



STRATEGY 2020

Ambitions, Objectives
and Core Activities

viadonau

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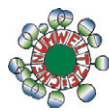
Ambitions, Objectives and Core Activities

Imprint

VIADONAU STRATEGY 2020
Ambitions, Objectives and Core Activities

via donau
Österreichische Wasserstraßen-Gesellschaft mbH
Donau-City-Straße 1, 1220 Wien
www.viadonau.org
office@viadonau.org
Telephone +43 50 4321-0
Telefax +43 50 4321-1050

Photos: viadonau, Andi Bruckner,
Pilo Pichler, Johannes Zinner
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Strategy with a vision ...

... for safety, the environment and the economy

The Danube is a universe unto itself. As a valuable and bio-diverse natural habitat, it simultaneously forms one of the most important settlement and economic areas in Europe. Its conservation, maintenance and development require responsible and sustainable thinking and action. For this reason, viadonau sets clear objectives for each of the many fields of the company's activities and integrates them into a holistic development strategy.



Throughout the wide range of the company's activities – whether it be the implementation of the numerous renaturation or flood protection projects and activities, traffic regulation at the nine Danube locks, daily waterway maintenance tasks or international cooperation to enhance a collaborative waterway management – viadonau stands for transparent decisions and innovative solutions for a future orientated corporate strategy. With the focus always on people, the environment and the economy, viadonau carries out the company's varied tasks in a purposeful and coordinated fashion and is committed to the comprehensive and sustainable development of the Danube region.

DI Hans-Peter Hasenbichler
Managing Director



Vision

viadonau is the leading international waterway operator in the Danube region. With the expertise of our employees for infrastructure management, shipping and logistics, as well as electronic information and navigation systems, flood protection and ecological hydraulic engineering, we are a service provider not only for the public and business sectors, but also for recreation seekers and local residential communities along the Danube.

The sustainable development of both the habitat and economic areas on the Danube is therefore our focus: we see the environment, safety and the economy as interconnected communication systems that guarantee the quality of life and ensure that Austria and the Danube region is a prime business location that will also continue to be a liveable, safe and prosperous place for both people and the natural environment in the future.



Mission

via donau – Österreichische Wasserstraßen-Gesellschaft mbH manages a safe and efficient waterway, maintains and improves the habitat along the Danube and promotes innovative solutions to enhance environmentally friendly navigation, thereby strengthening Austria as a business location. Furthermore, viadonau is active in the modernisation and operation of systems to protect local communities against flooding along the rivers Danube, Morava and Thaya.



Corporate values

- » Responsibility for people and the environment
- » Efficiency in service delivery
- » Transparent planning, decision-making and reliable conduct
- » Respect and recognition in dealing with one another
- » Initiative and entrepreneurial thinking and behaviour
- » Innovation and Leadership in the Danube region

The 4 pillars of business activity

Environment



Water protection

Preservation and improvement of the eco-systems Danube, March and Thaya

Navigation

Reduction of greenhouse gas emissions and increased environment-friendliness of inland navigation

Economy



The waterway

Customer-oriented waterway management and improvement of the fairway channel

Danube logistics

Increased competitiveness of inland navigation in logistics networks

Safety



Flood protection

Ensuring flood protection

Traffic safety

Increased traffic safety as well as safer lock operation

Corporate Governance



Efficiency/ Sustainability

Increased efficiency in the provision of services and sustainable as well as impact-driven commitment and action

Transparency/ Risk orientation

Comprehensive planning, deciding and acting as well as appropriate risk management strategies

Action field: Habitat



Ambition

viadonau is Europe's leading force in the field of near-natural river engineering and innovative water protection for waterways and rivers. The basis for this activity is established by the European Water Framework Directive, national water management plans and the Action Programme Danube developed by the Ministry for Transport, innovation and Technology (bmvit). All activities are embedded in an environmental management system and a wide network of cooperation partners.

The habitat along the Danube, March und Thaya is protected and improved.

Objectives "PRESERVATION AND IMPROVEMENT OF THE ECO-SYSTEMS DANUBE, MARCH AND THAYA"

viadonau sets itself the objective of maintaining and improving habitat for wildlife. To this end, the company implements the following core activities:

- » Implementation and further development of environmentally friendly maintenance and management plans for sensitive areas – especially in those areas where navigation is increasing
- » Promotion of innovative renaturation and connectivity of river system projects on the Danube, March and Thaya
- » Initiation of conservation projects for key species along with all the necessary accompanying monitoring measures
- » Implementation and further development of integrative project structures and the involvement of all relevant parties
- » Implementation and improvement of riverbank and dam maintenance concepts along the Danube, March and Thaya, as well as the development of ecological service profiles (e.g. construction supervision)
- » Development and implementation of concepts for the environmentally-sound management of problem species such as invasive neophytes and beavers
- » Implementation and improvement of research collaboration as well as training and knowledge management activities

Action field: Navigation



Ambition

viadonau not only incorporates the specific needs of the Danube region into the sphere of European research being carried out into nautical and technical innovations and climate change, but also initiates and designs projects for waste prevention and disposal in the maritime sector. viadonau also promotes the mutual transfer of knowledge and the implementation of new findings from international research carried out on the Danube.



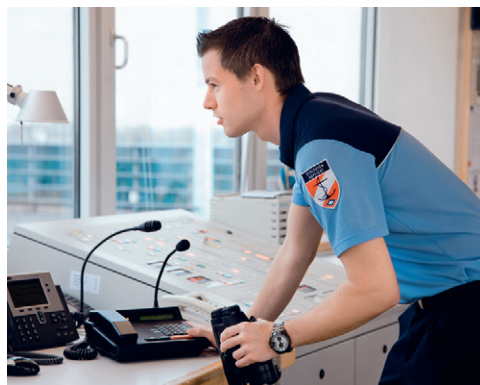
International research projects improve the environmental friendliness of navigation.

Objectives “REDUCTION OF GREENHOUSE GAS EMISSIONS AND INCREASED ENVIRONMENT-FRIENDLINESS OF INLAND NAVIGATION”

viadonau sets itself the goal of reducing greenhouse gas emissions from shipping and achieving sustainable improvements to environment-friendliness. To this end, the company implements the following core activities:

- » Creation and implementation of research and development projects on emission reduction, energy efficiency, propulsion concepts and alternative fuels (e.g. liquefied natural gas) as well as the modification of existing vessels and the development of innovative vessel concepts
- » Contribution to research and development projects relating to the impact of extreme weather events and climate change on inland waterways
- » Implementation and further development of innovative concepts for ship waste management, e.g. at locks
- » Initiation of projects for the environmentally friendly disposal of ship waste contaminated with oil and grease
- » Cooperation in establishing both Austrian and European standards for emission reduction
- » Implementation of programmes to promote environmentally friendly inland navigation

Action field: The Waterway



Ambition

As the leading international waterways operator in the Danube region, viadonau contributes significantly to the development of European policies, programmes and directives relating to inland navigation. viadonau ensures active and customer-oriented management of the waterway infrastructure in Austria and is also active in ensuring that this results in improved planning of freight transport, thereby contributing to an increase in the use of the waterway and the creation of added value to the region.

viadonau's management of the waterway places particular emphasis on customer orientation.

Objectives “CUSTOMER-ORIENTED WATERWAY MANAGEMENT AND IMPROVEMENT OF THE FAIRWAY CHANNEL”

viadonau sets itself the goal of optimally managing the waterway for customers and improving the fairway channel of the Danube and its navigable tributaries. To this end, the company implements the following core activities:

- » Maintenance and improvement of the Austrian waterway infrastructure, including towpaths
- » Optimising the management of Austrian waterways through innovative concepts and the establishment of appropriate standards with a strong customer orientation
- » Further development and implementation of national and European strategies and programmes to promote Danube navigation
- » Inclusion of matters concerning inland navigation in both national and international transport policy and supporting bmvit (Ministry for Transport, innovation and Technology) in fulfilling its statutory duties
- » Development and implementation of training and education concepts
- » Optimisation of traffic management at locks and coordination with operators to ensure minimum delays and disturbance to services during maintenance work
- » Provision of fairway information for users of the waterway, including water levels, depth and traffic information

Action field: Logistics



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Ambition

viadonau actively supports both the sustainable integration of the waterway as an overall transport system and the integration of Danube navigation into multimodal supply chains. As a result of this, the company is actively contributing to the strengthening and safeguarding of Austria as a business location. viadonau's expertise is recognised throughout Europe and is in constant demand. Moreover, viadonau supports mutual learning between waterway authorities and users of the waterway. The company is engaged in fulfilling the needs and concerns of business, and guaranteeing a high level of customer orientation whilst carrying out its functions.

Inland navigation is an important partner in the multimodal transport network.

Objectives “INCREASED COMPETITIVENESS OF INLAND NAVIGATION IN LOGISTIC NETWORKS”

viadonau sets itself the goal of increasing the competitiveness of inland navigation in logistics networks and pursues the following core activities:

- » Close consultation with users of the waterway with regard to viadonau's activities
- » Efficient and targeted handling of logistics and funding advice, including performance monitoring
- » Organisation and staging of business-to-business events relating to logistics on the Danube
- » Collection of data and processing of knowledge for the logistics sector
- » Observation and analysis of sectors in order to identify new markets for inland navigation
- » Support for the increased integration of Danube navigation into multi-modal transport networks rail/sea/road throughout Austria and Europe
- » Further development and European-wide implementation of training concepts
- » Expansion of River Information Services appropriate to the requirements of the logistics sector

Action field: Flood protection



Ambition

viadonau actively supports water authorities and flood associations in the protection of local communities, buildings and equipment on the Danube, March and Thaya from the effects of flooding. This is achieved through comprehensive preventive measures and competent deployment management in cases of floods and other emergencies. viadonau's extensive know-how concerning the construction, maintenance and operation of environmentally friendly flood-prevention systems is regarded as a model throughout Europe.



Continuous advancements in safe, modern flood protection.

Objectives “ENSURING FLOOD PROTECTION”

viadonau sets itself the goal of ensuring flood protection on the Danube, March and Thaya. To this end, the company focuses on the following core activities:

- » Deployment and development of cutting-edge construction technologies
- » Maintenance and regular evaluation of flood defence systems to ensure that they are in a safe condition and adaptation of these facilities to state of the art technology
- » Optimisation of dam maintenance from an ecological and commercial point of view
- » Ongoing development of a fully automated and continuously modernised measuring and monitoring network, together with the provision of data for flood forecasting and the timely alerting of emergency services in the event of an incident
- » Ensuring efficient operational processes in the event of floods or other incidents, in accordance with standard rules of engagement
- » Monitoring the proper discharge of flood waves through the weir systems of power plants and informing the relevant water authorities
- » Continuous training of staff and carrying out of periodic incident simulation exercises with all task forces, along with regular evaluations and improvements to flood response plans

Action field: Traffic safety



The most modern communication technologies to ensure the safe flow of traffic.

Ambition

As part of its responsibility for the operation of the locks and River Information Services (RIS), viadonau provides predictive traffic management appropriate to the requirements of waterway users and thereby contributes to an increase in traffic safety and transport efficiency on the Danube. Its extensive expertise makes the company a world leader in the field of development and operation of River Information Services. viadonau is a key player in the international development, standardisation and implementation of River Information Services.

Objectives “INCREASED TRAFFIC SAFETY AS WELL AS SAFER LOCK OPERATION”

viadonau set itself the goal of enhancing traffic safety on the Danube and ensuring the safe operation of the locks. To this end, the company pursues the following core activities:

- » Continuous upgrading of operational RIS applications designed to improve traffic safety, e.g. in the field of traffic monitoring and communications regarding hazardous cargoes
- » Improvement of Austrian RIS applications in terms of quality, ease of use and data exchange with other RIS operators
- » Active further development of future RIS applications and the acquisition of technological innovation
- » Integration of Austrian RIS systems into European databases and management systems
- » Contribution to the harmonisation and standardisation of RIS in Europe, including interfaces with other modes of transport
- » Highly qualified lock personnel to ensure the smooth operation of the locks
- » Customer-oriented handling of lock supervision and the provision of needs-based lock information

Action field: Efficiency and Sustainability



Ambition

With its integrative approach to carrying out its core tasks, viadonau is setting new standards in terms of sustainability and profitability. The competences of all employees are continuously expanded and deepened. Modern management systems ensure that viadonau's activities are optimally interconnected in order to complement one another.



Interface optimisation to achieve efficient internal processes.

Objectives "INCREASED EFFICIENCY IN THE PROVISION OF SERVICES AND SUSTAINABILITY AS WELL AS IMPACT-DRIVEN COMMITMENT AND ACTION"

viadonau sets itself the goal of providing efficient services and being able to think and act in a sustainable and effective fashion. To this end, the company implements the following core activities:

- » Further development of the environmental management system and occupational health and safety protection for workers, in accordance with European standards, in order to ensure the sustainable development of the company
- » Optimal crosslinking of corporate services and operating units through the use of innovative information technology and management systems
- » Creation of a working environment that stimulates innovation and encourages proposals for improvements and project ideas
- » Expansion of the competence of employees through targeted training and further education provisions in accordance with the personnel development concept
- » Promotion of the satisfaction of employees and implementation of preventive health measures and programmes
- » Implementation and enhancement of internal standards for project management and project controlling as part of a process of continuous improvement
- » Creation and implementation of a company-wide progress-oriented process landscape to ensure the best possible structuring of interfaces and results-based process monitoring
- » Screening of national and international funding landscapes in order to optimise third-party funding

Action field: Transparency and Risk orientation



Ambition

viadonau is perceived in Europe as a competent partner of great integrity for business, politics, research and society. As a public company, viadonau places special emphasis on its reliable, transparent actions and open communication. The company's internal interfaces and communication channels are structured in the best possible way.

Transparent decision-making processes are a fundamental element of the company strategy.

Objectives “COMPREHENSIVE PLANNING DECIDING AND ACTING AS WELL AS APPROPRIATE RISK MANAGEMENT STRATEGIES”

viadonau sets itself the goal of planning, making decisions and acting in a comprehensive way. To this end, the company pursues the following core activities:

- » Compliance with the viadonau code of conduct and adherence to company values
- » Optimisation of internal communication channels
- » Active and purposeful communication both internally and externally to increase transparency of actions
- » Improvement of management systems and continuous monitoring of attainment of objectives
- » Establishment of a legally sound, transparent and sustainable procurement and estate management system
- » Adherence to simple, efficient and comprehensive corporate policies

viadonau