



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

ARBEITSGEMEINSCHAFT  
DONAULÄNDER  
PRACOVNI SPOLEČENSTVÍ  
PODUNAJSKÝCH ZEMÍ  
PRACOVNE SPOLOČENSTVO  
PODUNAJSKÝCH KRAJIN  
DUNAMENTI TARTOMÁNYOK  
MUNKAKÖZÖSSÉGE  
RADNA ZAJEDNICA  
PODUNAVSKIH REGIJA  
RADNA ZAJEDNICA  
PODUNAVSKIH ZEMALJA  
COMUNITATEA DE LUCRU  
A STATELOR DUNĂRENE  
РАБОТНА ОБШНОСТ  
ДУНАВСКИ СТРАНИ  
РАБОЧА СПІВРУЖНІСТЬ  
ПРИДУНАВСЬКИХ КРАІН



Working Community of the Danube Regions, Working Group on Sustainability, presiding: Lower Austria  
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**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- és 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): SONДАР SK-AT, SONДАР HU-AT, SONДАР 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 unrenovable 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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**BODENKUNST** mit den Farben der Erde  
EU-Wettbewerb für 27 Schulen  
128 Werke aus Südmähren und Niederösterreich

**UMĚNÍ A PŮDA** barvami země  
evropská soutěž pro 27 škol  
128 děl z jižní Moravy a dolního Rakouska

Malen mit den Farben der Erde  
unser Boden – sinnvoll nützen; sorgsam schützen!  
naše půda – smysluplně využívat; starostlivě chránit!

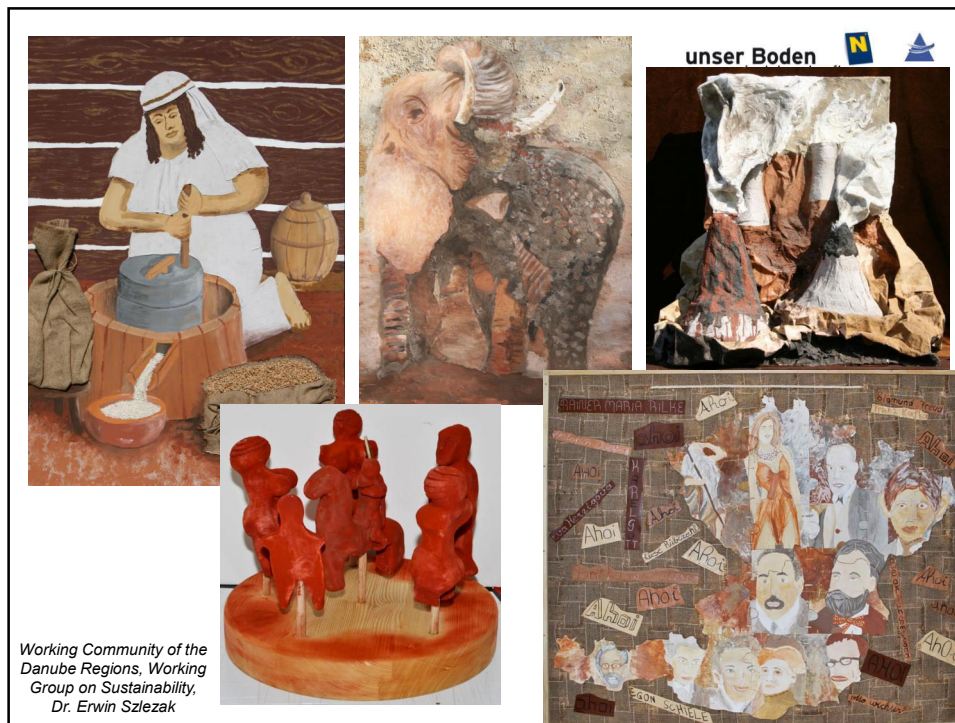
Matujeme

Logos: SF, NÖ, CZ, etc.

## SOILart: Paintings from the competition



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**www.sondar.eu**

EUROPEAN UNION European Regional Development Fund

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## 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  
Nasze pado  
A mi földünk  
Hamarra szomszédunk leszünk  
Pozitívum az, hogy  
minden napunkon  
a talaj alatt  
éltető élet van  
és a jövő generációja  
is a talajtól fog majd élni




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Quelle: Atlas der Donauregion, Österreichisches Ost- und Südosteuropainstitut, Wien 1994



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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






EUROPEAN UNION  
European Regional  
Development Fund





creating the future  
Program of geographical cooperation between Austria and Hungary 2007-2013  
AUSTRIA - MAGYARORSZÁG közötti Európai Együttműködési 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



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EUROPEAN TERRITORIAL CO-OPERATION  
AUSTRIA-CZECH REPUBLIC 2007-2013  
Česko-austrianské územní spolupráce, Společná developme vize

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**SNDAR** [www.soil-map.eu](http://www.soil-map.eu)

Home Soil-map Redaktion Kontakt

 **European Land and Soil Alliance (ELSA) e.V.**  
 Das Boden-Bündnis ist ein Zusammenschluss von Städten und Gemeinden in Europa, die sich zum Ziel gesetzt haben, sich aktiv für einen nachhaltigen Umgang mit Böden einzusetzen. Auf Grundlage des [weiterlesen...](http://www.bodenbuenndnis.org)

Links:  
[ELSA Manifest lesen](#) ...  
[ELSA Mitglied werden](#) ...  
[Aktuelle Termine](#) ...  
[www.bodenbuenndnis.org](http://www.bodenbuenndnis.org)

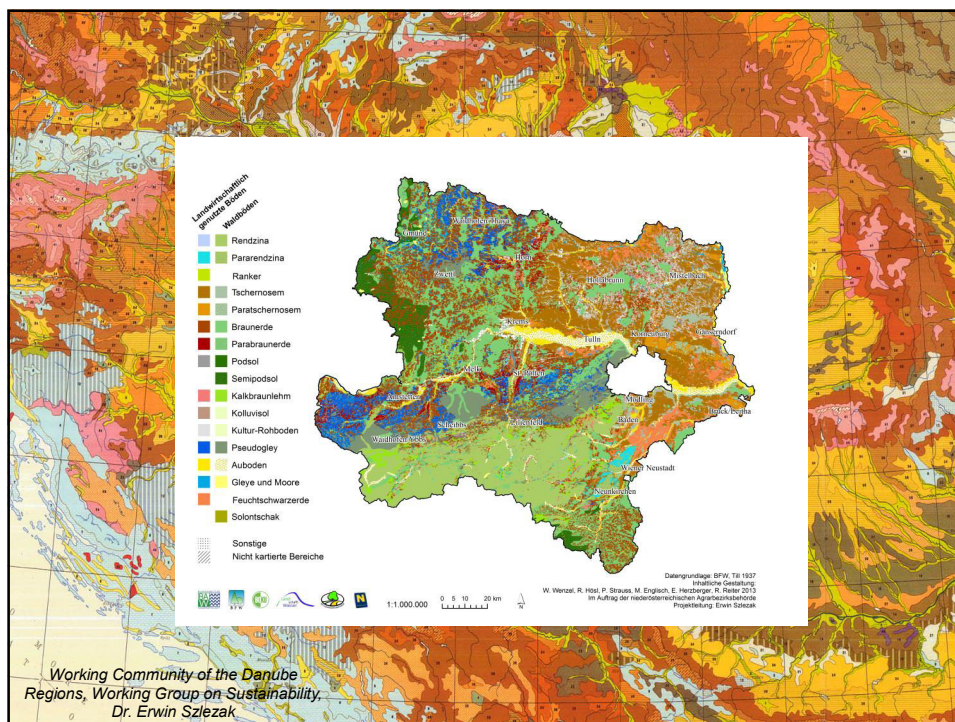
**Osnabrück**

Impressum  
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FÜR DEN LÄNDLICHEN RAUM

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## Rural Development

**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 | 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:** \_\_\_\_\_

**Sustainability Working Group of the Working Community of the Danube Regions**  
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[www.sozialproduziert.at](http://www.sozialproduziert.at)  
[www.soilart.eu](http://www.soilart.eu)

## Danke für Ihre Aufmerksamkeit!



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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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