









II juillet

26 0001

Big jump

FLUSSBADETAGE EUROPAWEIT







Big Jump: "...is an inspiring project that captures the essence of current EU water protection legislation into one single public act: at one date, at one time, people will jump into rivers all over Europe.

In a nutshell, BIG JUMP is Europeanwide event, where people reclaim their environment and demonstrate their wish to have clean and living rivers again.



The Water Framework Directive (WFD; EU's main law for water protection) is the EU's legislative tool to achieve good status for all rivers and lakes in Europe. But a legislative tool alone is not enough to reach this goal.

It is essential to gain people's support for it.

Without broad public support all over Europe,

the WFD might never work."

(European Water Management News, June 22, 2005)



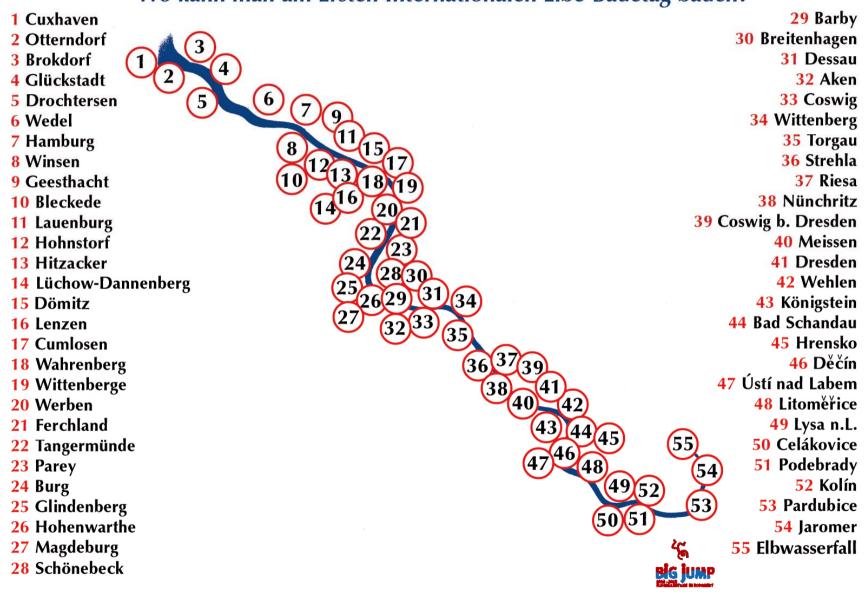
Exemple Elbe

in 12 years from the most polluted river in **Europe** to the longest inland beach





Wo kann man am Ersten Internationalen Elbe-Badetag baden?







In Sachsen konnten die Badelustigen zwischen Bad :

seuchung mit Koli-Bakterien konnte sie nicht schrecken.

Badeanstalt und hörte sogar Bürgermeister Harald Koch (46,CDU) zu den Mutigen. Auch In Torgau hatte : Beobachtet

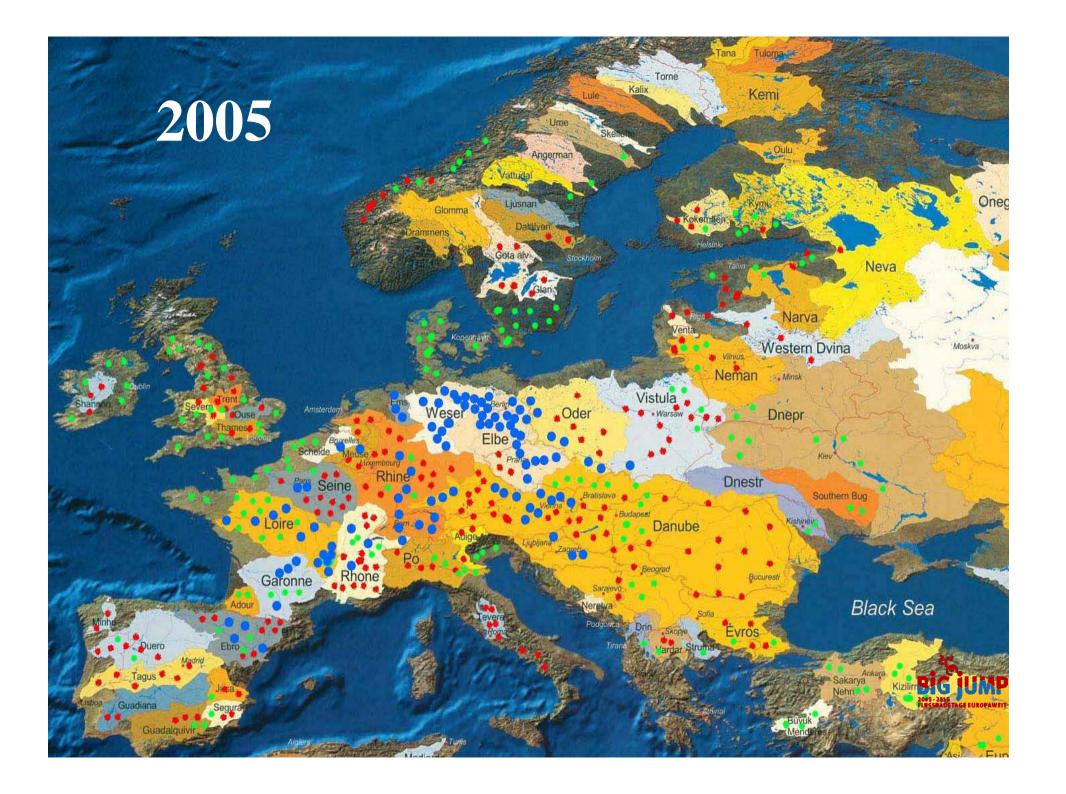
In Dommitzsch gevon : wenn er sich das Elbe-Schwimmen gekommen.

Kopitzki wünscht sich: "Elbe-Badetag, das könnte zu einer festen Tradition werden."









2005: 250 000 to 300 000 visitors, 31 rivers, in 22 countries, 500 official actions, plenty of exposure and discussions on subject water,

340 partners (GOs, NGOs, private sector...)

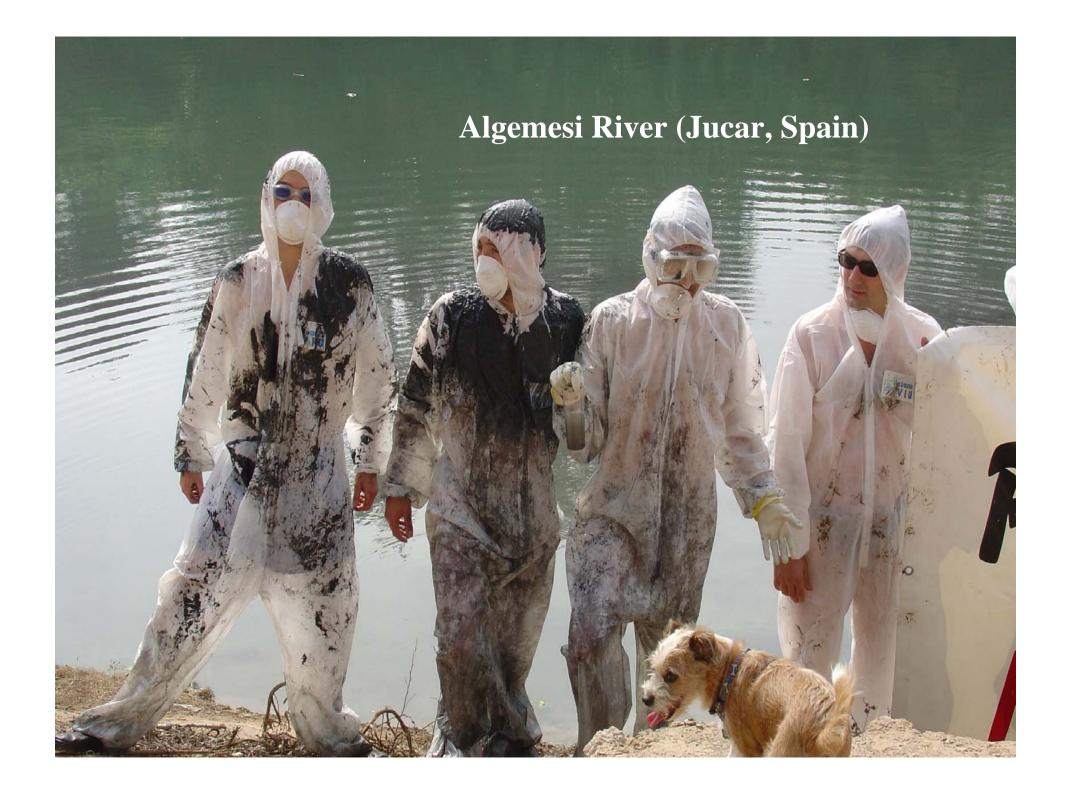
important meetings in Dresden and Hambourg (Ger.) and other capitals
more than 10 000 people each..

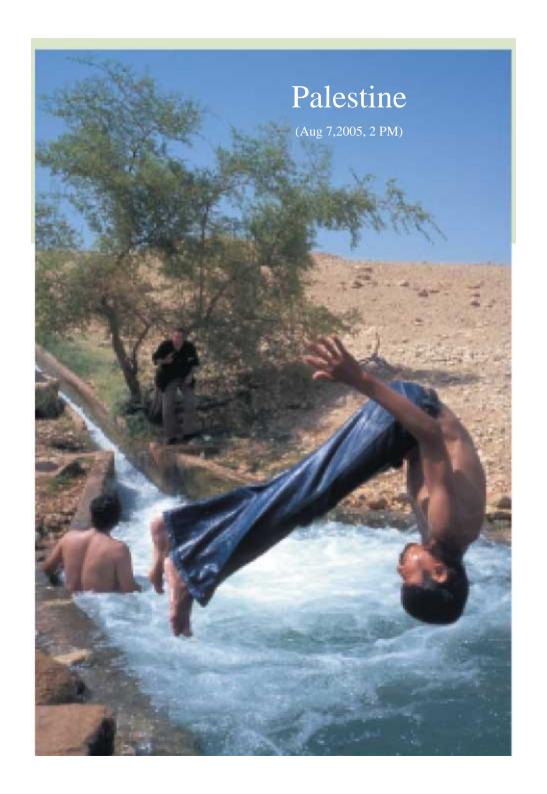














12 broadcasts on national channels (prime time)

At a regional level, we listed 26 regional programmes in 11 countries

Over 600 articles in international, national an regional revues and newspapers







15 july, 3 PM (EU), 11 PM in Brisbane