




Tisza River Basin Communication Strategy

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Introduction

■ What?	⇒	Message
■ To whom?	⇒	Target group
■ How?	⇒	Actions



Structure

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WHAT?

Description of the key issues

- Main message: Balance in the river basin
- Key challenges:
 - water quality (organic, nutrient pollution, hazardous substances, solid waste)
 - hydromorphological alterations (continuity interruption, impoundment)
 - groundwater bodies (water demand, pollution, scarcity)

Description of the key messages

- Coping with floods and droughts, loss of wetlands, demand on both surface and underground water resources
- Integration issues: land use management, floodplain reconnection
- Pollution issues: agricultural use of pesticides, fertilisers, ban on phosphate detergents
- Drought and water scarcity: future demands, registry of extractions

To whom? - Target groups

- ICPDR Heads of Delegation
- Decision makers
- Land owners/users
- Communities, local councils and municipalities
- Professionals
- Intermediary organisations
- Media
- Civil organisations
- General public of the river basin
- UNDP/GEF/EU

The tower of Babel

- Five different countries
- Five different cultures, political setups and institutional frameworks
- Different national languages in each of the countries
- Separate approaches for communication may be necessary



HOW?

Tools and means: vehicles for delivering the message

- A clearinghouse
- General awareness raising campaigns (such as the Danube Day)
- Issue-driven campaigns (for instance, on the promotion of land use change in agriculture)
- Raising overall awareness about the Tisza Group and the UNDP/GEF Tisza project

The Clearinghouse

- Function
 - Collecting information
 - Repackaging
 - Distributing re-packaged information
- Resources
 - reliable sources
 - capabilities
 - internet
 - language
 - budget

The Clearinghouse

- Products and activities
 - Library
 - Publications, newsletter, database
 - Website, listserv, virtual conferences
 - Information service Helpdesk
 - Visits, training, public awareness raising events
 - Media relations
 - Videos and films

Issue drive campaigns

- Promoting land use changes in the floodplain
- Reconnection of floodplains and wetlands
- Making space for the rivers
- Reduce pollution from specific sources
 - Ban on phosphate detergents
 - Integrated pest control and soil replenishment strategy in agriculture
 - Campaign to build WWTPs

Public campaigns

- Aim: raise general awareness of the public with regard to the key issues (both challenges and messages)
- Vehicles: preliminary assessment of current level of awareness, specific campaigns for each of the countries, joint international campaigns
- Outcome: public acceptance of the key messages communicated

Who does it? - Implementers

- Communications Coordinator
- Potential international implementers
 - ICPDR
 - UNDP
 - REC
 - UNEP
- National implementers: national delegations

Example – farmers

- Background (pollution and land use issues)
 - N and P fertilisers
 - Ploughed parcels and commodity cash crops
 - Agro-environmental subsidy schemes
 - Market entry and marketing opportunities
 - Local and organic produces
 - Diversified land use patterns

Example – farmers

- Actors: land use offices, agricultural agencies, extension workers, ministry officials
- Desired outcome: land owners and users aware of agro-environmental schemes, willing to change land use practices and cultivation methods

Example – farmers

Key messages

- *'Using agro-environmental practices and other environmental initiatives will benefit you and your communities by helping to generate healthier environments, reduce pollution from your own activities and secure cleaner drinking water.'*
- *'Land use change may be good for you. You don't need to focus on commodity cash crops alone. The river is your friend. Flood is not bad. Inland excess water is the result of an erroneous concept.'*

Example – farmers

Call to action

- *'Be aware of and be engaged with agro-environment schemes and other possible environmental initiatives.'*
- *'Adapt land use patterns to natural conditions.'*

Example – farmers

Delivery

- Players (farmers associations, NGO's, UNDP/GEF project participants)
- Activities: survey of attitudes, perception and awareness, communication links, awareness raising, dissemination of results
- Resources: human resources time

Example – farmers

Monitoring and evaluation of success:

Willingness of land users to change their current practices to a more appropriate land use method.

Thank you for your kind attention!

