Results of enhanced strategic cooperation

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The Danube – the most international river of the world

- Navigable length of 2.411 km between Kelheim and Sulina
- 1992 opening of the Main-Danube channel: direct connection to the river Rhine, linking the North Sea with the Black Sea over 3.500 km
- 10 riparian countries (Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Bulgaria, Romania, Moldova, Ukraine)
- Different hydro-morphological conditions (incline, flow velocity, water volume, etc.)
- About 40 mln tons goods transported/year & more than 1 mln tourists travelling on the Danube
Waterway: Variety of utilization & functions

- Ecosystem
- Flood protection
- Agriculture
- Drinking water
- Fishery
- Cooling water
- Tourism
- Energy production
- Recreation
Strategy: Three main company pillars

Economy

Environment

Safety

Integrative approach inherent to the waterway system!
## Overall SWOT analyses of waterway administrations

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<tr>
<th><strong>STRENGTHS</strong></th>
<th><strong>WEAKNESSES</strong></th>
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<tbody>
<tr>
<td>long-term experience in waterway management</td>
<td>incapacity to guarantee minimum fairway depths</td>
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<td>dedicated workforce</td>
<td>backlog of river training &amp; dredging and signaling (investment in equipment and workforce)</td>
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<tr>
<td>general capability to generate own revenues</td>
<td>understaffing/lack of dedicated skills</td>
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<td>solid basis for hydrographic &amp; hydrologic services</td>
<td>dependency on short term (annual) state budget allocation</td>
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<td>cooperation experiences - network of waterway administrations</td>
<td>lack of quality standards for infrastructure &amp; business processes</td>
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<td>experiences in EU co-funded projects</td>
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<tr>
<th><strong>THREATS</strong></th>
<th><strong>OPPORTUNITIES</strong></th>
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<td>long-term cuts in budgets and staff due to state budget restrictions</td>
<td>European policy (EU 2020 strategy, NAIADES 2), EU Danube Region Strategy</td>
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<td>loss of core competences because of incapability/restrictions in recruiting (skilled) staff (budget limitations)</td>
<td>technical and organizational modernization &amp; innovation</td>
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<td>continuation of low priority of IWT in national transport policy</td>
<td>cost-effective public service provider &amp; instrument of transport policy</td>
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<td>Negative public/political image due to (supposed) potential conflict between IWT development - environment</td>
<td>integrated approach infrastructure &amp; environment</td>
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<td>exploration of own revenues - services for third parties</td>
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National strategy plans
Basis – Agreed common objectives

Main action fields
- Navigation/Industry
- Safety
- Environment

Horizontal action fields
- Organisational structure
- Human resources
- Policy support
Overall objectives of main action fields

Navigation / Industry
Maintain and create reliable waterway infrastructure and provide related services for the industry

Safety
Contribute to safe navigation and to flood protection related activities

Environment
Balance the interests of navigation and environment integrative and holistic activities
Overall objectives of horizontal action fields

Organizational Structure
Modernize organisational structure and processes

Human Resources
Develop and maintain service orientated human resources

Policy Support
Contribute to the creation of an inland waterway transport (IWT) friendly policy framework
Example for strategic process

The customer is in the center of all reflections

 Integrated & customer-oriented waterway management system!
Basic elements of an integrated waterway management system

① Surveying
② Dredging
③ Information
Integrated waterway management cycle

**Survey**
- Continuous monitoring and general bathymetrical survey of the fairway in order to identify shallow areas (fords)
- Detailed bathymetrical survey of shallow areas in order to plan and monitor dredging measure

**Inform**
- Continuous information on the current status of the fairway infrastructure for the clients = navigation sector
- Different tools: NtS, DoRIS – website, locks, ECDIS,...

**Dredge**
- Dredging of shallow area (ford) by assigned dredging company
- Monitoring (Success control) of works: Bathymetrical survey of dredged area
- Internal documentation and external communication to target groups (e.g. shipping companies)

**Plan**
- Planning of necessary dredging works in identified shallow areas (fords), based on results of detailed bathymetrical survey
- Contracting of works - assignment of dredging company

“The whole is more than the sum of its parts!”
Communication & PR activities

- Main results
  - Set-up of group of PR managers
  - Best practices in communication
  - Set-up of communication toolbox
Main results:
- 53 exchanges have taken place
- between June 2010 & February 2012
- Hydrology, hydrography, waterway maintenance & ecology
Conclusions

• **NEWADA** provided for the first time the opportunity for a *close cooperation* of all **Danube waterway administrations**

• The **Board of Directors** forum has been proven to be a very good instrument for *strategic discussions* on the harmonization of current activities & the future development of the waterway administrations

• The right understanding of **coexistence** & **cooperation** are the two key elements for a successful development of the **river Danube**!

• The started cooperation activities have to be continued in a *follow-up project*: **NEWADA duo**!
Thank you for your attention!

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