

Danube connects us in summer, too

If somebody is interested in the topic Danube or the European Union Danube Region Strategy (EUDRS) then it is almost impossible to avoid the German cities Ulm and New-Ulm. Both cities are highly committed to the strengthening of the regional cooperation. In fact, the International *Danube Festival* is organized every two years. For ten days in July, the waterfront of the Danube becomes a cultural melting pot of the region. An accompanying programme was the *Journalist Forum* of the magazine *Danube connects* on 11-12 July 2012.

The International Danube Festival has become a real tradition in the last few years. Since 1998 numerous artists have been attending to share their impressions about the cultural variety of the Danube countries. The high visitor numbers are proof for the success of the festival. This year more than 300.000 guests came to Ulm to celebrate summer with a glass of wine accompanied by great performances. Among the artists were Marcelo (Serbia), Tom & The Twisters (Croatia), Brass in the Five and Fókatelep (Hungary) and much more.

A special role was dedicated to the young generation this year. Around 300 adolescents came from ten Danube countries to Ulm and New-Ulm. They all took part in the Youth Camp “We are Europe”, the Danube Pop Camp and in the political simulation game “By The Beautiful Blue Danube”.

The festival is always a good opportunity to bring the key actors together and to strengthen various regional cooperation. YCDN was invited to the two day Journalist Forum organized by the magazine *Danube connects*, European Danube Academy and the German Südwest Presse.



The topic of the forum was “How can media contribute in order to increase the activity of the civil society in the implementation of the Danube Strategy?” After numerous debates about the role of media, freedom of press and hour-long brainstorm the conclusion is the following:

especially in the countries of Central and Eastern Europe free media is of great importance since these democracies are still under political and cultural transition. Furthermore, all participants can contribute to the success of the strategy with an intensive publicity work. People can only be involved in the projects if they are well informed about the targets and the possibilities.

The big variety of media and other organizations dealing with the EUDRS was indeed surprising. For example, the following organizations participated at the Forum:

- Allgemeine Deutsche Zeitung für Rumänien
- Council of Danube Cities and Regions
- Danube Civil Society Forum
- Danube networkers
- Danube Connects
- Emde vus Hungarian Student Association
- European Danube Academy Ulm
- European Journalists Association
- Okto 8 Community TV
- Orga market – Society for Organization and Marketing
- PID City Vienna
- Profitext Ulm

If you are interested in its detailed activity or you need more information about the International Danube Festival feel free to contact us!

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