

SEE Project **DANUBE PARKS**
Danube River Network of Protected Areas

Communication Plan



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The DANUBEPARKS project

The Network of Protected Areas within the Danube River Basin expands the co-operation, coordination, consultation and strengthens links between the national administrations of Protected Areas of Danube riparian countries. These are aiming to enhance nature conservation and wise management of natural and cultural heritage in and beyond the boundaries of Protected Areas at the Danube River.

Aims of the Network

Based on the principles of the Ramsar Convention and the Convention and Co-operation for the Protection and Sustainable Use of the Danube River (Sofia, 1994) the Declaration of Tulcea solidifies the aims of the Network:

- enhance nature conservation of Danube River Protected areas
- professional management of the Danube Protected Areas
- exchange and promote expertise in the management
- improve knowledge of the status, the economic, social and environmental impacts and the management of the Danube Protected Areas
- actions for prevention, control and reduction of pollution in the floodplains and wetlands in the Danube basin
- promote awareness of the international importance of the Danube River
- promote sustainable development
- influence the implementation and future development of public policies

DANUBEPARKS – transnational project in the ETC-Programme for South East Europe

The transnational project DANUBEPARKS has been developed on the basis of existing partnerships among Protected Areas along the Danube river and in accordance with the appeal launched by the "Declaration of Tulcea" in April 2007.

The partnership applied for co-financing in the South East Europe (SEE) Programme. This EU-Programme is a unique instrument which, in the framework of the Regional Policy's Territorial Cooperation Objective, aims to improve integration and competitiveness in an area which is as complex as it is diverse.

The programme is supporting projects developed within four Priority Axes including "Protection and Improvement of the Environment" (Priority axis 2) with focus on "Promote cooperation in management of natural assets and Protected Areas" (Area of Intervention 2.3) highly relevant for DANUBEPARKS.

In March 2009 the application for co-funding has been approved by the South East Europe (SEE) Programme. This enables Danube Protected Areas to establish the "Danube River Network of Protected Areas" as a platform to address transnational challenges, implementation of joint conservation strategies, coherent management practice, and a common corporate identity.

For the first step, the partnership includes 12 Protected Areas from 8 Danube countries. Additional partners will be invited in the future. All Project Partners work on site and are leading actors in the management of natural heritage with full political support by relevant ministries which is underlined by the numerous ministries joining DANUBEPARKS as observer partners.

Project management, Steering Committee, and the establishment of standing technical task forces will ensure active cooperation, communication, and the know-how transfer among Project partners. This will be the base for the planning and implementation of pilot projects of transnational relevance focusing on following modules:

1. Improvement of river morphology
2. Floodplain management & habitat network
3. Conservation of flagship species
4. Implementation of NATURA 2000 & transnational monitoring
5. Danube nature tourism

Fostering an integrated approach of managing Protected Areas, the Network will involve a wide range of local, national, and international stakeholders. A main focus will be on raising public awareness on the common natural heritage of the Danube and the dissemination of project results. The established framework of the "Danube River Network of Protected Areas" and the generation of transnational follow-up projects ensure continuous transnational cooperation in the long term.

In the project period between March 2009 and February 2012 the ETC-SEE project DANUBEPARKS is to invest a project budget of 2.7 Mio € for the conservation and sustainable development of the natural heritage at the Danube river.

The purpose of the communication plan

The DANUBEPARKS project involves 12 partner organisations from 8 different countries. All these partners have their own specific local situation and stakeholders, they need to coordinate their project relevant activities and they need to communicate the philosophy and the activities of this project to their relevant target audiences.

The success of the Project DANUBEPARKS depends to a high degree upon effective and intense communication both internally among the partners and externally with relevant stakeholders and the general public.

Such communication needs to be strategically planned and cooperatively and systematically implemented by all project partners.

The purpose of this communication plan is to provide an overview of this strategic communication design and the basis for a joint understanding of the upcoming tasks and responsibilities of all partners involved.

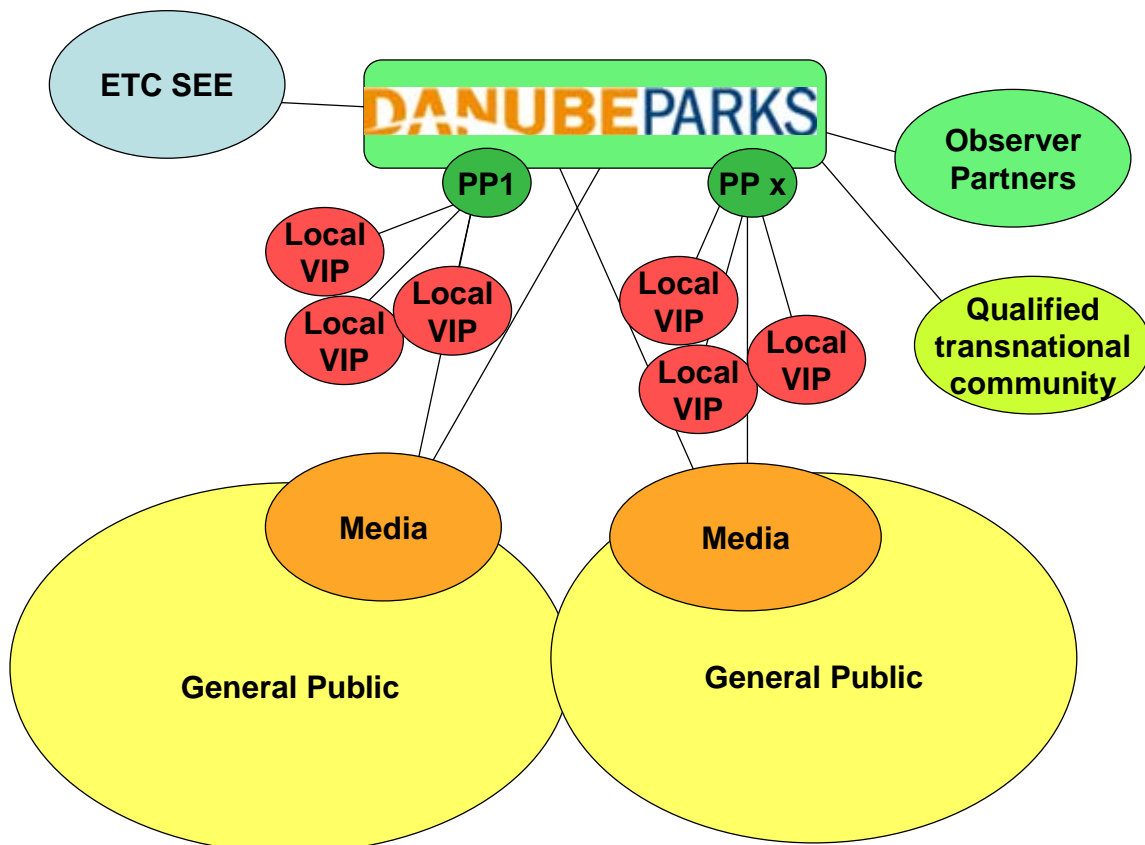
Communication objectives

The main communication objectives are:

- Exchange of information, knowledge and experience among Danube Protected Areas
- Common corporate identity
- Public awareness for the aims and activities of the project

Target groups

The project DANUBE PARKS has several distinct target groups with different communication objectives and needs.



Project Partners

The project partners are:

- Danube Delta Biosphere Reserve Authority, Romania
- Srebarna Nature Reserve – Regional Inspectorate of Environment and Waters – Ruse, Bulgaria
- Kalimok-Brushlen Protected Site, Bulgaria
- Persina Nature Park Directorate, Bulgaria
- Duna-Drava National Park Directorate, Hungary
- Duna-Ipoly National Park Directorate, Hungary
- BROZ – Regional Association for Nature Conservation and Sustainable Development, Slovakia
- State Nature Conservancy of Slovak Republic, Slovakia
- Donau-Auen National Park, Austria

Three observer partners are being treated like project partners, as they are Protected Areas as well and the differentiation is due to administrative and funding reasons. These are:

- Institute for Nature Conservation of Serbia representing Gornje Podunavlje, Serbia
- Nature Park Kopacki Rit, Croatia
- City of Ingolstadt and District of Neuburg-Schrobenhausen representing Restoration site between Neuburg and Ingolstadt, Germany

Communication objectives

- DANUBEPARKS project manager communicates effectively with all project partners on general project related issues
- Project partners are well informed about the actual status and activities of the project
- Project partners communicate actively with the other project partners and coordinate successfully their project related activities
- The staff of the partner organisations (Protected Areas) is well aware about the DANUBEPARKS project, the general design and the actual status of implementation
- The DANUBEPARKS project creates a joint identity for the common goals of Danube Nature protection among all participating project partners

Observer Partners

The Observer partners are:

- ICPDR – International Commission for the Protection of the Danube River
- KVVM – Ministry of Environment and Water, State Secretary for Nature and Environment Protection, Hungary
- PSEPSD – Provincial Secretariat for Environmental Protection and Sustainable Development, Serbia
- SFA – State Forestry Agency, Bulgaria
- MOESP – Ministry of Environment and Spatial Planning, Serbia
- via donau – Austrian Waterway Company, Austria
- MoEW – Ministry of Environment and Water, Bulgaria
- MoEsD – Ministry of Environment, Romania
- BMLFUW – Ministry of Agriculture, Forestry, Environment and Water Management, Austria
- MoC – Ministry of Culture, Croatia

Communication objectives

- The representatives of the Observer Partners are well informed about the actual status and activities of the project and are in a position to get involved into project activities more intensively at any time if necessary.

ETC SEE Programme

The relevant ETC SEE Programme structures are:

- the relevant staff of the ETC SEE Programme in the JTS,
- the National Contact Points and
- the national representatives in the SEE Monitoring Committee
- First Level Control of each Project Partner

Communication objectives

- The ETC SEE Programme structures are well informed about the on-going activities of the DANUBE PARKS project.
- There is a constructive dialogue between the responsible staff at project level and at Programme level in order to assure a smooth implementation of the project.
- The ETC SEE Programme structures dispose of adequate information about the project for further promotion of the DANUBE PARKS project.
- The ETC SEE Programme structures appreciate the activities and the professional project management of the DANUBE PARKS project.

Local key stakeholders

Relevant local key stakeholders in each of the partner countries are:

- Ministries, national and regional authorities (basically, involved indirectly as shareholders of the Protected Areas and directly as observers at the Advisory board)
- water authorities and navigation (target especially with WP 3)
- forestry services (e.g. WP4 and WP5)
- universities, NGOs and scientific partners (e.g. WP 3, WP4, WP5, WP6)
- tourist operators (WP7)
- municipalities (WP7)

Communication objectives

- The local key stakeholders of the project partners should be continuously contacted and well informed about the on-going project activities and the results and benefits of the DANUBE PARKS project in order to assure continued support for the project.
- When relevant, the local key stakeholders are actively involved in public events related to the DANUBE PARKS project.

Media

A contact list of relevant transnational and local media in each partner country will be developed in cooperation with all project partners until March 2010.

Communication objectives

- The media are to be provided with professional, newsworthy and accurate information about the DANUBE PARKS project in a way that explains the project in an easily digestible way for a general public.
- Relevant media and their representatives are distinguished in all partner countries and professional friendly relations are established for the issues of the DANUBE PARKS project.
- Continuous information for and dialogue with representatives of selected core media in the areas of each project partner are to be established.

General Public

As general public is considered the local population in the regions of the project partners as well as the local administrative and economic structures such as municipalities, local / regional tourism organisations, travel agencies, etc.

Communication objectives

- The general public in the region of the project partners is aware of the project and its aims.
- The general public is provided with valuable and easily digestible information about project aims and project activities so that they are willing to support the aims of the project and to participate in project activities.

- Specific qualified target groups (such as fishermen, tourism businesses) are identified in the regions of the project partners. These special target groups receive more in-depth information about the project relevant to their area of activities and are motivated to participate in related project activities.

Qualified transnational community

The qualified transnational communities are:

- other ETC-projects relevant for DANUBEPARKS (especially projects with focus on the Danube river as well as projects of Priority Axis 2 and in the Area of Intervention 2.3.)
- transnational networks (Alpine Network of Protected Areas, Carpathian Network of Protected Areas)
- transnational initiatives and NGOs (WWF Danube-Carpathian Programme, IAD, ...)

Communication objectives

- exchange of experience and information on projects
- coordination of project relevant activities
- scientific and political support for project objectives and activities

Communication activities

For the proper communication with the various target groups a bundle of communication activities is envisaged. These activities are grouped as

- Communication basis, Information & Marketing Materials
- Network Communication – internal communication
- Marketing activities
- Public Awareness for Danube flagship species
- Press relations & Media
- Cultural Events

Communication basis, Information & Marketing Materials

On central level the standards for project related communication will be defined (logotype, CD manual, communication strategy). These standards shall assure a harmonized presentation of all project related activities and shall support the development of a strong brand and identity of DANUBE PARKS.

Furthermore the communication backbone of the project (website, media archive) will be organized on central level: A full set of basic standard Information and Marketing Materials will be produced.

These standard information materials about the project, the partners and the activities shall be utilized by the partners on the various up-coming project related activities as well as within the premises of the partner organisations.

Project logotype

A project logotype is developed that shall be used in all project related communication materials. This logotype should support to develop a recognizable visual identity of the DANUBE PARKS network within the duration of the project.

Responsibility: DANUBE PARKS project manager (G. Frank) & PR manager (U. Grabner)

Time: June 2009

Project CD Manual

A project CD Manual is developed that defines the basic lay-out rules for project related publications and materials.

Responsibility: DANUBE PARKS project manager (G. Frank) & PR manager (U. Grabner)

Time: June 2009

DANUBE PARKS Project website

A project website is developed. This website

- provides easily accessible basic information about the DANUBE PARKS project for an interested public and
- serves as the entrance portal to the virtual communication platform of the project for the project partners.

This website is structured such way:

- Danube River Network of Protected Areas
- Protected Areas
- Facts & Figures
- Co-operations & Projects
- Downloads
- Links
- Contact

It has furthermore a

- news section and
- access area for the internal communication area of the project partners.



The website is in English, the translations (or: with downloads) of the core parts into all partner languages are in discussion.

Responsibility: DANUBE PARKS project manager (G. Frank) & PR manager (U. Grabner)

Time: June 2009

Partner fact sheets

Standardized descriptions (fact sheets) about each partner are developed. These fact sheets will be used on the website and for press maps.

The fact sheets will be available in English, translation in all partner languages are in discussion.

Also available both on central level and on level of the project partners are selected press photos of each project partner.

Responsibility: DANUBE PARKS project manager (G. Frank) & PR manager (U. Grabner)

Time: June 2009

Project folder

Project folder will be produced that contains the basic information about the project and brief descriptions of all work packages and all project partners.

This project folder is available in English; translation into all partner languages (German, Slovak, Hungarian, Serbian, Romanian, Bulgarian) is foreseen.

In the first period already a **project flyer** has been printed. This factsheet presents basic project information (partners, aims, work packages, ETC-program) and includes a contact address for detailed information. This flyer has been provided to all project partners in English and is used as first information for stakeholders and interested public. This flyer can be reproduced in a cheap way and it has been provided in big quantities (visitor centers, events).

Responsibility: DANUBE PARKS project manager (G. Frank) & PR manager (U. Grabner)

Time: 2nd period (folder); June 2009 (flyer)



Project map

A map of the Danube indicating the areas of all project partners is produced.

This map is a visual sign of the project to be shown in all visitor centers.

The maps have been provided to all Project Partners in format A0 and A1.



Responsibility: DANUBE PARKS project manager (G. Frank) & PR manager (U. Grabner)

Time: June 2009

Project roll-ups

A roll-up is being produced for offering basic project information including contact address and website. The roll-up will be used especially for mobile presentations such as exhibitions and different events.

Responsibility: DANUBEPARKS project manager (G. Frank) & PR manager (U. Grabner)

Time: 2nd period

Network Communication – internal communication

The DANUBEPARKS project is of very high complexity. The various work packages are coordinated by different project partners and different staff members in the partner organisations need to actively contribute to implementation. Furthermore the important stakeholders of each project partner need to be well informed about the project development in order to assure continued support for the project.

This high complexity and the many people involved require professional and coordinated internal communication activities and intense networking of all partners.

Among the envisaged networking and internal communication activities are:

Intranet platform

Within the project website a restricted area for the Project Partners has been established. This area is password protected.

On this platform all relevant internal documents of the various work packages and the project in general are accessible for all partners. Furthermore, a common calendar for events and meetings will be established, space for uploading pictures of events in order to support the press communication will be provided, and a forum should facilitate the internal communication between partners – both on specific project activities as well as on a broader and also informal range of topics.

Responsibility: DANUBEPARKS project assistant (M. Wagner)

Time: establishment of functionality in the 1st period, introduction to project partners in 2nd period

Regular meetings and study visits by steering committee and WP task forces

One important aspect of the project is the exchange of experience among the (staff of the) project partners.

The necessary meetings of the staff participating in the activities of the various work packages and of the partner representatives in the project steering committees will be held alternating on the sites of all project partners. These meetings will be designed in such a way that apart of the official and administrative necessary meetings also explanatory visits to relevant installations and activities of the partners are scheduled.

Study visits are necessary on transnational level as well as on bilateral level to ensure successful implementation of cross-border activities.

Responsibility: Work Package Leaders (G. Frank, U. Grabner, C. Baumgartner, T. Kusik, I. Munteanu, A. Gaborik, B. Toth, E. Buchert) and steering committee leader (C. Manzano)

Time: permanent (study visits), regular (task force meetings) and ongoing once per period (steering committee)

Regular e-mail newsletters

For regular information of the (staff of the) project partners, the observer partners and the local key stakeholders (as well as the relevant Programme authorities) it is envisaged to publish an electronic newsletter. This e-newsletter will inform about on-going project activities, achieved results and selected project relevant topics.

Responsibility: DANUBEPARKS project assistant (M. Wagner)

Time: first sending in the second period

Communication with stakeholders

Regular communication with stakeholders is crucial for successful implementation of project activities. Therefore, several communication tools will be used (key events (conferences, festivals), e-newsletter, folders & leaflets).

Responsibility: DANUBEPARKS project manager (G. Frank) and Project Managers of the Project Partners (G. Morozov, K. Kirov, Y. Kutsarov, S. Bozhinova, T. Parrag, B. Toth, M. Ruda, J. Tomecek, T. Schneider) as well as steering committee leader (C. Manzano)

Time: ongoing process

Communication platform for observers

The observer partners will be informed of the project procedure and milestones by regular newsletters. They will be invited to all relevant meetings and conferences. The access to intranet is in discussion. On specific project activities close co-operation with some observer partners is foreseen.

Responsibility: DANUBEPARKS project manager (G. Frank) & project assistant (M. Wagner)

Time: ongoing process

Project reports

Project reports are produced according to the contractual obligations. These reports are coordinated by the project manager with substantial inputs from the Work Package coordinators and all other project partners. The project reports are emailed to the ETC SEE authorities and all project partners. They will also be accessible in the intranet area of the website. Additionally to that, there will be permanent informal reporting and information transfer among project managers by several internal communication tools.

Responsibility: Project Managers of the Project Partners (G. Morozov, K. Kirov, Y. Kutsarov, S. Bozhinova, T. Parrag, B. Toth, M. Ruda, J. Tomecek); Project Manager and Assistance of DANUBEPARKS (G. Frank and M. Wagner)

Time: once per period, permanent informal reporting

Marketing activities

Active marketing for the objectives of the project will be undertaken. For this marketing the various activities in the framework of the project (such as conferences, cultural events, etc.) will be planned in such a way that information to a broader audience can be provided.

These marketing activities will make effective use of the standard marketing materials prepared (see above)

Promotion and regular maintenance of the project website

The DANUBEPARKS project website will be maintained and regularly up-dated by the Lead Partner Donau-Auen National Park.

In order to generate substantial traffic on this website a news-section is introduced and links to the project website are installed on the websites of project partners. Additional mutual linkages (such as with observer partners and local key stakeholders) are envisaged.

The website will be promoted on all publications, press contacts and project events.

Responsibility: DANUBEPARKS Project Assistant (M. Wagner)

Time: established in June 2009, ongoing improvements

Brochures & reports on project results

Easy to read information brochures will be produced about the project and selected project activities / results. The following brochures are envisaged:

- DANUBEPARKS **folder** (see above)
- **Brochure** Flagship Species White Tailed Eagle
- Brochure Flagship Species Danube Sturgeon

Additionally, all scientific and conceptual studies will be presented in a **report**. In total, approximately 15 publications will be published by DANUBEPARKS. All publications will be available on the website.

Responsibility: DANUBEPARKS project manager (G. Frank) and Project Managers of the Project Partners (G. Morozov, K. Kirov, Y. Kutsarov, S. Bozhinova, T. Parrag, B. Toth, M. Ruda, J. Tomecek, T. Schneider)

Time: 2nd period (folder); in accordance with the implementation of project activities (studies, reports, brochures)

Public Awareness for Danube flagship species

Based on technical and scientific activities (WP5, WP6) attractive Danube-wide flagship species will be used to make a wider public sensitive to conservation issues. The envisaged communication tools are:

- 2 flagship species brochures (White-tailed Eagle, Danube Sturgeons)
- Poster for attractive presentation of results of monitoring program for Little-ringed Plover & Sandmartin
- Project reports (see above)
- Webcam for the White-tailed Eagle: a webcam will be installed to continuously provide pictures of a nest and the breeding of a White-tailed Eagle nesting pair; the webcam link will be marketed with all project partners and also with relevant nature conservation and local media in the partner regions.
- Awareness raising tool Danube sturgeons: presented in visitor centers in Donau-Auen National Park and Danube Delta Biosphere Reserve as visual landmarks for visitors; installation will be accompanied by public awareness campaign

Additionally to these specific communication activities, several other tools will be used to provide information of conservation activities (website, e-newsletter, press release ...). Special attention will be drawn to these species occasionally at the International Conservation Conferences, including several press activities, presentations and reports.

Responsibility: DANUBEPARKS project manager (G. Frank) and Project Managers of the Project Partners (G. Morozov, K. Kirov, Y. Kutsarov, S. Bozhinova, T. Parrag, B. Toth, M. Ruda, J. Tomecek, T. Schneider)

Time: regular, in accordance with implementation of conservation activities

Conferences

Within the framework of the project 2 scientific conferences are envisaged (Conference on Danube Sturgeons, Conference on White-tailed Eagle). The conferences will provide a platform for international experts to present latest experiences and scientific results and an opportunity to inform a wider public about the project and project relevant issues. On the occasion of these conferences specific activities raising public awareness will be launched.

The **International Conference White-tailed Eagle** follows the agenda of the conference in Illmitz/Austria (2007) (published in: Probst, R. (Hrsg.; 2009): Der Seeadler im Herzen Europas. Tagungsband der WWF Österreich Seeadler Konferenz 2007). The follow-up conference in the framework of DANUBEPARKS will be organized by Duna-Drava National Park. The estimated number of participants is 80 experts.

The **International Sturgeon Restoration Conference** will be organized by the Danube Delta Biosphere Reserve to give experts and interested stakeholders (estimated number of participants: 80) a platform to present and discuss activities for the conservation of Danube Sturgeons.

Responsibility: Project Manager Danube Delta Biosphere Reserve/Romania (Danube Sturgeons); Project Manager Duna-Drava National Park (White-tailed Eagle)

Time: between September – December 2010 (White-tailed Eagle); between January – August 2011 (Danube Sturgeons)

Press relations & Media

The local and international media are very important information multipliers and most effective to inform the broader public in each country about the project and its aims. For effective media relations the following activities are envisaged:

Media contact list

A list of relevant media contacts will be compiled by each project partner and on central level. With this media contact list it will be possible to effectively distribute information about the project and its activities. This contact list will be up-dated twice a year.

Responsibility: DANUBEPARKS project assistant (M. Wagner) & responsible manager of work package 2 (U. Grabner)

Time: March 2010

Basic set of project information materials

A set of information materials about the project, the activities and the project partners is prepared. It also contains printable photos of the partners, the main work packages and the activities, all available on the website.

Responsibility: DANUBEPARKS project assistant (M. Wagner)

Time: 1st period (in English)

Newsletter: regular information about events, news, results to the target groups

A regular electronic newsletter is envisaged that contains information about the project, the partners, on-going project activities and special topics. This e-newsletter will be available in English and will be distributed to all media contacts, to the local key stakeholders in all partner countries as well as to all interested persons who have subscribed for the newsletter.

Responsibility: DANUBEPARKS project assistant (M. Wagner)

Time: first sending in the second period

Press releases: regular information to relevant media in each country as well as international media

Within the framework of the project several events are planned that provide enough substance to communicate them to a broader audience. So it is envisaged that for each relevant event also press releases are distributed to the relevant media contacts. Media releases are planned on projects' level (transnational) as well as on partners' level (national).

Responsibility: DANUBEPARKS project manager (G. Frank) & PR manager (U. Grabner) as well as PR manager of project partners (see list page 19)

Time: regular, in accordance with implementation of conservation activities

Press conferences, briefings and visits organized for journalists

At the core milestones of the project (project-start (see photo at kick-off press conference in Vienna), project closure, selected events) press conferences are envisaged.

The Protected Areas of the project partners are frequently visited by journalists. One aspect of each journalist visit to any of the project partners will always be a brief introduction into the project and its activities as well.

For some of the main activities and events stand alone journalist visits are planned to present news and results of the project. This activity has to be implemented on projects´ as well as on partners´ level.

Responsibility: DANUBEPARKS project manager (G. Frank) & PR manager of project partners (see list page 19)

Time: June 2009, period 6 and additional press conferences, visits and briefings according to project activities



Cultural Events

One objective of the project is to foster a common “Danube identity” in all of the partner regions and an understanding of the Danube as ONE connecting ecological vein from the Black Forest to the Black Sea. In order to raise this awareness among large parts of the local population in the partner regions a series of cultural events that present the culture and the nature of all partner countries is envisaged. These first Festivals are to establish Danube Nature festivals as regular events in the future.

Danube Nature Festivals

DANUBE PARKS should promote and establish “Danube Festivals” - already started in 2006 in Orth/Austria – as regular event of DANUBE PARKS. These festivals are to unite Project Partners from different countries and to show the variety of nature and cultural tradition of Danube regions and therefore to raise public awareness on the common natural heritage.

Responsibility: PR manger of Donau-Auen National Park (U. Grabner) and Duna-Drava National Park (E. Buchert)

Time: period 3 (Duna-Drava National Park) and period 5 (Donau-Auen National Park)

Art Projects & Exhibitions

The visitor centers or other locations of project partners will be used to promote the idea of DANUBE PARKS by showing the beauty and variety of nature in Danube regions. Therefore, different kinds of exhibitions are planned:

- **A Sound Map of the Danube:** acoustic journey downstream the Danube; installed at Donau-Auen National Park in the 1st project period, visited by PR manager of Danube Delta Biosphere Reserve (see picture) and opened in Romania in a following period.
- **A Chance for the Blue Danube:** Danube Delta Biosphere Reserve
- **Mobile exhibitions:** several project partners
- **Photo exhibitions:** several project partners (picture: opening of the photo exhibition of Gornje podunavlje/Serbia in the visitor center in Orth/Austria by a bilateral delegation)

Responsibility: PR managers of project partners

Time: regular; 1st period – 6th period



Responsible contact persons

Each of the project partners has nominated a responsible person for project communication. The overall coordination and steering of all project communication activities is done by the Task Manager of Work Package 2 "Project Communication".

These communication contacts coordinate their activities and they are also the first contacts for any project related inquiries and media contacts.

Name	Project Partner	email	Phone
Ursula Grabner	NP Donau-Auen	u.grabner@donauauen.at	0043/2212/3450
Liliana Ivancenco	Danube Delta Biosphere Reserve Authority	livancenco@yahoo.com	0040/240518945
Krasimir Kirov	Srebarna Nature Reserve	riosv@ruse.bg	00359/887053271
Yordan Kutsarov	Kalimok-Brushlen Protected Site	kalimok@gmail.com	00359/86660225
Daniela Lorinkova	Persina Nature Park	persina@abv.bg	00359/65832684
Biljana Panjkovic	Gornje Podunavlje/Institute for Nature Conservation	panjkoviic@zzps.rs	00381/214896301
Larisa Bencina	Kopacki Rit	Strucna.sluzb@kopacki-rit.hr	0031/285391
Eszter Buchert	Duna-Drava National Park	bucherte@ddnp.kvvm.hu	0036/305201665
Balasz Toth	Duna-Ipoly National Park	zingelzingel@gmail.com	0036/306634658
Karolina Solekova	BROZ, PLA Dunajske Luhy	Kaja.sobekova@gmail.com	00421/910448653
Jozef Tomecek	State Nature Conservancy of Slovak Republic/ PLA Zahorie	Jozef.tomecek@sopsr.sk	00421/347722735
Thomas Schneider	City of Ingolstadt	Thomas.schneider@ingolstadt.de	0049/8413052557

Monitoring and evaluation

Project communication will be continuously monitored both on project and on partner level.

Each partner collects all media clippings in his region. This media coverage is one aspect for reporting in every Project Report.

The responsible project communication manager reports about past and future communication activities to the project monitoring.

Media coverage will be done and presented in all project reports as well as at the meetings of the steering committee and relevant task force meetings.

Annexes

Annex 1: Logotype Styleguide

Annex 2: Project webpage

DANUBE PARKS

Danube River Network of Protected Areas

Nationalpark Donau-Auen GmbH

Schloss Orth, 2304 Orth an der Donau, Austria

Tel. +43 (0)2212-3450-10, FAX: DW 17








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DANUBEPARKS Logotype Styleguide
network of protected areas

<p>FONTS</p> <p>DANUBE ITC Franklin Gothic, Demi Compressed PARKS ITC Franklin Gothic, Book Condensed network of protected areas ITC Franklin Gothic, Book Condensed</p> <p>NOTE</p> <p>Please use the vector logotype (.eps) for scaling, if you need a larger version of a RGB logotype. Afer scaling you can export the logotype in the .tiff (without losing quality), .gif or .jpeg format.</p>		
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<p>Logotype with Claim, spot colors, 3C</p> 	<p>colors</p> <p>orange Pantone 021 blue Pantone 295 black Pantone process black</p>	<p>file</p> <p>logo_dp_sf.eps logo_dp_sf.jpg</p>
<p>Logotype with Claim, 4C</p> 	<p>colors</p> <p>orange 0/53/100/0 blue 100/57/0/40 black 0/0/0/100</p>	<p>file</p> <p>logo_dp_4c.eps logo_dp_4c.jpg</p>
<p>Logotype with Claim, RGB</p> 	<p>colors</p> <p>orange 247/143/30 blue 0/69/124 black 35/31/32</p>	<p>file</p> <p>logo_dp_rgb.eps logo_dp_rgb.gif</p>
<p>Logotype with Claim, black - white</p> 	<p>colors</p> <p>Danube 70% black Parks 90% black Claim 100% black</p>	<p>file</p> <p>logo_o_dp_sw.eps logo_o_dp_sw.gif</p>
<p>Logotype without Claim, spot colors, 2C</p> 	<p>colors</p> <p>orange Pantone 021 blue Pantone 295</p>	<p>file</p> <p>logo_o_dp_sf.eps logo_o_dp_sf.jpg</p>
<p>Logotype without Claim, 4C</p> 	<p>colors</p> <p>orange 0/53/100/0 blue 100/57/0/40</p>	<p>file</p> <p>logo_o_dp_4c.eps logo_o_dp_4c.jpg</p>
<p>Logotype without Claim, RGB</p> 	<p>colors</p> <p>orange 247/143/30 blue 0/69/124</p>	<p>file</p> <p>logo_o_dp_rgb.eps logo_o_dp_rgb.gif</p>
<p>Logotype without Claim, black - white</p> 	<p>colors</p> <p>Danube 70% black Parks 90% black</p>	<p>file</p> <p>logo_o_dp_sw.eps logo_o_dp_sw.gif</p>

DANUBE PARKS
network of protected areas

South East Europe
Jointly for our common future

Programme co-funded by the EUROPEAN UNION

Danube River Network of Protected Areas
Cooperation for conservation

News

Pilot monitoring of Sand Martin in Duna-İpoly National Park started!
Transnational and long-term monitoring of indicator species to be established by DANUBE PARKS - First activities started!
[read more ...](#)

Serbian Danube Festival at Donau-Auen National Park
Orth/Donau: September 6th, 2009
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First Steps towards a cross-border conservation concept Austria Slovakia
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Danubeparks - Mozilla Firefox

http://www.danubeparks.org/?area=network

Danube River Network of Protected Areas
Cooperation for conservation

The Danube River Network of Protected Areas

In June 2009, the Danube River Network of Protected Areas has been established by signing the [Declaration of Vienna \(.pdf, 730 KB\)](#). As a first step, the partnership expands the cooperation, coordination, consultation and strengthens links between the national administrations of protected areas of Danube riparian countries. These are aiming to enhance nature conservation and wise management of natural and cultural heritage in and beyond the boundaries of Protected Areas at the Danube River.

Aims of the Network

Based on the principles of the Ramsar Convention and the Convention and Co-operation for the Protection and Sustainable Use of the Danube River (Sofia, 1994), the Declaration of Tulcea solidifies the aims of the Network:

- enhance nature conservation of Danube River Protected Areas
- wise management of the Danube Protected Areas
- exchange and promote expertise in the management
- improve knowledge of the status, the economic, social and environmental impacts and the management of the Danube Protected Areas
- actions for prevention, control and reduction of pollution in the floodplains and wetlands in the Danube basin
- promote awareness of the international importance of Danube River
- promote sustainable development
- influence the implementation and future development of public policies

From Idea to Reality

The [Declaration of Tulcea](#) signed in April 2007 is an appeal for the establishment of the Danube River Network of Protected Areas. Permanent cooperation and regular meetings or workshops should enhance the transboundary cooperation in the near future. The development and realization of joint programs and international projects is

The screenshot shows a Mozilla Firefox browser window displaying the website 'Danube River Network of Protected Areas'. The browser's address bar shows the URL 'http://www.danubeparks.org/?area=cooperations'. The website has a blue navigation menu on the left with the following items: 'Cooperations & Projects', 'Downloads', 'Links', and 'Contact'. The main content area features a large banner image of a sturgeon in a river with the text 'Danube River Network of Protected Areas' and 'Cooperation for conservation'. Below the banner, the section is titled 'Cooperations' and contains the following text:

The transnational cooperation based on the ETC-SEE project "DANUBE PARKS" focus on following agenda:

1. River Morphology & revitalization

Plans to make the Danube a major transport corridor under EU Trans-European Transport (TEN-T) guidelines are putting the river's natural heritage at risk. Pilot projects have shown high potential for river revitalisation compatible with navigation and flood protection. Protected Areas have experience in river revitalisation in their specific regions.

Yet on a basin-wide scale, the potential of river revitalisation as well as the ecological needs for sustainable development of navigation and flood protection have yet to be defined in a concrete and manageable way; thus the call by ICPDR and Danube Commission for a basin-wide integrated planning process ("Joint Statement on Inland Navigation and Environmental Protection"). In a task force, Protected Areas' experience and expert knowledge are merged to draw up strategic papers and joint concepts. Strategic cross-border pilot projects are being planned and will, in part, be implemented.

2. Floodplain Management & Habitat Network

Protected Areas act as stepping stones in the network of habitats and, therefore, play an important role in the implementation of NATURA 2000. The Protected Areas represent a relevant number of all sites at the Danube river which enables the "Danube River Network of Protected Areas" to work on habitat networks on a transnational scale. Coordination and know-how transfer through task force is to ensure cohesion of habitat network and to widen the horizon in management issues. Based on joint guidelines, management plans for selected areas will be elaborated. Pilot projects of transnational relevance in managing and restoring floodplains and improving habitat connectivity will be implemented.

The browser's taskbar at the bottom shows several open windows, including 'Danubepar...', '4 Windows...', 'LV066 - Leist...', 'ReportFores...', and 'Dokument1 ...'. The system tray shows the time as 13:29.

Danubeparks - Mozilla Firefox

http://www.danubeparks.org/?area=contact

Meistbesuchte Seiten Erste Schritte Aktuelle Nachrichten Kostenlose Hotmail Vorgeschlagene Sites Web Slice-Katalog

Cooperations & Projects

Downloads

Links

Contact

Danube River Network of Protected Areas

Cooperation for conservation

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[expert team Donau-Auen Nationalpark \(.pdf, 3,5 MB\)](#)

Dokument wurde an den Drucker gesendet

Dokumentname: "ReportForestFloodplainsWolfs..."
Druckername: "\\server02(Canon IR5000-6000 PCL6)"
Sendezeit: 13:17:29 26.08.2009
Seiten insgesamt: 81

Warten auf da000241.host.inode.at...

Start Posteingang... Danubepar... 4 Windows... LV066 - Leist... ReportFores... Dokument1 -... 13:29

