





**Common Sustainable Economic Activities –
 Under the Umbrella of “Working Community of the Danube Regions”**
 Vienna, June 27th 2014





Working Community of the Danube Regions, Working Group on Sustainability, presiding: Lower Austria
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 Department of Rural Development; e-mail: info@unserboden.at /
www.unserboden.at



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 DUNAVENI TARTOMÁNYOK
 MUNIKAKÖZÖSSÉGE
 RADNA ZAJEDNICA PODUNAVSKIH REGIJA
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 COMUNITATEA DE LUCRU A STATELOR DUNĂRENE
 РАБОТНА ОБШНОСТ ДУНАВСКИХ СТРАНИ
 РАБОЧА СПІВПРАЦІВІТЬ ПІВДНАВСЬКИХ КРАЇН






26.+27.6.2014
 3rd Annual Forum of the EU Strategy for the Danube Region, Vienna

27th June – 12 to 13
**Common Sustainable Economic Activities – Under the Umbrella of
 “Working Community of the Danube Regions”**

Priorities and activities of the Working Community of the Danube Region
 Peter De Martin, Working Community of the Danube Region (AT)

SONDAR – Sustainable Operations Network in the Danube Regionx
 Erwin Szlezak, Working Community of Danube Region (AT)

SoPro – Socio-ecological Production: Working together for a sustainable economy
 Franz Rybaczek, Association BIENE (Soil- & Sustainability-Network NÖ/EU - AT)
 Szabolcs Hollósi, LEED Helyi Gazdaság- es Foglalkoztatásfejlesztési Közhasznú, Nonprofit Kft (HU)
 János Kondor (President of Federation of Employers and Industry, administrative region of Vas (HU)

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Contributions for Sustainable Development in the Danube Region

Danube region as a model for linking European strategies and procedures for sustainable treatment of

- soil (soil conservation)
- natural and social resources
- sustainability of rural regions
- sustainable economy
- responsible action on a regional and on a local scale (regions and municipalities).

Pilot projects within the frame of the EU Strategy for the Danube Region as a basis for “bottom-up strategies” (participation): SONDAR SK-AT, SONDAR HU-AT, SONDAR CZ-AT, SOPRO HU-AT, BeFoRe SK-AT



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Soil Conservation & Creation of Awareness

Area-wide Soil Conservation

Soil conservation and sustainable use of land are connected to water quality in the catchment area, soil quality and processes of soil degradation

Exemplary Topics:

- **Carbon storage** in soils through sustainable land use twice as high as in the atmosphere
- **functions and services of soil** in spatial planning on a regional and municipal scale
- establishing **soil database** and **soil map** for the Danube region




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Soil Conservation & Creation of Awareness

Creation of Awareness

- ✓ of the value of our limited and unrenueable soil resources
- ✓ of the need for more sustainable land use through cross-border projects and initiatives on a municipal scale and in the educational sector
- ✓ deepening and expansion of “artistic approach” towards soil conservation through **“soil art”** and **“with the Colours of the Earth”**
- 70 Lower Austrian municipalities members of European Land and Soil Alliance
- reaches more than 100,000 persons in LA





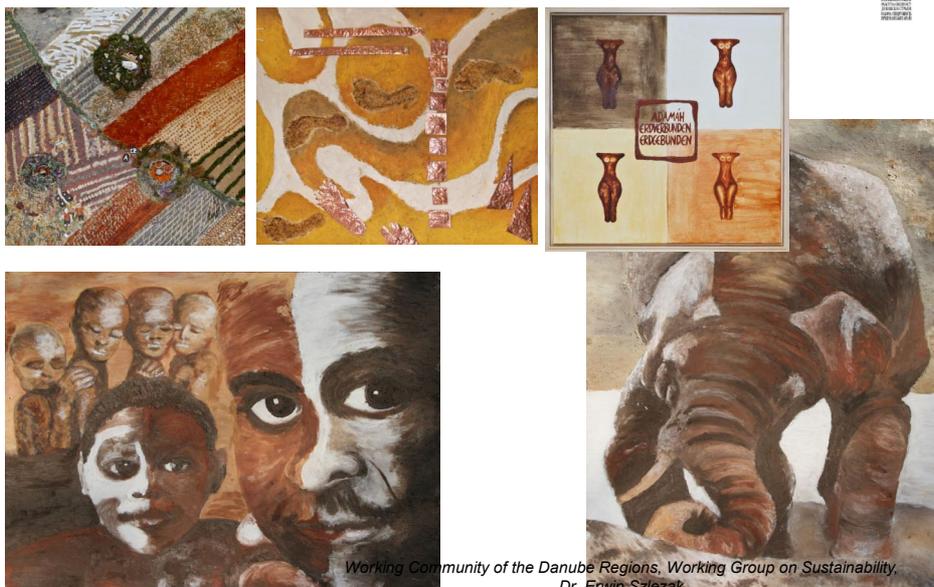
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- Good experience with 1. ETZ-Project from 2010-2011
- 27 schools from NÖ + CZ / 128 paintings
- very engaged teacher & children
- Online Voting from April to May
- 155.000 webpage-calls from 1.-18. May 2011

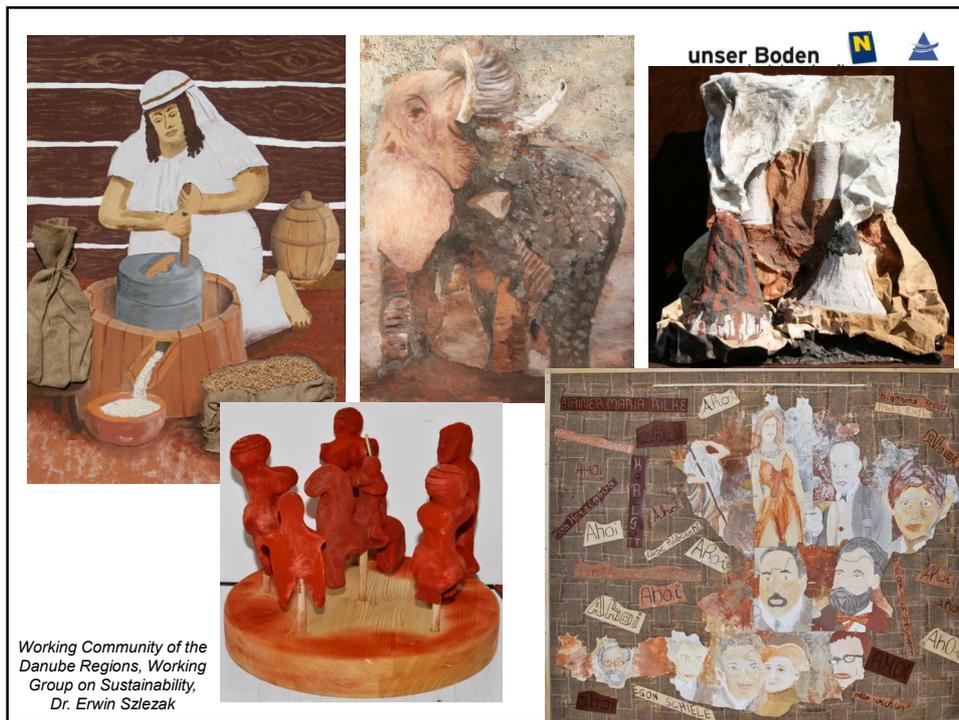


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SOILart: Paintings from the competition



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www.sondar.eu






Soil awareness

Sensibly use, carefully protect our soil

EU Strategy for the Danube Region



SONDAR SK-AT

Soil as an indicator of flood occurrences

SONDAR HU-AT

Soil as a filter for pollutants / soil as a reservoir for carbon

SONDAR CZ-AT

Improving quality of soil by raising soil awareness / soil as an archive

European Land and Soil Alliance



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Our soil

Nesce pada
je prvo kraljevstvo
A mi čičak
opredeljenost
Hastara senas
Pridelna avtor,
zaj je časa videti
Pridelna avtor,
zaj je časa videti
Hastara senas
Pridelna avtor,
zaj je časa videti
Hastara senas

Original: Atlas der Donau-Länder, Österreichisches Ost- und Südosteuropa-Institut, Wien 1964

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SONDAR HU-AT - facts

- **Main Topics:**
SOIL Awareness +
SOIL as a Filter
- **Project start:**
3. Feb. 2011
- **Projekt end:**
30. June 2014







Program of Operational Research, Innovation and Entrepreneurship 2011-2013
AUSTRIA - MACHNOROLZAJ Kuzsar Anadolj Egyetemkultúra Program 2007-2013

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SONDAR CZ-AT - facts

- **Main Topics:**
Improving SOIL Quality +
Measures against EROSION +
Soil as an archive
- **Project start:**
14. March 2012
- **Projekt end:**
30. June 2014

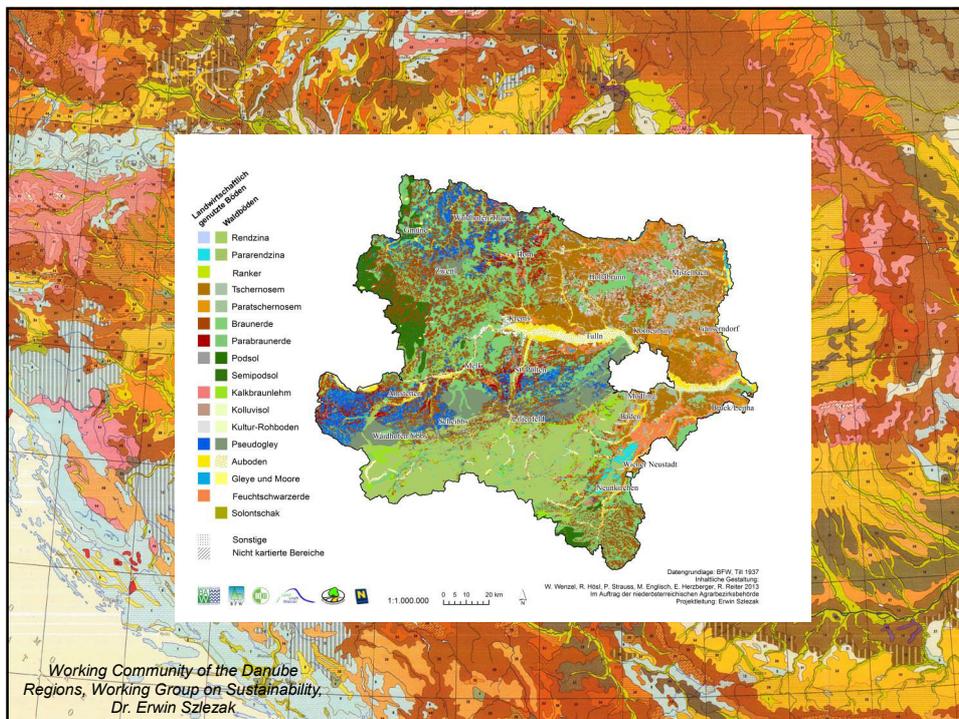






EUROPEAN TERRITORIAL CO-OPERATION
AUSTRIA-CZECH REPUBLIC 2007-2013
Cooperation with territories: Společná development čina

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NIEDERÖSTERREICHISCHE CHARTA
FÜR DEN LÄNDLICHEN RAUM



Rural Development

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Targets

- ✓ **Information platform** on a regional scale on projects
- ✓ establishing and strengthening of **international contacts** and **networks**
- ✓ technical statements on the rural area to superior decision-making levels (**national, EU and Danube region**).

Procedure

- Extension of network of **“Rural Development in the Danube Region“**
- **project database** for cross-border and transnational projects
- **presentation** of projects at annual Meeting at Tulln UFT, 25./26. March 2015





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Cross-Border Projects between Lower Austria, CZ, HU, SK



THE FOUR PILLARS

Connecting the Region			Protecting the Environment			Building Prosperity			Strengthening the Region	
Mobility and multimodality	Sustainable energy	Culture and tourism, People to People	Water quality	Environmental risks	6 Biodiversity, landscapes, air and soil quality	7 Knowledge society	8 Competitiveness	9 People and skills	Institutional capacity and cooperation	Security

11 priority areas, coordinated by a priority area coordinator

Actions

Projects

- ✓ PA 6 **SONDAR** Soil Strategy Network in the Danube Region
- ✓ PA 6, 7, 8, 9 **SOPRO** Social Production
- ✓ PA 6, 7, 8, 9 **SONDAR+** Sustainable Strategy Network in the Danube Region
- ✓ PA 9 **BeFoRe** Participation Processes with Focus on Global Responsibility

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I am interested in:

- partnership within the SONDAR Sustainable Operations Network in the Danube Region
- cooperation in the project of "socio-oecological production"
- an invitation for the event "World Soil Week" on December 4, 2014 at the Tulln UFT (AT)
- SOILart "Painting with the Colours of the Earth"
 - SOILart Social Franchise cooperation model
 - Project of Danube Regions – painting box – soil colours from all Danube countries
 - Cross-border creative competition in the FAO International Year of Soils 2015
 - International exhibition "with the Colours of the Earth"

Name: _____

E-mail: _____

Remarks: _____

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Danke für Ihre Aufmerksamkeit!





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 ПРИДУНАВСЬКИХ КРАІН

Dr. Erwin Szlezak & DI Christian Steiner

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Sustainability/Social Production HU, LA, Vienna, Bgld, Styria

VALUE CREATION through APPRECIATION

Cooperation between enterprises, public institutions and social enterprises create sustainable products and services:

100 practical examples from the region – for the region!

Starting Point & Vision:

- ✓ **“Social Production”** for a sustainable type of economic activity, which is useful and desirable in the view of all parties involved
- ✓ **manageable regional processes of production**, no outsourcing to the Far East
- ✓ enterprises use enterprise waste in an **innovative, creative and value creating way** for quality products



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