



Call for Action

Sustainable management & governance:

- Enable a strong, joint TBR MDD management and governance structure
- Recognise the ecological and cultural keystone processes which run the ecosystem and the landscape. They are the basis for any management of the biosphere reserve Mura-Drava-Danube
- Be flexible and adaptive in management processes to respond to an ever-changing environment
- Adapt economically and ecologically sustainable TBR MDD management
- Select the priority areas of natural, cultural value to restore and manage accordingly, to use limited resources most effectively
- TBR MDD Steering Committee that serves as a supervisory and advisory body, a body that helps to shape the future of the region
- Integrate stakeholder platforms for ecological sustainability, for sustainable tourism and regional development, for education and youth involvement in the TBR MDD management

Cooperation & stakeholder involvement

- Recognize the ability to cooperate in a transboundary and cross-sectoral way as key for the future of the TBR MDD
- Recognize that there are no biosphere reserves without humans. People are residents in biosphere reserves
- Build on a strong cooperation with national, regional and local stakeholders & local citizens
- Join forces with different sectors to create mutual trust and understanding
- Build connections to stakeholders whose primary interests are not nature but areas of cultural history, aesthetics, religion, music, recreation, or other

- Create an institutional framework for cooperation
- Ensure that people identify with the biosphere reserve
- Make caring for this unique river system a collective goal!
- Recognize opposition as a form of active interest and adopt active approaches to groups or associations that have formed in opposition to the biosphere reserve
- Address synergies between multiple aims in integrated river management based on a strategic integrated approach based on restoration strategy and toolbox

TBR MDD identity:

- Create a strong, joint TBR MDD identity and brand
- Ensure that people living in the TBR MDD recognize the biosphere reserve as a basis for their common identity
- Increase social acceptance of the biosphere reserve and the activities carried out under its umbrella
- Recognize the rivers as connecting lifelines as opposed to seeing them as separating borders

Education

- Include the education aspect in all future projects
- Support and develop River'sCools to reach out to the young generations
- Build on the regular school system to raise awareness for nature conservation from early on through the regular curricula
- Enable and support continuously the biosphere reserve trainers' network in all 5 countries

River Restoration & Conservation

- Recognize the multiple threats as an urgent need for preservation and restoration. Stop existing threats and upscale the protection status
- Develop a restoration master plan in the biosphere reserve including minimum criteria of size and needed sediment flux
- Give space to the rivers and enable dynamic processes
 - Think big for restoration, in large scale corridor level, as opposed to single site implementation
 - Remove bank protections, set back levees and provide a corridor to re-enable lateral dynamics
 - Recognize the need for and define a minimum size concerning width, slope, curvature, morphodynamics AND sediment input for sustainable restoration measures
- Establish a sediment management concept for the whole Danube, Drava, Mura basins - provide/remobilise sediment and improve upstream continuity

- Define a climate change adaptation roadmap to reduce risks from floods and drought
- Use reservoirs wisely to reduce negative effects such as hydropeaking and sediment trapping, and to counteract climate change impacts
- Create a harmonized base for monitoring

Sustainable tourism & regional development:

- Recognize sustainable tourism, implemented with wide stakeholder involvement as an effective tool for regional development
- Establish a functional Amazon of Europe Destination Development Organisation
- Establish and regularly monitor and improve tourism products
- Establish and regularly improve a collective brand, Academy and Business Hub
- Work to establish and make the Amazon of Europe story and destination a recognized brand across the globe
- Work toward development of a good public transportation network and base the product on a sustainable mobility network

Projects:

- Use international partnerships within the framework of the MAB programme to awaken interest and also pride among regionally bound stakeholders
- Pay great attention to a content, spatial and temporal connectivity of the projects, to overcome short-term implementation limitation and "project fatigue"
- Use projects as starting points for large-scale restoration actions
- Appreciate best practices of traditional land use & crafts and apply new scientific and technical knowledge in practice