

## **SERBIA: Mobilising thousands to take action for the Danube**

With 70 organisations in 20 towns and impressive publicity, Danube Day in Serbia was big! Celebrations; children's events; river clean-up days; competitions and craft fairs got the country talking, thinking and taking action for the Danube rivers.

Belgrade hosted the main event, held at 2 venues over 2 days. Like the river itself, Danube Day connected people across the city. But like the river, it went much further, uniting all Danubians in Serbia. For the first time, the Danube towns celebrated together - with parallel events. At Belgrade's Kalemegdan Fortress, people were able to visit 12 towns in one. By viewing each town's exhibits, residents could sight-see almost every Serbian city on the river, enjoying the distinctive traditions and rich history of each. Visitors could sample local wine and food; watch spectacular dances; buy unique crafts and, for some, experience memories of childhood homes. With free entry to the fortress and observatory, the fun was astronomical!

The next day, Zemun Quay attracted the next generation of Danube users: children. Puppet shows, a recycling workshop and the crowning of the *Danube Art Master* made for a great family day. The awards were the national culmination of a basin-wide contest that saw rivers lined with artworks - created by children in tribute to the Danube.

Danube Day's biggest publicity programme ensured outstanding media coverage. The Ministry of Agriculture, Forestry & Water Management; the National Tourism Organisation; the City of Belgrade and Coca-Cola HBC arranged a 3-week campaign with over 200 TV/radio commercials and print adverts plus billboards; posters; a leaflet-drop to all Belgrade homes and a press conference attracting 80 journalists.

Particularly relevant was a river clean-up near Zemun Quay, where restaurants attract 1000s daily. An area prone to pollution, the City of Belgrade, Republic Recycling Agency, Coca-Cola HBC, environment agencies and volunteers undertook a major tidy-up. Of great interest to the large number of journalists that covered the event were 3 new

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**Danube Day: more than just water!**

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rubbish collection boats, brought over from the River Thames in the UK by Coca-Cola HBC. The boats will continue to be used and may be introduced across Serbia.

In a feat of organisation and dedication, Apatin, Sombor, Novi Sad, Grocka, Djerdap National Park, Donji Milanovac, Smederevo, Zasavica and Gornje Podunavlje Protected Areas, Toplica, Kraljevo and Valjevo all held their own Danube Day. In most Serbian cities, workshops, exhibitions and competitions took place with a single aim: to bring the river closer to children and encourage them to treasure the beauty on their doorstep. Highlights were the Hungary-Serbia-Croatia Baja-Apatin canoe tour (WWF, IUCN & Fluvius); international summer school and events in Novi Sad; an archaeology-sports-cooking day in Grocka (Belo Brdo Museum); fishing schools and festivities at Djerdap National Park; sports events for children with disabilities in Smederevo and, across 15 towns, the *Danube flows in my heart* art and writing competition.

**“... raising awareness of the importance of the Danube for life and the future of millions of people living in its basin...”**

Quoted in 'Press' newspaper, Belgrade (15.06.06); 'Borba' newspaper (15.06.06) and announced on 'Beograd, dobro jutro' - 'TV Studio B'.

## Partners

Ministry of Agriculture, Forestry & Water Management – Directorate for Water • Coca-Cola HBC Serbia and Montenegro • City of Belgrade • Zemun Municipality • Sekretarijat za zaštitu životne sredine Beograd • Sekretarijat za komunalne i stambene poslove Beograd • Agencija za reciklažu • National Tourism Organisation of Serbia • City of Novi Sad • Belgrade Waterworks and Sewerage • Infostan Public Utility Company • JVP Vode Vojvodine • JP Vojvodinašume • JKP Gradska čistoća • JKP Zelenilo Beograd • JP Beogradska Tvrđava • Institute for the Development of Water Resources Jaroslav Černi • US Steel Serbia • Dunavski talasi - Asocijacija podunavskih radio stanica • Radio Smederevo • Skupština Opštine Smederevo • RTS • Radio Televizija Politika • Radio S • Radio 202 • Javno preduzeće Nacionalni Park Đerdap • Mesna zajednica Donji Milanovac • Turistička organizacija

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Opštine Majdanpek • McCann-Erickson Belgrade • TD Zemun • TO Apatin • TO Kladovo • TIC Novi Sad • TO Pančevo • TO Smederevo • TO opštine Sremski Karlovci • TO Bela Crkva • TO Požarevac • Javno preduzeće za turizam - Veliko Gradište • SO Bački Petrovac • VP Galovica • Atletski klub Smederevo • Udruženje ribolovaca Smederevo • Klub ljubitelja Dunava • Brodarski klub Metalac • Udruženja ribolovaca • Konjički klub Smederevo • Gerontološko društvo Srbije • Udruženje invalida Smederevo • Šahovski klub Smederevo • RECAN Fond za povraćaj i reciklažu limenki • DEF Serbia - Crna Gora • Euro Bačka-Udruženje građana • Baračka Ekološka radionica • SPR Gornje podunavlje • Ruđer Bošković Astronomy Association • Ekološki pokret Toplica • Ekološko društvo Gradac-Valjevo • Ekološki pokret Ibar • BITE-Baja NGO, Hungary • Plavi Dunav - Ekološki pokret • Sombor - Šumsko Gazdinstvo • IUCN - The World Conservation Union • Pokret gorana Sremske Mitrovice • Izvršno veće Vojvodine • Mensa Srbija - Crna Gora • Opštinski Odbor G17PLUS-Grocka • Belo Brdo Arheološko nalazište - Vinča •

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