

SERBIA AND MONTENEGRO

Serbia-Montenegro's events got everyone talking about Danube rivers. Under the slogan '**Our river Our future**' a long running media campaign was launched, with the aim of raising environmental awareness and involving more people in the Danube Day celebrations.

Thousands of citizens joined **the Danube Day celebration** across Serbia and with major media coverage, the message reached millions. The central event was organised in Belgrade, in the form of a 'walk' through Danube history, with three locations symbolically representing the 'past', 'present' and 'future' of the river. The fun started early in the day, with 6000 years of Danube 'past' represented by traditional songs, an exhibition of the Danube's history, crafts, boat trips and a kayak contest at Zemun. Next stop was Kalemegdan for the Danube's 'present,' with music, architecture, poetry and the *Danube Art Master* prize ceremony. Later at Nebojšina kula, the 'future' brought a free rock concert, enjoyed by over 2000 residents. The positive influence of the Danube Day campaign was confirmed when a dangerous and controversial wreck that had been stuck in the river for some years, was removed and recycled.

The main organisers, the Ministry of Agriculture, Forestry and Water, Management-Directorate for Water, Coca-Cola HBC Serbia and Montenegro, DEF Serbia and Montenegro and the Institute for the Development of Water Resources "Jaroslav Černi", were joined by a host of smaller bodies working together to take Danube Day across the country.

In **Novi Sad**, festivals, visual and literary competitions, lectures, conservation tasks, exhibitions, beach sports and a festival of tamburitza music, meant there really was something for everyone. Pupils and local councillors greatly enjoyed river eco-tours to Begečka Jama Nature Park and 150 pre-school children released goodwill messages in paper boats.

Smederevo didn't miss out on the fun either, with numerous Danube inspired events. A whirl-wind tour of Danube cultural sites, from the point at which it enters Serbia to the Iron Gate, was the ambitious aim of the **Road of People** tour enjoyed by pupils from Smederevo,

Danube Day: more than just water!

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Kostolac, Veliko Gradiste, Golubac, Donji Milanovac and Kladovo. The **Goldfish festival** saw children capturing fish, making a wish for the Danube, and then symbolically releasing them both into the river. Local radio stations formed the **Danube Waves Association** to encourage people living near the Danube to take more of an interest in their river and also promote cooperation between Danube towns.

With many others events across the country, including in **Apatin** and **Grocka**, Danube Day was a tremendous success.

Danube Day Highlights:

- **Belgrade:** Danube Day central ceremony; Zemun kayak contest; Danube exhibition and *Art Master* contest.
- **Novi Sad:** *More than Water* contest and lectures; clean-ups on the Strand; *Pillars of a Bridge* visual and literary contest; Eco-tours to Begečka Jama Nature Park; Beach handball; release of goodwill messages; Tamburitza music festival, Zmajevu.
- **Smederevo:** *Road of People* tour; *Goldfish* festival; exhibitions; water sports; *My Danube Tour* of local beauty spots; *Environmental and Tourist Potential of Smederevo* seminar; *White Boat* regatta.
- **Apatin:** Visual media exhibitions; Hungary-Serbia canoe tour (see May).
- **Grocka:** Beach sports' and chess tournament at Vinca; cultural performances; free entry to Vinca archaeological sites.
- **Zasavica:** *Protect Danube Wetlands* excursions, educational activities and river clean-ups.
- **Tisa region:** river clean-ups; cycle tour from Kanjiža to Adoran; *Tisa Flower* celebration; *Coalition for the River* meeting, Kanjiža.

“River of reconciliation”... “The River means life”... “Everybody is invited” ... “Danube as inspiration”... “Citizens of Belgrade came down to the river.”

Headlines from newspapers covering Danube Day in Serbia-Montenegro: *Borba* (June 30); *Večernje novosti* (June 17), *Blic* (July 2), *Politika* (July 17) and *Večernje novosti* (July 17).

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Danube Day Partners

Ministry of Agriculture, Forestry and Water Management - Directorate for Water • Institute for the Development of Water Resources *Jaroslav Černi* • DEF Serbia and Montenegro • Coca-Cola HBC Serbia and Montenegro • City of Belgrade - Department for Environment Protection and Department for Culture • McCann-Erickson Belgrade • EC Regional CARDS Project: *Pilot River Basin Plan for the Sava River* • Institute for Protection of Nature of Serbia • Tourist Organisation of Serbia • Tourist Organisation of Belgrade • Historical Archive of Belgrade • *Belgrade Fortress* Public Enterprise • Museum of Belgrade • National Museum • Faculty of Architecture, University of Belgrade • Serbian Kayak Association • Zemun Kayak Club • *Water Metro* boat company • Milan Delcic • *Yu grupa* • *Inspektor Blaza i Kljunovi* • Sindirela Bend • Jokulatores • Dragan Vujic • Zarko Lazic • Milan Stojkov • City of Novi Sad- Department for Culture, Department for Sport and Department for Ecology • Public Water Management Company *Vode Vojvodine* • DTD *Ribarstvo* • Faculty of Sciences, University of Novi Sad • Public Company *Urbanizam* • *Čarda kod Braše* Restaurant • *World and Danube* NGO • University of Novi Sad Student Union • *Josif Pancic* NGO • Novi Sad Sport Association • Novi Sad Handball Association • *Javno Zelenilo* Public Enterprise of Novi Sad • Sava Vukosavljević Citizens Association for the Preserving Tamburitza Music • *Merkur* Belgrade Publishing House • Vine manufacturer *Ljiljas Leave* • *Pro Arte* Gallery of Novi Sad • *Lingua* School for Foreign Languages • Marta Takač • Vojvodinašume State Enterprise for Forest Management • Blue Danube Ecological Movement • Sombor Border Police Department • Sombor Customs Department • Sombor Forest Estate • Kozara Forest Management Unit • Apatin Forest Management Unit • Sombor Teaching Faculty • Apatin Cultural Centre • Baja Youth Nature Protection Society (BITE, Hungary) • Bakery *Cuki* • Cities of Smederevo, Apatin, Kladovo, Grocka, Veliko Gradiste, Golubac and Donji Milanovac • U.S. Steel Serbia, Smederevo • Radio Smederevo • *Danube Waves* - Association of Danube Radio Stations • Smederevo Building Directorate • *Komunalac* Public Enterprise of Smederevo • *Metalac* Boat Club of Smederevo • *Lepenski Vir* Archaeological Site • *Djerdap* Archaeological Museum • Djerdap Hydroelectric Power Plant • Grocka Municipal Committee of G17PLUS • *Belo Brdo* Archaeological Site • Scout Association of Sremska Mitrovica • Tisa Club Kanjiža • Ljubiša Ivanovic • Sasa Djoric • Miodrag Dinic • schools.

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