

# BLUE AUSTRIA

## MORE THAN JUST BLUE DANUBE

Comprehensive protection of Austria's water resources

## CLEAN POWER

Water power dominates Austria's electricity production

## WATER FOR THE WORLD

Successful aid projects in developing countries

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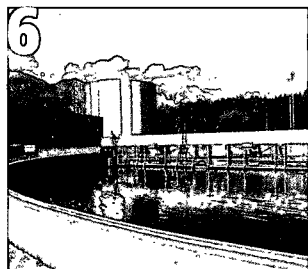
#### 4 WATER-RICH AUSTRIA

Water is a distinguishing feature of the landscape in this alpine country and home of the Blue Danube. Austrians share a particularly strong bond with their water.



#### 10 WATER PROTECTION ACCORDING TO PLAN

The quality of Austria's waters has ranked amongst the best in the world for decades



#### 6 WORKING FOR CLEAN WATER

Water awareness amongst Austrians is high and new measures to keep waters clean are continually being implemented.



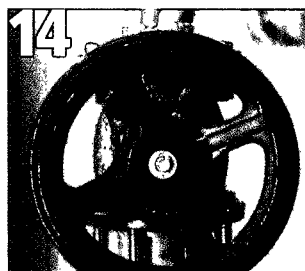
#### AUSTRIA'S ELECTRICITY TRULY FLOWS

Over 4,000 hydroelectric power plants cover 70 percent of Austria's electricity consumption. This figure ranks Austria as second in Europe.



#### 8 FLOOD PROTECTION IS A WORK IN PROGRESS

"Soft measures" of flood prevention are becoming increasingly important alongside classical flood defences such as dams and dykes.



#### AUSTRIAN EXPERTISE

Water is becoming big business. Numerous Austrian businesses are successful on the international stage in the fields of hydropower, water supplies and sewage treatment.



#### 9 GENERATION BLUE

Water comes out of the tap – or does it? "Generation Blue" provides adolescents with answers to questions such as this.



#### CLEAN WATER FOR EVERYONE

Water plays a key role in Austrian Development Cooperation. Austrian programmes and projects are designed to improve the quality of drinking water and keep water clean.



#### 9 PERFECT DESIGN

The "Europe" drinking glass by Austrian designer Miki Martinek is awarded the Adolf Loos prize.



#### 18 WATER TOURISM

Visitors to Austria expect clean water and untouched landscapes, and they find both around almost every corner.

### IMPRINT

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