 Jahren



 17:02
young White-tailed Eagle.wmv
153 Aufrufe • vor 6 Jahren


Beliebte Kanäle


 **TopWelt**  Abonnieren

 **Slivki Show DE**  Abonnieren

 **Brave Wilderness**  Abonnieren

 **NIZE**  Abonnieren

 **Junior TM** Abonnieren

 **Johnny Hand** Abonnieren



DANUBE PARKS CONNECTED - BRIDGING THE DANUBE PROTECTED AREAS TOWARDS A DANUBE HABITAT CORRIDOR

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The Danube River is a green lifeline for biodiversity. While the Network of Danube Protected Areas preserves the most valuable sites, habitat fragmentation limits efforts to preserve a cohesive ecosystem.

DANUBE parks CONNECTED has initiated the DANUBE HABITAT CORRIDOR campaign to counteract fragmentation. It offers Danube-wide strategies and exemplary pilot actions aiming to restore and maintain connectivity in all habitat elements:

- **Water:** The cross-sector Danube WILDisland CORRIDOR program protects the islands, which are flagship habitats for intact river dynamics and home to characteristic species.
- **Land:** Natural river systems also host dry habitats, today often fragmented to isolated patches. Under DANUBE DRY HABITAT CORRIDOR pilot actions such as cross-border grazing herds to manage dry habitats and test the long-distance functionality of the habitat corridor or the establishment of

**Start date**

01-01-2017

End date

30-06-2019

Budget in Euro

Overall: 3085412,49

ERDF Contribution: 2487762,45

IPA Contribution: 134838,13

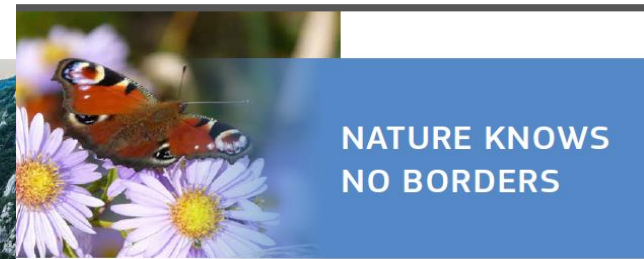
ENI Contribution: 0

Call number

Call 1

„...the EU Natura 2000 Award for its **ambitious, friendly and trustworthy** cooperation **crossing all borders** and its **concerted efforts** to preserve the Danube's natural heritage.“





The Danube is the longest river in the European Union and the most international river in the world, stretching 2857 kilometres through ten countries, including dozens of protected areas and national parks. The contribution made by these protected areas to the conservation of Europe's natural heritage is of immense importance now and for future generations.

River Protected Areas, to manage these areas wisely, to exchange and promote management expertise, and to improve knowledge of the river's ecological status, as well as the economic, social and environmental impacts. The network is taking action for the prevention, control and reduction of pollution in the flood plains and wetlands in the Danube Basin, and raising awareness of the river's international importance and of sustainable development.

DANUBE PARKS – the Danube River Network of Protected Areas – was founded in 2007 with the signing of the Declaration of Tulcea in Romania. Joint projects are crucial to achieving the initiative's goals which, along with the continuing informal cooperation from the national parks and protected areas, are made possible mainly by the framework of cooperation across the Danube Region – the EUSDR.

Rivers are interrelated ecosystems, and nature does not recognise borders. Thus, nature conservation efforts along this most international of rivers need to find transnational answers and initiatives.

As stated in the Declaration of Tulcea, the network is determined to improve conservation of the Danube



„It (*DANUBE PARKS*) is now a **recognized label** for Nature Conservation in the Danube Region. ...established a **fruitful transfer of know-how**....started region-wide initiatives...helped to develop a **stronger voice at the policy level.**“

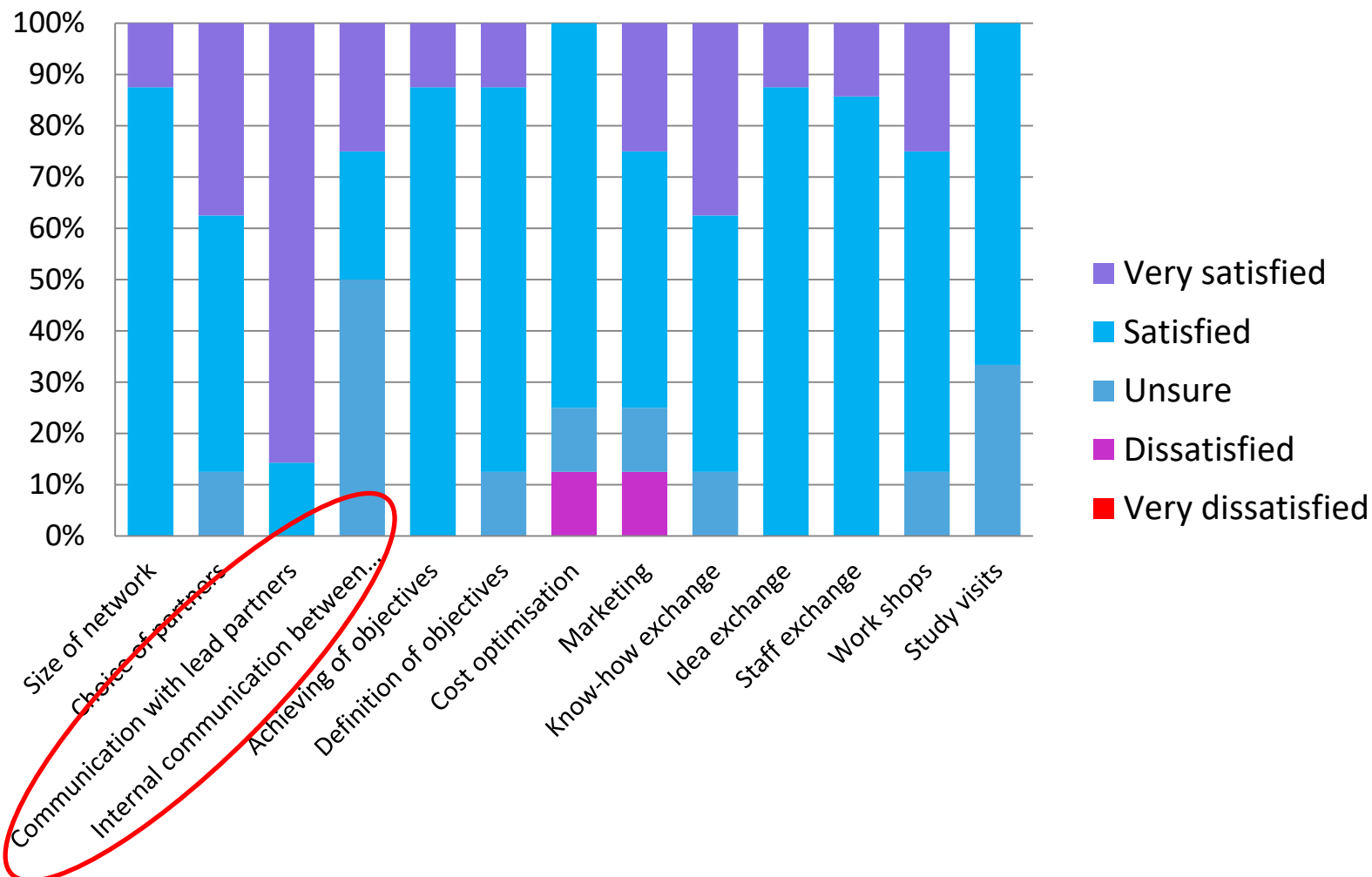
Project Communication & Implementation should....

- A) Create a Network for People !!!**
Strengthen your internal partnership, to raise long-term efficiency.
- B) Be concrete, get recognized !!!**
Make results visible.
- C) Share Experiences !!!**
Ensure know-how transfer, with partners and cross-over sectors.
- D) Go Strategic !!!**
Anchor your results, go for policy.



A. Create a Network for people !





WHAT ARE THE MAIN **WEAKNESSES** OF DANUBEPARKS NETWORK COMMUNICATION?

Collaboration

- Long-lasting decision making process
- Amount of decision makers
- Dominance of lead partner
- Imbalance of partners



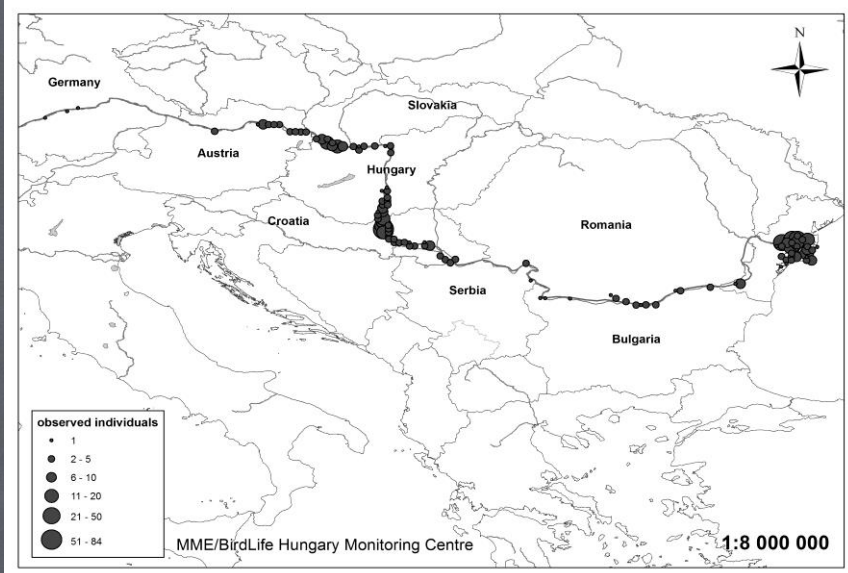
Recommendations

- Guidelines for a more efficient decision making process
- Ensuring personal contact
- Increasing of neutrality of the network manager
- More equal integration of all partners



B. Be concrete, get recognized !

White-tailed Eagle conservation along the Danube



Nature does not accept (political) borders!

1st Danube-wide White-tailed Eagle Winter Census

public monitoring



1st Danube-wide White-tailed Eagle Winter Census

public event



A man with dark hair, glasses, and a beard is speaking into a microphone. He is wearing a dark green jacket over a dark sweater. The background features a banner with text and a map.

DANUBE-WIDE
WHITE TAILED EAGLE W
SUS | Janua

GERMANY

DANUBE

17

1st Danube-wide White-tailed Eagle Winter Census
Platform for Experts & NGOs



1st Danube-wide White-tailed Eagle Winter Census
„song contest“ atmosphere



1st DANUBE-WIDE WHITE TAILED EAGLE WINTER CENSUS | January 2014

DANUBE PARKS
network of protected areas



1st Danube-wide White-tailed Eagle Winter Census
Concrete and Visible results



Seeadler residieren

Artenschutz | Erstmals wurde in allen Donauländern gleichzeitig eine Zählung durchgeführt. Resultat: Zwölf der seltenen Wappenvögel leben derzeit b

von Tina Wessig

Hainburg an der Donau war jüngst Dreh- und Angelpunkt des europäischen Seeadler-Schutzes: BirdLife, Danubeparks und WWF baten zum Symposium und – zeitgleich in allen Donauländern – zur Zählung der Seeadler. 300 engagierte Naturschützer machten mit, dabei wurden 3.000 Flusskilometer

Der Seeadler war bei uns bereits ausgerottet: Dank intensiver europäischer Zusammenarbeit leben zwölf Exemplare jetzt wieder in NO.
Foto: Hoyer



ZAHL DER WOCHE

750

■ Das von BirdLife, DANUBE PARKS und WWF initiierte Symposium mit donauweiter Zählung brachte internationale Seeadler-Fachleute zusammen. 300 freiwillige ZählerInnen erspähten auf 3.000 Flusskilometern der Donau 750 Seeadler.

stellt, hierzulande war er bereits ausgerottet. Erst intensive Bemühungen der europäischen Länder und des WWF Österreich ermöglichten eine erneute Bestandszunahme – und seit 2001 brüten wieder Seeadler in Österreich. Die Bedeutung der internationalen Zusammenarbeit unterstreicht auch Umwelt-

Artenschutz. Die Winterzählung bestätigt es: 750 Seeadler leben zeitgleich in allen Donauländern.
Interessieren Sie sich für die Bestände?

„Es gibt illegale“

„Seeadler erwarten, wenn sie ausserhalb der üblichen Brutzeiten sehr selten sind, sagt Frau für den des Tieremplanten vergiftete Katastrophe höhnisch



750 Seeadler überwintern im Donauraum

Artenschutz. Die Winterzählung bestätigt es: 750 Seeadler halten sich derzeit im Donauraum auf. Vergangenen Sonntag wurde Hainburg/Donau zum Knotenpunkt des südost-europäischen Adler-Schutzes. Erstmals wurde von 300 Zählern zeitgleich in allen Donauländern der Adler-Bestand erhoben. Die Zahlen wurden live in der Kulturfabrik Hainburg übertragen, wo 200 Interessierte an einem von BirdLife, WWF und Danubeparks initiierten Symposium teilnahmen. Ziel der Veranstaltung ist es, den Seeadler-Schutz zu verbessern.

750 SEEADLER ÜBERWINTERN IM DONAU-RAUM



Kronen Zeitung Weinviertel
10/01/2014
Seite 1

Artikelfläche 13712 mm²
Artikelwerbewert Euro nicht beauftragt

Kronen Zeitung
Auflage 188.854

Dem „König der Lüfte“ auf der Spur



Kommenden Sonntag werden Vogelkundler entlang der Donau wieder ausserhalb, um die Population des Seeadlers neu zu erfassen. Den Schlusspunkt bildet eine öffentliche Veranstaltung in der Kulturfabrik Hainburg. Wer die Ornithologen begleiten will, informiert sich auf www.donauvau.at

KURIER

Artikelfläche 9509 mm²
Artikelwerbewert Euro nicht beauftragt

Auflage 93.933



Seeadlerzählung an 3.000 Donau-Kilometern

■ Überregionale Initiative von Danubeparks, WWF und BirdLife initiiert die spektakuläre Zählung der Seeadler mit einem überauschenden Ergebnis.
■ Europa/HAINBURG (Don). Noch vor Jahren galt Österreichs stolzes Wappentier als ausgerottet, nun haben sich auf Initiative von Danubeparks, WWF und BirdLife viele Ehrenamtliche gemeldet, die an Europas größter Winter Seeadlerzählung entlang des Donau-Laufes teilgenommen haben.

Europaweite Seeadler-Zählung

Engagiertes Projekt lieferte Zahlen, die Hoffnung aufkommen lassen.



Der majestätische Seeadler ist Österreichs Wappentier und der größte Greifvogel im Donauraum. Auch bei uns ist er wieder heimisch.

und BirdLife, der größte Erfolg aber für den Seeadler selbst. Als Spitzer der Nahrungspyramide gilt er als Zeigefahrer, „Geh's dem Lebensraum gut, geh's dem Adler gut.“ Höchst erfreuliche Ergebnisse, unser Wappentier ist wieder heimisch und fühlt sich sichtlich wohl. Ein Dank an die engagierten Natur- und Tierliebhaber.



Sogar die Schüler der 1. Klasse SNS Hainburg waren bei der Seeadler-Zählung dabei.

1st Danube-wide White-tailed Eagle Winter Census

Fascination by Press, Public and Scientific Community

5.3 Future Development

FROM TODAY'S PERSPECTIVE, WHAT ARE THE **MOST IMPORTANT FUNCTIONS/TASKS** WHICH DANUBEPARKS SHOULD FULFIL IN THE FUTURE?

Results of the Survey

- Danube-wide implementation actions
- Pro-active and strong political voice on European level
- Elaboration of Danube-wide coherent strategies and action plans
- Coordinate cross-sectoral stakeholder relations on Danube-wide level
- Networking and experience exchange

Recommendations

- Keep current functions/ tasks
- Role model character for other networks
- Policy Work
- Raise awareness



C. Share your Experiences !



One River – two Mountains

Danube, Carpathian and Alpine Network of Protected Areas

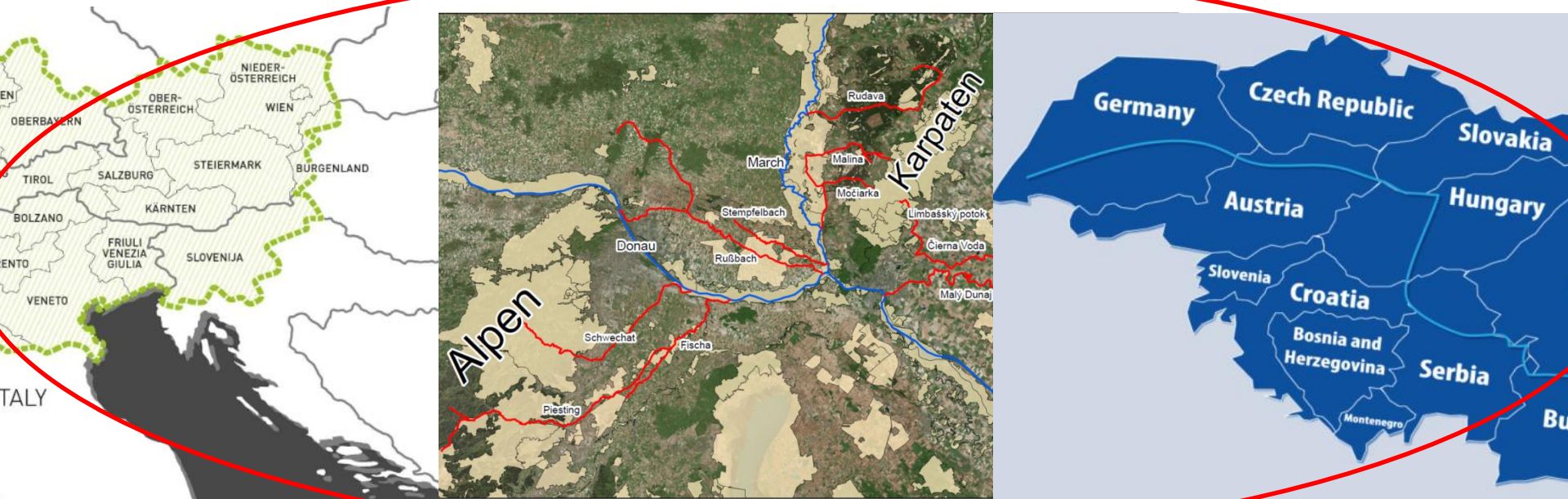
(Alpine Convention, October 2016: MoC under the patronage by German Federal Minister)

ACD Net, an initiative ...

- Cross-over EU macro-regional strategies (EUSDR PAC6 & EUSALP AG2)
- Synergies between Projects of Alpine Space (ALPBIONET2030) and Danube Transnational Programme (DANUBEparksCONNECTED)



Alpine Carpathian River Corridor



D. Go strategic !



SEE Photo Competition

The SEE Programme invited all institutions involved in the 122 SEE projects to participate in the SEE Photo Competition to show through one or several photos the cooperation activities and results that have been implemented and illustrate best the project topics. The aim was to capture the essence of a project through an image that would 'speak' to both stakeholders and the general public.

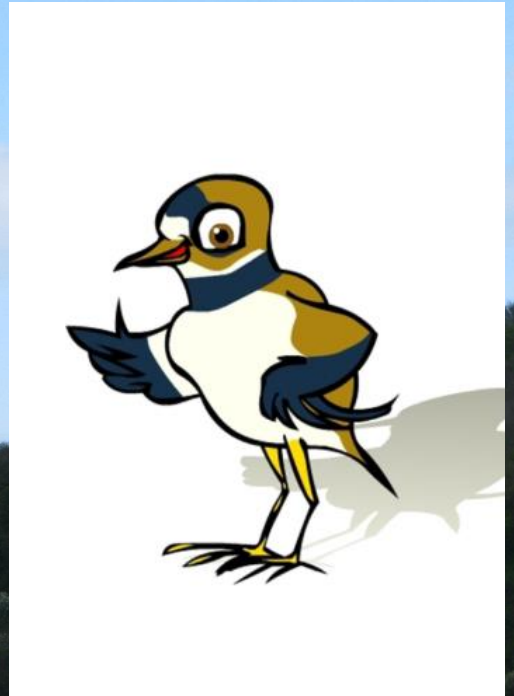
The submission of photos was open until April 2014 and an online voting system took place in May 2014. **104 photos were submitted by 37 projects** (see all of them below). **These photos received 584 online votes.**

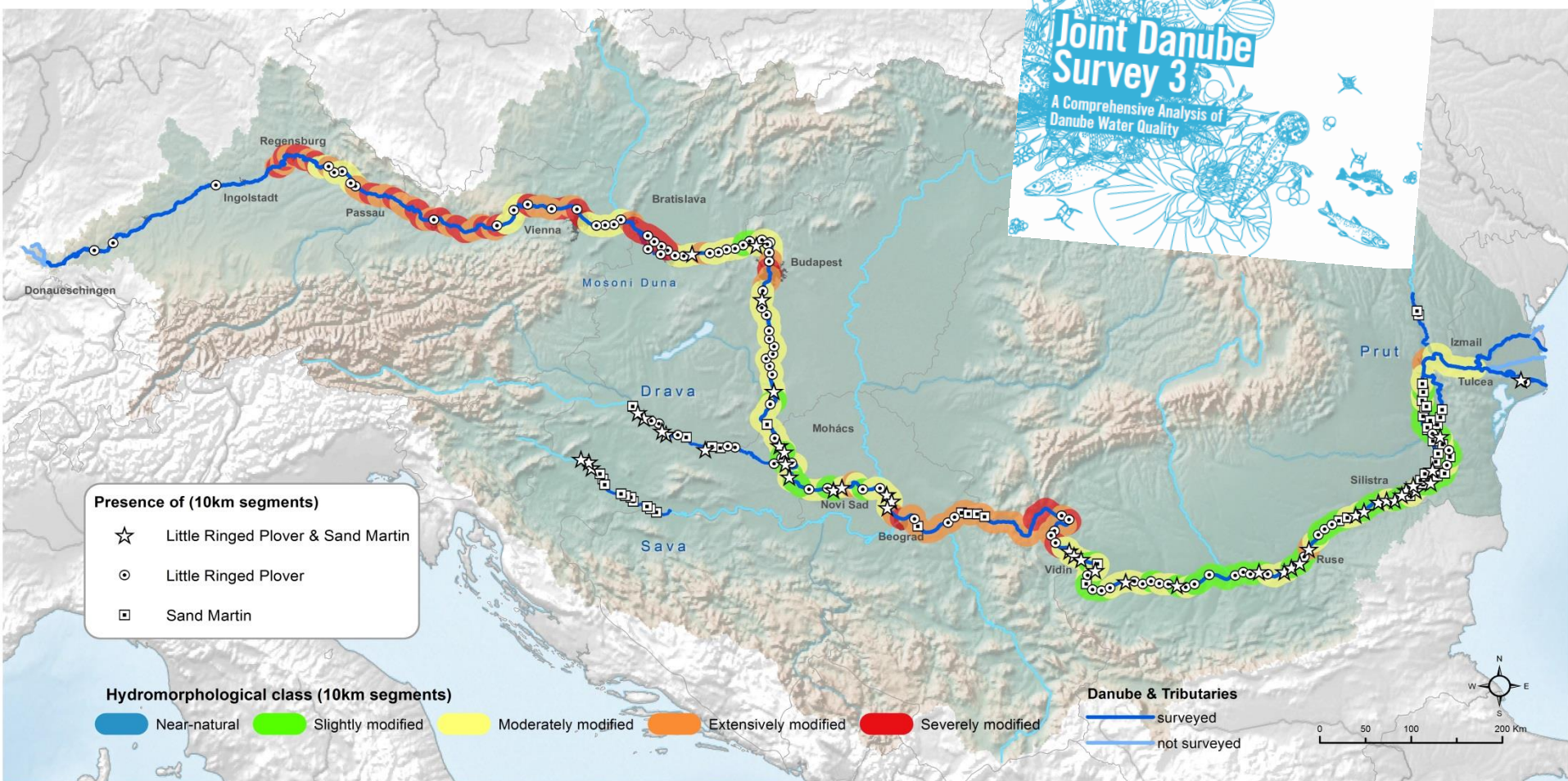
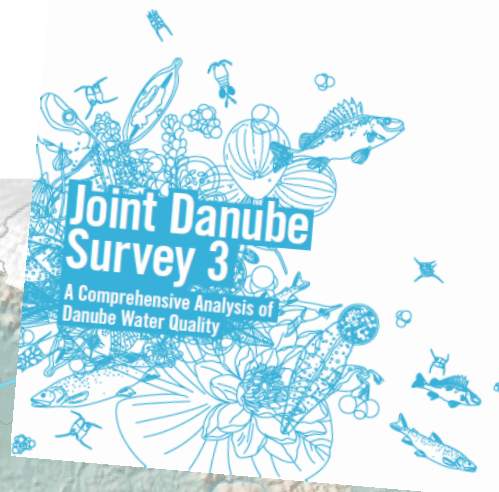
After an online and jury voting process, the best 50 photos were selected to be displayed during the SEE Annual Event 2014 (Ljubljana 24-25/09).

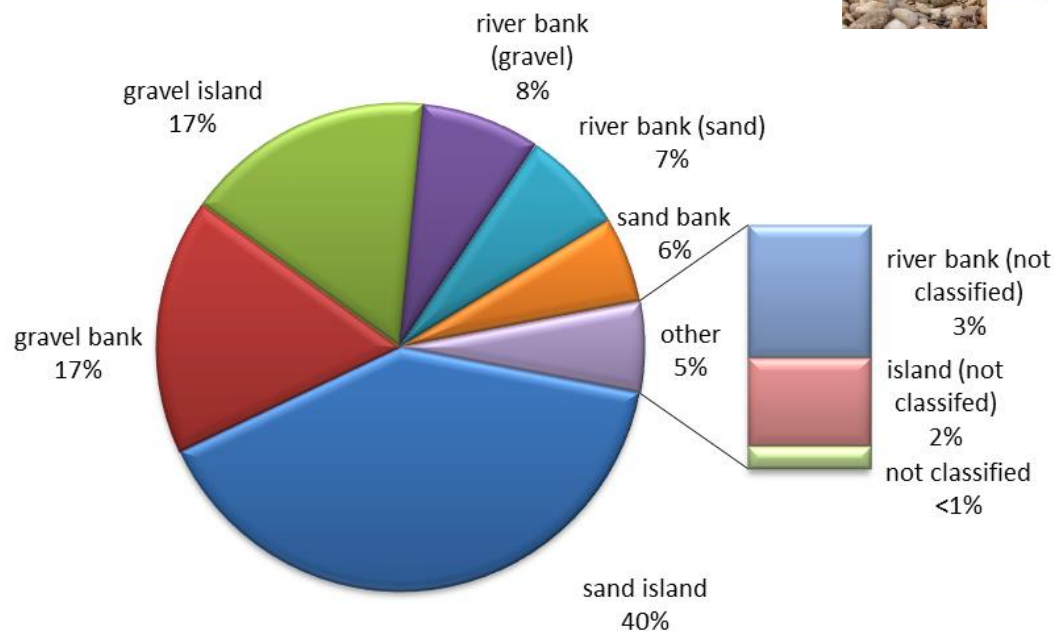
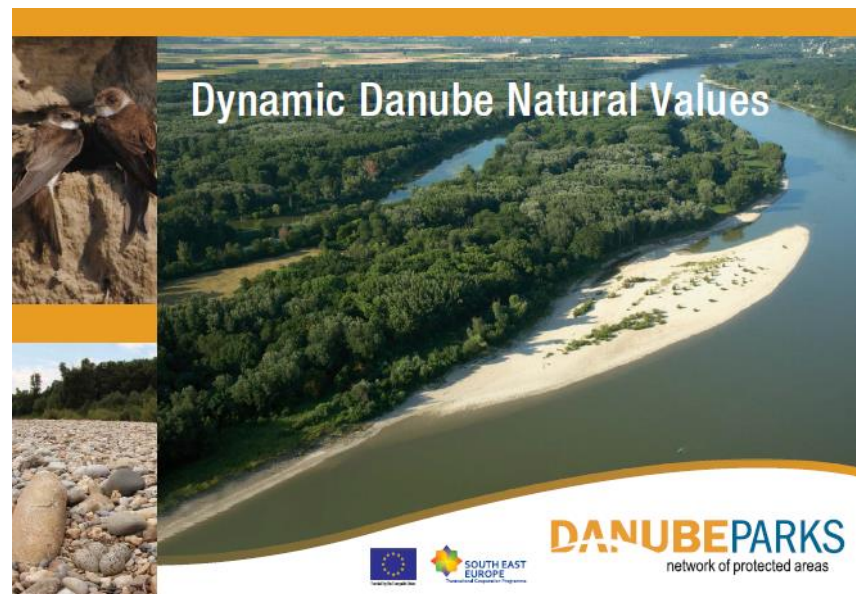
SECOND PRIZE: DANUBEPARKS (PHOTO 45)













Cross-over capitalization

conservation & waterway management
together in one boat (October 2013)

WILDisland

towards a Danube Wild Island Habitat Corridor

conservation & waterway management
together in one work package (2017-2019)



May our communication and
activities leave behind positive marks
in Europe !

Georg Frank, DANUBE PARKS Secretary General
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