

launches

Campaign for the Promotion of the Danube IWT Sector

Go Green, Go Smart Choose Danube IWT!

Via a Europe-wide campaign Pro Danube International dedicates the year of 2022 to the promotion of Danube Logistics and Tourism under the Motto: **Go Green, Go Smart - Choose Danube IWT**. The campaign will raise awareness on the recent & planned developments, highlighting the strengths & opportunities of Danube waterborne transport while bringing together policy & decision-makers, experts & the business sector in order to achieve the European goal of increasing transport by inland waterways and short sea shipping by 25% by 2030, and by 50% by 2050.

The needs and requirements to adequately adapt to a future-oriented European transport system characterised by the EU's goal to become climate neutral by 2050 will be high on the agenda. Moreover, the campaign will thematically not be limited solely to cargo transport, but as well raise awareness on tourism and foster opportunities for the further exploitation of the natural and cultural heritage.

2020-2021 will go down in history as the period that has placed the whole transport sector into a never before-seen level of uncertainty. Despite unavoidable restrictions which have caused disruptions severely affecting the entire sector, a set of transnational support measures secured the continuation of the Danube navigation ensuring the well-functioning of the related supply chains.

2022 will focus on new beginnings in line with the European policy framework, among which the European Green Deal and NAIADDES 3, providing the field to make use of the generous EU instruments which will facilitate high investments into decarbonisation, digitalisation, and energy resilience solutions in order to significantly boost the IWT business by 2030.

Therefore, Pro Danube will kick-start this action by initiating and conducting a high visibility campaign aiming to attract new markets by (i) encouraging innovative technologies development, (ii) disseminating good practices, (iii) engaging performing human capital into Danube transport and tourism.

The Campaign proposes the following approach:

- Regular **digital promotion** via various communication channels
- Organisation of **two regional events** - one planned for the Upper Danube region and one for the Lower Danube region
- Organisation of a **high-level event in the European Parliament** in cooperation with the cabinet of MEP Nagtegaal

